



# 2021 FUNDRAISING TOOL KIT

# ABOUT

The 2021 Snow Bowl is an official 6-on-6 flag football tournament with light blocking and is played over three days. Teams are allowed up to 15 players; all must be 18 years of age or older to participate. Field size is 20 yards x 40 yards with each team guaranteed three games on the field at MetLife Stadium.

Special Olympics New Jersey, a not-for-profit organization, provides year-round sports training, competition, leadership opportunities and health screenings to more than 26,000 athletes. All of these programs and services are always completely FREE thanks to fundraising events like the 2021 Snow Bowl!

## GETTING STARTED

### 1. SET UP YOUR PERSONAL FUNDRAISING PAGE.

If you didn't get a chance to set up your personal fundraising page when you registered, be sure to do so as soon as possible! Classy.org should have sent you a confirmation email to claim your unique fundraising page. You can then log into your fundraising page and customize your site.

### 2. RAISE FUNDS.

Now that you have a personalized fundraising site and link, be sure to share it with your friends and family. Start by posting your custom link on Facebook, sending it via email to your contacts or tweet it out to your followers. You can do this directly from your Classy fundraising page. Just click on one of the icons on the top right in the "Share" section.



### 3. AIM HIGH, WIN COOL STUFF!

We encourage you to aim HIGH with your fundraising goals!

As you hit your fundraising milestones, you'll earn cumulative (and AWESOME) incentives. See page 4 for details.

### 4. PLAY FOR A CAUSE!

March 5-7 will quite possibly turn out to be one of the most exciting days of your life! All to benefit over 26,000 athletes of Special Olympics New Jersey. You'll receive detailed information about game day logistics as we get closer to the event. Please visit our Event Information page on our website at [www.njsnowbowl.org](http://www.njsnowbowl.org) or email [snowbowl@sonj.org](mailto:snowbowl@sonj.org) if you have any immediate questions.

# FUNDRAISING TOOLS

From social media content down to shareable images, we have you covered. Download these great tools to help you with your fundraising efforts. [Click here](#) for more info.



## SHARABLE IMAGE

Post a 2021 Snow Bowl image to your Facebook, Instagram and/or Twitter page to share with your followers. Be sure to use #NJSnowBowl and #SpecialOlympicsNJ on your posts!



## FACEBOOK PROFILE FRAME

Add a frame to your Facebook profile picture to tell friends and family that you're playing on the turf at MetLife stadium!

From you personal Facebook page:

1. Click "Update Profile Picture"
2. Click "Add Frame"
3. Search "2021 Snow Bowl"



## FACEBOOK COVER PHOTO

Upload the exclusive MetLife Stadium panoramic cover photo to your Facebook page for all to see.



## SNOW BOWL VIDEO

Phil Morin started a Snow Bowl team in 2012 in honor of his son Finn, who has down syndrome. His goal was to raise funds and awareness for children and adults with intellectual disabilities so that his son could grow up with the same opportunities to play sports that he had. Share the inspiring video with your friends and family to let them know what the Snow Bowl is all about.

<https://vimeo.com/311873834>

# FUNDRAISING INCENTIVES

As you hit fundraising milestones, you'll earn the items below (which are cumulative), and help raise money for Special Olympics New Jersey athletes; it's a win-win! The more money you raise, the more cool items you will receive! Click here for more details.

## Punt Level - \$2,400 - \$3,499



Tournament  
Sweatshirt



Tournament  
Gift Bag



Digital Team Photo

## Pass Level - \$3,500 - \$4,999



Tournament  
Sweatshirt



Tournament  
Gift Bag



Digital Team Photo



NY Football Giants  
Knit Cap



Team Award

## Touchdown Level - \$5,000 or more



Tournament  
Sweatshirt



Tournament  
Gift Bag



Digital Team Photo



NY Football Giants  
Knit Cap



Team Award



TBD

## Victory Dance Level - \$10,000 or more

Any team who raises \$10,000 or more will automatically be able to hold a spot in a Division of choice for the 2022 Snow Bowl.

*(Participants will still be subject to raising the \$2,400 entrance fee but a spot will be reserved before registration opens next year).*





## FOLLOW US ON SOCIAL MEDIA!



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