



Soccer Without Borders Running a Clinic



CLINIC PREPARATION:

- 1) Confirm date, location, and time of your clinic.
- 2) Recruit and meet with volunteers who will help run the clinic; meet with them periodically over the weeks prior to the event.
- 3) Register your clinic with Soccer Without Borders by emailing the date of your clinic to: [EMAIL]
- *Decide if there's a cost for your clinic before finalizing communications and promotional materials.**
- 4) Determine a communications strategy to recruit players (e.g., radio, local school newspapers, local businesses, internet, local youth leagues, etc).
- 5) Finalize promotional materials to support your outreach and communications (flyers, posters, etc). **Make sure you include Positive Tracks and SWB logos on materials!**
- 6) Start promoting the clinic to schools, friends, family, league administrators and community members; continue throughout planning.
 - * Use media tools: Facebook, Twitter, Instagram or email.
- 7) Define clinic content for day of the clinic; recruit more volunteers if needed.
- 8) Schedule an athletic trainer to be on site at the tournament or give the event information to a local EMT.
- 9) Arrange for all necessary equipment that will be needed and make a plan to get it to the field (balls, cones, goals, microphone, tables, lining fields, etc).
- 10) Get Player Liability Waiver from SWB that kids will sign when they show up for the clinic.
- 11) Email [EMAIL] regarding a Positive Tracks Ambassador t-shirt and banner if you have not already received them.
- 12) Host a final volunteer meeting (confirm they know their roles).
- 13) Create a day-of timeline.

*CLINIC REGISTRATION OPTIONS:

- 1) **Suggested donation of \$ at registration table at the clinic [whatever amount you decide, \$20 is a popular amount]**
- 2) **Use the online donation forum, CrowdRise (Instructions below)**

- Set up a page at www.crowdrise.com/soccerwithoutborders
- Click *Fundraise for this charity*
- Click *Start a new fundraiser*
- Enter name: *School Name SWB Game day Presented by Positive Tracks*
- Enter in Team Headline: sign up with a donation of [X Amount]

-Click *Submit* and customize information about your site
(Including the cost of a t-shirt)

-Send the website link out to friends and family!

Under Customizable Options, check the checkbox if you intend to let people pay with check or cash. If you allow for this, you must send the cash or checks after the tournament to: 9 Waterhouse St. Cambridge, MA 02138

Use the link to your new CrowdRise page in your promotional materials, emails, and flyers to encourage pre-registration. Be clear in materials what your expectations are. State the amount of \$ you require in your materials and on the website. Have a computer set up at registration during the Clinic so that people can donate online on the spot or pay in cash or check.

EXTRA CREATIVE IDEAS:

- Play music during the clinic
- Invite an educational speaker to talk about children's rights abroad or Sport for Development during the clinic's opening remarks (a local SWB representative or former intern may be available depending on location).
- Arrange for food and drinks at the event (i.e. Panera or local shop donation).
- Raffle ideas: enter every kid that registers into a raffle, give out prizes to the 25th and 50th kid to register, have kids and parents buy raffle tickets at the event, hand out prizes to kids who had the most spirit/tried their hardest/had the best header/etc.

ENCOURAGE DONATIONS

DONATIONS

Resources: While some kids or parents may choose not to participate in the clinic, they may still be interested in supporting the cause on behalf of your clinic.

Donors can make a donation on behalf of your clinic in **three** ways:

- 1) Mail a check made payable to Soccer Without Borders with your tournament name in the memo line to: 9 Waterhouse St. Cambridge, MA 02138
- 2) Donate through SWB's online donation page at <http://www.soccerwithoutborders.org/donate/> and include the tournament name in the comments section
- 3) Give cash or a check to the tournament coordinator at any time and have the tournament coordinator mail the funds to SWB at the above address.

IMPORTANT NOTE

Collect all donor information, including name, address, phone

**number, email address and gift amount for all donations. SWB
needs this information in order to send proper thank you
letters and tax receipts to each donor.**