

January 18, 2012

To: All JBA players and parents of players in grades 4-8

RE: FREE THROW FUNDRAISER

IMPORTANT DATES:

JANUARY 24TH: You should receive this information letter no later than January 24th

JANUARY 30TH: You should return the "Sponsor List" no later than January 30th

FEBRUARY 8TH: Requests for pledges will be sent out to your list on this date

FEBRUARY 26TH: EVENT DATE

FEBRUARY 27TH: This is the emergency make-up date---we will make every effort to not need this date

FREE THROW FUNDRAISER INFORMATION LETTER

The Free Throw Fundraiser is an event that the JBA has run one other time in the past. By design, this fundraiser is not done each year so that athletes are only expected to participate in the event one time in their JBA careers. (Having added 4th grade to the Association may mix this up a bit...the intent was to hold the fundraiser once every four years.) Many programs and schools do a similar event every single year. We aim for once every 4-5 years. It is an important fundraiser as it has the potential to generate substantial funds which fuel the JBA budget for several years.

THE BASICS: We ask to players, with advice from parents, to provide a list of names of potential sponsors. Players shoot 100 Free Throws.

HOW IT WORKS:

- 1) Attached to this letter is a form for each player (along with parents) to list people that he/she thinks would sponsor him/her in a free throw shoot-a-thon. We ask that each player give 10 names. Please provide a full address, including zip code, so that we can handle the mailing without contacting you again.
- 2) Return the list to the address at the bottom of the form (but save this information sheet for your own reference). Please send it in the regular mail or hand it directly to that person. Do not send it to a practice with the player. Don't give it to a coach. Do not send it to school. We need to have paper copies on this so we will not be using email as an option. Timeliness is important for this to be successful. **Return list no later than January 30th.**
- 3) On February 8th, pledge cards, along with a brief letter of explanation, will be sent out to all of the hopeful sponsors. The request will have the player's name on it so that people will know who is asking for the pledge. (Also, it would be very helpful if kids would tell the people to expect this in the mail. ie: If Grandpa hears from Joey that Joey's going to be shooting 100 shots and that he is going to receive something in the mail about this, Grandpa is going to be more inclined to read it and respond)
- 4) Those people that choose to sponsor a player will send their pledge cards back in a provided envelope.
- 5) A reminder about the event and the details on times will be distributed to players the week before the event.
- 6) On February 26th, from noon to 6:00 pm, all the JBA athletes will take part in a Free Throw Shoot a Thon. It will take place at the Jordan High School gym. There will be a schedule for shooters. There will be flexibility in this schedule, but in order to get all the shooters done in that time frame and keep things flowing, we will attempt to have the players shoot at specified times. Shots will be counted and recorded.
- 7) The results of the Shoot-A-Thon will be sent out the very next day so that sponsors can mail back the amount that the player earned by MADE free throws (Just like in a game, a miss is worth zero.)
- 8) On the day of the event, players will get lists of the people that chose to pledge them so that they can properly thank their sponsors the next time they see them, or with phone calls, or perhaps letters.

A few notes:

*For families that have more than one player, you can certainly duplicate names and we will simply send one letter to the sponsor with two pledge cards. We still ask that you fill out both lists so that we have a list for each player. Just be sure to return them together so that we don't send more than one pledge request to the same person on behalf of your family.

*Sponsors will have the option to simply pledge a flat fee if they want. Perhaps they would just like to give \$10 no matter how many shots are made. Some people prefer that method just because it is a little simpler.

*We will have many of the high school players helping with this fundraiser. They will be working on the mailings, counting made shots, recording, rebounding, etc., so the event should run without too much demand on parents. We may ask a few parents that are there on the day of the event to jump in and help out if we don't have enough hands on deck.

If you have any questions about this upcoming event, please feel free to contact us.

Thanks!

Jessica Devine
Event Chair

Carrie Speikers
Event Chair