



NASEF
NORTH AMERICA SCHOLASTIC
ESPORTS FEDERATION™
Game. Grow. Learn. Lead.™

www.esportsfed.org

CHALLENGE #6 MAKING MONEY MOVES: HOST A FUNDRAISER

Channel your inner entrepreneur! Collaborating with your peers, think of new ways to engage member of your clubs and host a fundraiser. Be sure to consider all the elements of event planning: budget, timeline, promotions, etc!

Challenge: Designate a specific cause for your NASEF Esports Club and host an event to raise money!

Award: Win a pizza party for your Club (up to \$50), mentor session with an esports professional/collegiate athlete, and website/social media recognition.

Challenge Details

- Talk with your General Manager and Administration and ask questions about how you can hold a fundraiser and collect money to support your esports Club.
- Develop specific goals for the fundraiser, considering the following questions:
 - What concerns will the the money raised address?
 - Who is invited to participate in the fundraiser?
 - What is the goal amount the club would like to raise?
 - How long will the fundraiser go for?
 - Will you work with local community businesses?
- Plan and execute the fundraiser.
- Publicize on social media.
- Upload your fundraiser information to your Club's social media and make sure to use the hashtag **#esportsBTG**, so we will be able to locate it.

Submission Requirements

- **All entries must be submitted at [Beyond the Game Challenges](#) or within your [Club Portal](#) by Friday, May 24, 2019 by 5:00pm PT|6:00pm MT|7:00pm CT|8:00pm ET.**
- There are two parts to submit for this challenge:
 1. Share your fundraiser details via a link (YouTube, Vimeo, Google Folder, etc.) in our submission form.
 2. Respond to the following prompts:
 - Describe your fundraiser. What were the goals? How would you measure success? Who did you partner with for the fundraiser? (200-word limit)
 - How does your experience as a Entrepreneur (Business Developer) contribute to your career aspirations? How does it contribute to your Club? (200-word limit)
- This Challenge can be submitted by an individual or team. Members of the team, must all be active NASEF members.

Questions? For any questions, email us at info@esportsfed.org or via [NASEF Community Discord](#).