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 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, January 31, 2020 by 5:00 pm PT/6:00 pm MT/7:00 pm CT/8:00 pm 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 an 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.