



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

[www.esportsfed.org](http://www.esportsfed.org)

## BEYOND THE GAME CHALLENGES #8 MAKING MONEY MOVES: HOST A FUNDRAISER

### ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Channel your inner entrepreneur! Entrepreneurs in esports must be multi-talented. They establish, maintain, and plan the overall goals and plans for the Club, team and events. They develop and maintain relationships, market activities and events, and manage the overall budget. 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

Scholastic esports scholarship (\$500) or a grant for your esports Club (\$500), (1) pizza party for your Club (up to \$100), (1) 15-minute mentor session with an esports professional/collegiate athlete, and website/social media recognition.

#### Challenge Details

- **Research** careers in esports. What do entrepreneurs, general managers, and event organizers do in the field of esports?
- **Assess** issues or causes that are important to your Club, campus and broader community. Talk with your General Manager and ask questions about how you can hold a fundraiser and collect money to support your esports Club.
- **Create** a plan. Before you tackle this Challenge, spend some time thinking about what you will need to do to accomplish it. Don't forget to think about:
  - **Gather** your Club members and Executive Board.
  - **Identify** your cause, event and finalize the date and time.
  - **Make** necessary reservations for space equipment, food and anything else you need for the viewing party.
  - **Reach out** to game developers or community figures and ask for support.
  - **Host** a fundraiser to raise money for equipment, food, etc.
- **Publicize** the fundraiser to all Club social media accounts.
- **Develop** an event page to track attendances and money raised.
- **Take** photo/video of the event for social media.
- **Upload** the photo/video to your Club's social media and make sure to use the hashtag **#esportsBTG**, so we will be able to locate it.
- This Challenge can be submitted by an individual or team. Members of the team must all be active NASEF members.



## BEYOND THE GAME CHALLENGES #8 (CONTINUED)

# MAKING MONEY MOVES: HOST A FUNDRAISER

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### Judging Criteria

A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:

- **Impact:** How engaging or impacting was your fundraiser? Did you generate more interest in your esports Club, team or cause?
- **Innovation:** How creative is your submission? Did you try new techniques or improve upon existing techniques?
- **Technology:** What types of technology did you utilize? Did you try a new technology, program or platform?
- **Management:** How did you manage your project? What types of tools did you use?
- **Contribution:** How does your project contribute to your esports Club and/or broader community? How much did your project benefit your esports Club and broader community on campus?

### Submission Requirements

- All entries must be submitted at [Beyond the Game Challenges](#) or within your [Club Portal](#) by Friday, May 8, 2020 by 5:00 pm PT|6:00 pm MT|7:00 pm CT|8:00 pm ET.
- Please complete the following components of this Beyond the Game Challenge in our submission portal:
  - **Research** about general managers, event organizers and fundraisers (you may also research other careers in esports) in esports. Select one profession in esports based on your research and answer the following:
    - Which career did you select? How did you research the careers? Which websites did you use? What type of skills and education do you need for that career? (200-word limit)
  - **Analyze** fundraisers from esports Clubs or teams, other campus Clubs or community events. Review a few fundraisers, conduct your analysis, and answer the following:
    - Which fundraisers did you review? Provide one example. Describe what you defined as a strength in their fundraiser. Describe what you defined as a weakness in their fundraiser. (200-word limit)
  - **Create** a plan. Upload your plan as a file (Word, PDF, Excel Spreadsheet, or Screenshot image accepted) and describe your plan. Be sure to include meeting dates for your Club and Executive Board, key dates for activities leading up to the fundraiser, reservations necessary for food, space, equipment, or anything you may need, outreach to game developers, marketing needs and anything else for your fundraiser. (200-word limit)
  - **Publicize** the fundraiser to all Club social media accounts. Provide two examples of the your publicity (flyers, graphics, posters, social media posts, etc.). Upload Word Doc, PDF, JPG, PNG, Screenshots in the submission form.
  - **Share** photos or videos of the event for social media. Upload 3-5 photos from your fundraiser. Upload Word Doc, PDF, JPG, PNG, Screenshots in the submission form.
  - **Assess** your fundraiser. What are the key elements of the fundraiser (Club members, event, audio, etc.? What were you raising funds for (issue or cause)? How much did you raise? What worked well during your fundraisers? What issues came up during your fundraisers? How does it contribute to your Club and/or campus? How have you or your esports Club utilized your fundraiser? (200-word limit)
  - **Make** the career connection for yourself. How does your experience as an Organizer (general managers, event organizers, entrepreneur, etc.) contribute to your career aspirations? Has this experience changed your thinking about a career in the esports industry? (500-word limit)

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