



UNITED IN SPORT

IN SUPPORT OF UNITED WAY

United in Sport is a great opportunity for your school to host a buy-in fundraiser in support of United Way. Gather your team, pick a sporting event and use this toolkit to promote it.

Here's what's in your toolkit

- **United in Sport logo** – Print and digital formats for your school newsletter, video monitors and more
- **Poster template** – Add your event details to this easy-to-use Word document
- **Social media shareables** – Promote your event on social media with these shareables customized for Instagram, Twitter & Facebook
- **Pick-up Form** – Please include this form with your money or cheque

How it works

- 1** Connect with Michelle Lange, Athletic Coordinator, TVRA
Tel: 519-452-2000 ext. 20175 E: m.lange@tvdsb.ca to schedule your United in Sport buy-in game(s).
- 2** Add your details to the "United in Sport" poster and share it widely to promote your event. Share event details during your morning announcements and assemblies, and post them on your video monitors. Use the social media shareables with the hashtag #UnitedInSport and tag your local United Way on Facebook, Twitter & Instagram.
- 3** Arrange to have your school's United in Sport funds collected. Please include the attached "United Way Pick-Up Form."
United Way Elgin Middlesex Tel: 519-438-1721
United Way Oxford Tel: 519-539-3851



Ideas to get you started

The Big Game

Any sporting event can be a fundraiser for United Way. Consider a ticket price between \$2.00 -\$5.00 that's inclusive for all students. Daytime buy-in games allow for greater participation. Evening games allow you to invite family and make it a community event.

Take it a step further:

- Consider a two-for-one buyout: one fee, two events
- Sell concession items with proceeds to United Way



Questions?

Contact your school principal or

Michelle Lange, Athletic Coordinator, TVRA

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