



BATTLE OF THE PADDLES

A Pickleball Tournament Benefiting Bethesda Project

Fundraising Toolkit & Communications Guide



ABOUT BETHESDA PROJECT

“TO FIND AND CARE FOR THE ABANDONED POOR AND TO BE FAMILY WITH THOSE WHO HAVE NONE.” -Mission Statement

 **WOMAN-LED ORGANIZATION** **45** years since founding.

12 shelter and housing sites in Philadelphia.



Since 1979, Bethesda Project has provided emergency shelter, housing, and supportive services for thousands of Philadelphians experiencing homelessness. No matter how the world has changed since 1979, Bethesda Project remains committed to its initial calling — to find and care for the abandoned poor and to be family with those who have none.



GENERAL FUNDRAISING TIPS

1. Share your fundraising page on social media and ask friends, family and other people you know to donate to your page.
2. Email or text your friends your fundraising page and include a personal reason why you are participating in the tournament, and don't forget to follow up!
3. Make your asks personalized!
4. Add a link to donate in your email signature.
5. Check to see if your place of work does corporate matching.

Networks Do Work



While you can only share your campaign so many times, your online and in-person network can help amplify your ask. Sharing your page on social media, approved company message boards, community groups, e-mails, and other forms of communications can help you reach your goal faster.

Teamwork Makes the Dream Work



It's ok to fundraise alone! However, if you have a group of colleagues or friends who are interested in creating a fundraising team, bring them in and create one! By creating a fundraising team, you create an irreplaceable sense of camaraderie and community.



EVENT DETAILS

Day of Event and Logistics

Pickleball Background:

We understand that this may be your 100th time playing Pickleball, or your first time. The beauty of this sport is how accessible it is to individuals of all abilities, and you do not need to have previous experience to participate.

About the tournament:

The event is a round-robin, mixed-doubles-style tournament. You do not need a partner to sign up to compete; if you sign up solo, a partner will be assigned to you.

The tournament will take place at Phield House, 814 Spring Garden Street in Philadelphia, from 3 to 6 p.m. Arrive on time for a brief lesson and warm-up before the games officially begin at 3:30 p.m.

To register, you can sign up in advance as an individual or as a doubles team. If you register as an individual, we'll assign you a teammate. Teams will be randomly selected to play each other, and the winning teams will progress to the next bracket until a final team is declared the winner. Every team can expect to play at least one game in the tournament.

We will supply all the equipment that you will need to play, but participants are also welcome to bring their personal paddles and indoor balls. Spectators are welcome to join in on the fun, but space is limited.



SAMPLE E-MAIL

Dear [NAME],

I'm excited to share that I will be participating in Bethesda Project's brand new fundraiser - Battle of the Paddles, Bethesda Project's inaugural pickleball tournament fundraiser! Pickleball is a low-impact and quick-to-learn sport that has grown in popularity in Philadelphia and the nation over the last five years, and I am excited to join in on the fun all in the name of a good cause.

I will be participating in the event on October 12th, and I hope you will support me by donating to my fundraiser. I have a fundraising goal of [xxx] and it would mean so much to me if you would consider donating to help me achieve this goal!

The total event fundraising goal is \$30,000. I believe in Bethesda Project and the work they do in assisting unhoused individuals. I know this goal is achievable, but we need your support.

If you are interested in joining us on the court, I encourage you to sign up today! The event takes place on October 12th at Phield House, from 3:00 pm - 6:00 pm. Registration costs \$40 per person and includes a swag bag. For more info or to register visit <https://givebutter.com/BPpickleball>. I look forward to seeing how you will get involved!

Thank you,
[YOUR NAME]



SAMPLE

E-MAIL

Dear [NAME],

I wanted to thank you for your donation to [my fundraiser] for Bethesda Project. Your donation makes a difference in the individuals they serve. With your help, Bethesda Project is able to continue to provide life-saving services to those most in need. Their work is even more important as the nights get longer and colder in the winter months.

Their mission is important to me all year, and I encourage you to join me in getting involved even more, in a way that is meaningful for you. To learn more about how you can continue to make a difference visit their website at www.bethesdaproject.org.

Once again, thank you for your generosity,
[YOUR NAME]



COMMUNICATION DETAILS

If you have any questions about the event or Bethesda Project in general, contact:

Alison Houghton, Communications & Development Manager
Bethesda Project Media Contact
Ahoughton@BethesdaProject.org

Connect with Bethesda Project!

 @Bethesda_Project  @Bethesda_Project  /BethesdaProject
 @Bethesda_Proj  /Company/Bethesda-Project

www.BethesdaProject.org

Event Website: <https://givebutter.com/BPpickleball>

