

SUITS AND SNEAKERS GAMES & FUNDRAISING

Every year, basketball coaches from across the country unite to put a full-court press on cancer. High school and college coaches wear sneakers with their suits at games to raise awareness and funds for the American Cancer Society.

COACHES VS CANCER

SUITS & SNEAKERS



MAKING PROGRESS TOGETHER



The **Coaches vs. Cancer Suits And Sneakers** fundraiser supports childhood cancer awareness through our **Gold Together** campaign which raises funds to support childhood cancer research, services and awareness, and cancer prevention efforts targeting children.

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Cancer is the leading disease-related cause of death for ages 1-19



Before they turn 20, about 1 in 264 children and adolescents in the US will be diagnosed with cancer



As of March 1, 2020, ACS is supporting **60 multi-year research grants totaling \$34 million** specific to **childhood cancer**

**If your event has historically supported another American Cancer Society program, you may continue to do so. If your coach prefers to support the full mission of the American Cancer Society, you may opt out of the restriction to childhood cancer.*



GAME TIMING

While the official Suits And Sneakers Week is January 25th - 31st, 2021, **games and fundraising can take place any time during your season.** Fundraising can be done at games, online through your team's fundraising page, or a combination of both. Do what works best for your team!

HAVE QUESTIONS OR NEED MORE INFORMATION?

PLEASE CONTACT:
coachesvscancer@cancer.org
OR VISIT:
www.suitsandsneakers.org

FUNDRAISING

Fundraising provides much-needed support for the American Cancer Society. There are lots of fun ways your school can raise funds, including creative virtual activities.

CREATE YOUR ONLINE FUNDRAISING PAGE

COLLEGE: Please reach out to your local staff partner to help you create your fundraising page. If you are not sure who your staff partner is, please email coachesvscancer@cancer.org.

HIGH SCHOOL: You can set up your team's page anytime by visiting www.suitsandsneakers.org and clicking on the high school tab. This can also be done by your local staff partner or anyone who supports your program on your behalf.

Please refer to the CVC College, Youth, and High School Basketball Toolkit, available within the resource section of suitsandsneakers.org, for more information on how to promote your fundraiser, sample social posts, and more!

FUNDRAISING IDEAS

Game Day Fundraising With Fans:

- Collect cash donations at halftime during a pass-the-bucket or "miracle minute" challenge.
- Hold a 50/50 raffle during the game.
- Wall Of Hope: Sell basketball themed donation cards for fans to sign and post on a wall of the gym (available on the resource tab of suitsandsneakers.org)

Game Day Fundraising Without Fans:

- While creating your fundraising page, pick a stat (free throws, layups, etc.) and ask supporters to pledge per chosen stat. Supporters can also choose to make a flat donation on the page.
- Livestream the game(s) and host an online watch party. Send out watch party invites and include the link to your fundraising page to encourage everyone watching to donate.

Fundraise With Your Team Outside of a Game:





- Ask players to participate at their homes (or wherever they have a hoop) and shoot a set amount of free throws towards an overall team goal. Ask supporters to donate on your fundraising page for hitting your free throw goal.
- Start an email campaign and have coaches and players send emails to current and past supporters (individuals and companies) sharing why this cause is important to them. Ask them to support your campaign via your team's page.

Funds raised offline can still be shown as part of the total on your online fundraising page. For directions on how to submit offline funds, please contact your local ACS staff partner or visit the resource center tab of suitsandsneakers.org.

ESTABLISH A PLANNING COMMITTEE

In an effort to maximize reach and engage students, faculty, fans and the community as a whole, each school can create a small, local planning committee comprised of those interested in driving fundraising support including students, athletes, staff, and parents.

THIS COMMITTEE WILL RESPONSIBLE FOR THE FOLLOWING:

-  Creating a campaign utilizing provided marketing materials
-  Developing an activation plan
-  Fundraising
-  Setting local campaign goals
-  Implementing campaign initiatives
-  Spreading messaging/awareness to their respective groups/ organizations
-  Setting up their team's fundraising campaign page at SuitsAndSneakers.org and sharing their unique fundraising URL out to all potential donors