



Hello Highland Football Parents:

We will be launching our "VIRTUAL BLITZ" fundraising efforts again with Winning Edge Fundraising in the next couple of weeks. This has been VERY SUCCESSFUL for us in the past!

The Virtual Blitz is a fundraiser in which potential supporters are reached through email, text, and social media. It does require 100% participation in order to achieve optimal success. The campaign will run for 21 days.

OnlineDonations is the social donation platform that is being used and it has simplified the way teams raise money. There have been thousands of programs who have had success utilizing this fundraiser platform. OnlineDonations is one of the safest online platforms available. All information is private, 100% secure and the information provided will never be redistributed, sold, or spammed. **Your contacts are strictly private, protected, and will never be redistributed.**

STEP 1: We ask that each parent help their athlete gather **20 quality email addresses and phone numbers** of their biggest supporters on the "Virtual Blitz Supporter Form" that is on the back of this letter. This step of collecting quality email addresses and text messages is very important to the success of the fundraiser. **We ask that you turn that into Coach Gibbons by TUESDAY, MAY 19th.**

STEP #2: On May 27th, we will kick off the Virtual Blitz together as a team. You will get your Supporter Form back at that time. We will reach potential supporters through email, text, and social media. Through these mediums, donors can visit the fundraiser page and choose to help support the cause. The OnlineDonations platform is designed to exponentially increase the outreach of any fundraiser.

Emails will be sent to these potential donors where they can view the groups fundraiser page and decide if they want to donate. If not, they can easily delete the email. We are confident that there are many people eager to support our athletes and this platform affords them the opportunity to help if they choose.

ONCE YOU JOIN THE FUNDRAISER AT THE KICKOFF AND ENTER YOU EMAILS AND TEXTS, THE WORK IS OVER. YOU WILL HAVE NOTHING LEFT TO DO FOR THIS FUNDRAISER.

QUESTIONS: Please do not hesitate to contact Steve Mehalik from Winning Edge Fundraising @ 440-724-6919 or at smehalik@icloud.com.



SUPPORTER SHEET (due to Coach Gibbons by 5/19)

PARTICIPANT NAME: _____

Please gather 20 "quality" emails and or cell phone numbers of your biggest supporters (Close friends, family, relatives, former coaches, neighbors, work associates, area merchants, church).

<u>DONOR NAME</u>	<u>DONOR EMAIL</u>	<u>DONOR CELL #</u>
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