

Eastview Lightning Football Donation Drive 2020

Why We Do It

The Donation Drive is an email campaign to request donations from anyone who supports Eastview Lightning Football. We especially want to reach out to others outside the Apple Valley area who typically cannot support the program more directly - grandparents, aunts, uncles, friends of the family, etc.

Funds raised typically pay for things like equipment, uniforms, transportation, extra coaches, the end-of-year banquet, and so forth. This year, we also have higher-than-usual expenses due to COVID - sanitation supplies, masks, extra buses, etc.

This is our biggest fundraiser of the year! All we need you to do is help with the email recipients - we will do all the rest.

How It Works

We will email the contacts you give us with a very polite and respectful email requesting a donation. We will not "hard sell" your contacts. The mass email is tentatively planned to go out sometime around the MEA break.

The email will include a brief player-made video to add some personalization, and a link to an ISD196 webpage to make a donation. Donations are COMPLETELY voluntary by the recipient.

If a recipient chooses to donate, they will do so by securely entering credit card information for any amount they choose. We typically see people donate amounts from \$20 and up into the thousands. Really - it's not an exaggeration.

Instructions

Below is the link to a Google form. First input YOUR email address (parent email is recommended - whoever you want us to follow up with questions).

Then input the player's First name, followed by their Last name. If you have 2 players in the program, please enter both names in the "First" name box as follows: "Kelly & Pat"

Then enter 20 valid email addresses we can contact for donation requests. Be aware that autofill functionality may try to copy the same email address multiple times on the form. We request 20 email addresses per FAMILY; even if you have multiple players in the program - we are asking for only 20 email addresses.

https://docs.google.com/forms/d/e/1FAIpQLSeB9WZ0AiBJaRcQoBAG33nOZVjiPIfRS4r7OF70RZ8s_lmeBA/viewform?vc=0&c=0&w=1&flr=0&usp=mail_form_link