



TAILGATE SEASON TOOLKIT

Thank you for your interest in stepping up as a Tailgate Season Fundraiser!

Tailgate Season is **September 18-October 22**; events and fundraising should take place during that time.

Whether you're hosting an in-person event, or simply rallying your network online your efforts help make sports accessible to athletes with physical disabilities and visual impairments right here in our community.

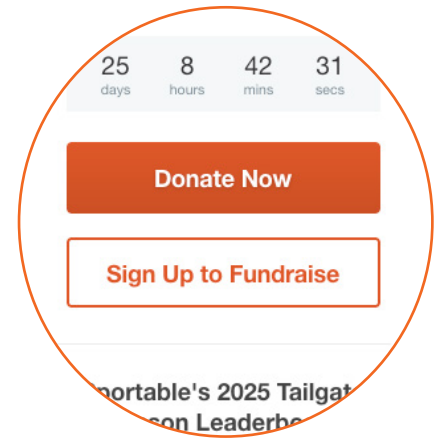
This guide includes tools, ideas, and support to help you fundraise for Sportable in a way that works for you!

GETTING STARTED

1. Sign up to fundraise

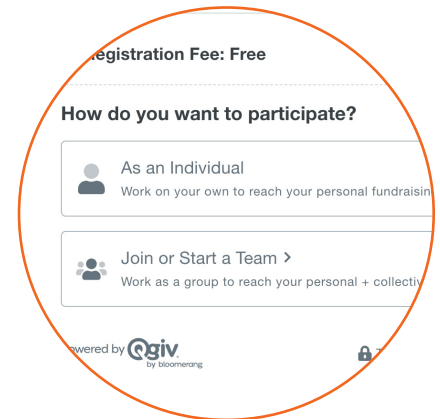
Visit the [Sportable Tailgate page](#) on Qgiv and click “Sign Up to Fundraise.”

If you’re interested in hosting an in-person Tailgate event check “yes.”



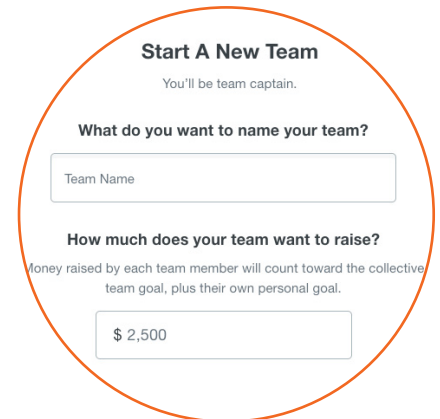
2. Set up your page

Participate as an Individual or a Team, share why you care about Sportable, add a photo and set a goal! The more personalized, the better.



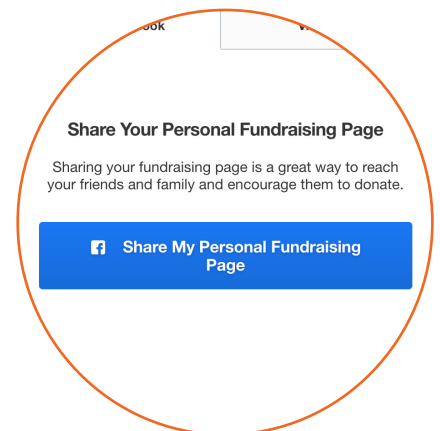
3. Set a goal that's meaningful to you.

After you select how you want to participate, you'll set a fundraising goal. There's no minimum, just choose an amount that feels personal and motivating!



4. Start sharing

Post on social media, text your friends, send emails, or talk about it in person! Whatever works best for you.





sportablerva

Follow

Message

...

2,200 posts

4,220 followers

1,762 following

Sportable

We make sports accessible and inclusive in Central Virginia.

Get in the Game 🏆🏀🏈

🌐 linktr.ee/sportable.org

Rugby



Tennis



CP Soccer



Basketball



Archery



Rowing



Cycling



FUNDRAISING TIPS

Social media is a valuable tool to keep your campaign visible and top of mind. Here are a few ways to make the most of it:

- Post consistently throughout September.
- Share what your fundraising means to you.
- Use photos from past Sportable experiences if you have them.
- Tag **@SportableRVA** so we can cheer you on!

While social media can help build visibility, the most effective way to raise funds is to make **direct, personal asks**. One-on-one conversations (whether in person, over text, or in a short email) make the biggest impact, so think about the people in your life who may be inspired by Sportable's mission, and reach out to them directly with a personal note.

Hosting an in-person Tailgate event can be a great way to build energy around Sportable and make a personal appeal to your network. Events create a natural setting to share what Sportable means to you and make a collective appeal. Whether it's a backyard barbecue, a lunch-and-learn at work, or a more formal dinner, your Tailgate sets the tone for celebration and generosity.





HOSTING A TAILGATE EVENT? LET'S GO!

You can raise funds virtually, host a tailgate-style event, or do both. Tailgate events can be anything that brings your people together and invites them to support Sportable:

- Backyard cookout
- Workday lunch or happy hour
- Game night with friends
- Meet-up at a brewery or dog park
- Fancy dinner party
- Or something totally unique to you!

Tailgate fundraising is all about activating your own network. Sportable won't fundraise on your behalf, but we're here to equip you to share our mission and invite your people to give.





Questions? Contact:

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