



TAILGATE SEASON TOOLKIT

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

Tailgate Season is **September 1–September 30**; 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,” and a Sportable staff member will follow up to see how we can support you with materials, signage, and more!

2. Set up your page

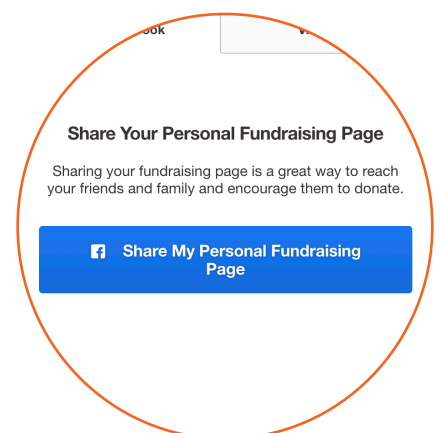
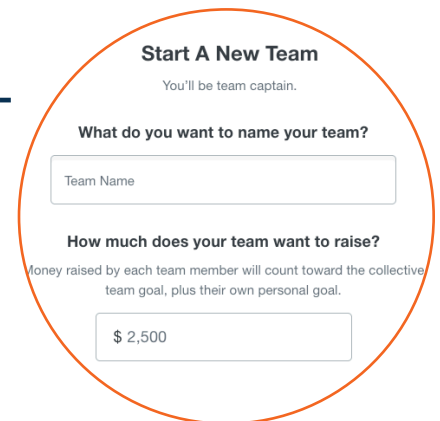
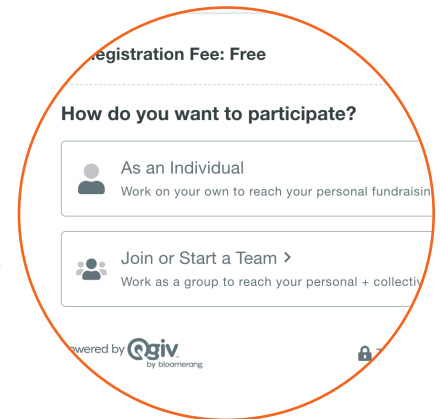
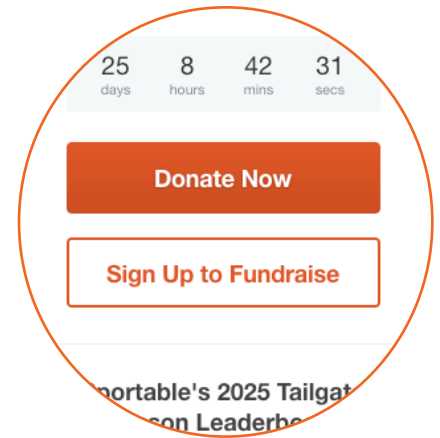
Participate as an Individual or a Team, share why you care about Sportable, add a photo and set a goal! The more personalized, the better.

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.





sportablerv

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



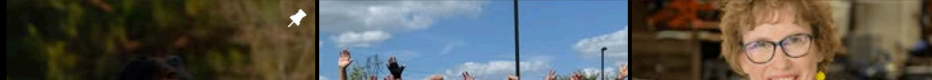
Archery



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
- Paint and Sip at home
- Fancy dinner party
- Or something totally unique to you!



WHAT'S YOUR ROLE AS A TAILGATE HOST?

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.

As the host, you're responsible for:

- Planning and executing your event;
- Inviting your network;
- Asking for donations at your event;
- Keeping the energy up and sharing why Sportable matters to you!

We're available to support you with setting up your fundraising page and providing materials, just let us know what you need!



WHAT SUPPORT CAN SPORTABLE PROVIDE?

Questions? Contact:

Katy Latimer
Director of Institutional &
Annual Giving
katy@sportable.org
804-340-2991

If you're planning an event and expect a crowd, we may be able to provide:

- Custom invitations;
- Guest list management;
- Double-Insulated Collectible Sportable cups;
- Tabletop signs with QR codes linked to your fund-raising page;
- Collateral materials about Sportable's mission and impact!

While we can't assist with day-of logistics and may not be able to attend, we're happy to provide materials and tools to help you feel confident and ready.

sportable.org