

Lift YOUR LEAGUE

An Online Fundraiser for Official Little League® Programs



Lift Your League Marketing & Technology Guide

In order to help local Little League® programs with their fundraising efforts, Little League International is launching Lift Your League – a nationwide campaign, for eligible U.S. leagues, asking fans and followers to give back to their local leagues through its social media, email, website, app, and other communications platforms. Little League will also host a custom “League Finder” tool for the public, allowing potential donors to easily locate leagues to share donations with.

While Little League will bring attention to the nationwide campaign, **it will be equally as important for local leagues to market their own individual fundraising campaign by reaching out to their families, fans, and community members.** Please utilize the best practices, tips, and information provided here to help your league build a successful campaign.

IMPORTANT: Each league will be given their own Donation Landing page to link to. This page can be customized to share league information and details on why donations are so important to each league. It is recommended that the link to a league’s donation page be included in all communications, whether it be email, social media, or other digital forms of communication for the duration of the campaign.



Click Here to Download the Marketing Toolkit Assets

Use the Lift Your League Marketing Toolkit from Little League®

Leagues that are eligible to participate in the fundraising campaign are encouraged to use the Lift Your League Marketing Toolkit, which includes:

- Email Template
- Social Media Assets
- Website Banner Ads
- Website Graphic

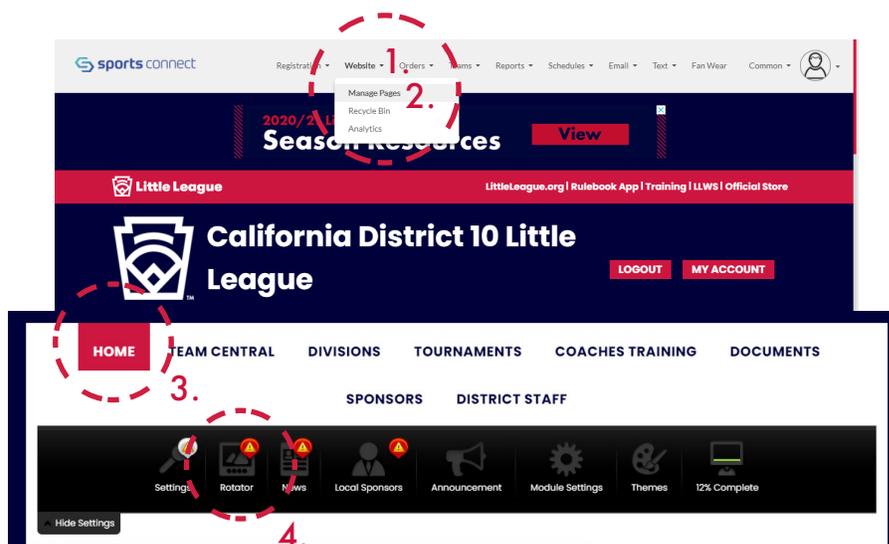
Using Website Graphics and Banner Ads on Your League’s Website

Website graphics and banner ads are great, eye-catching ways to draw in potential donor attention and allow them to click through directly to your donation page.

Sports Connect Users

Little League has created a graphic for use on leagues’ Sports Connect websites.

- Follow the instructions to update your league’s home page rotator image. You must be logged in as an admin to update.
- Click Website > Manage Pages > Home > Rotator
- At this time, Sports Connect users are not able to update their banners ads.



Non Sports Connect Users

For those leagues not using Sports Connect, standard banner ad sizes (728 x 90 and 300 x 250) will be included in the Marketing Toolkit. If you would like information on how to transition your leagues website to Sports Connect, you can learn more [HERE](#).

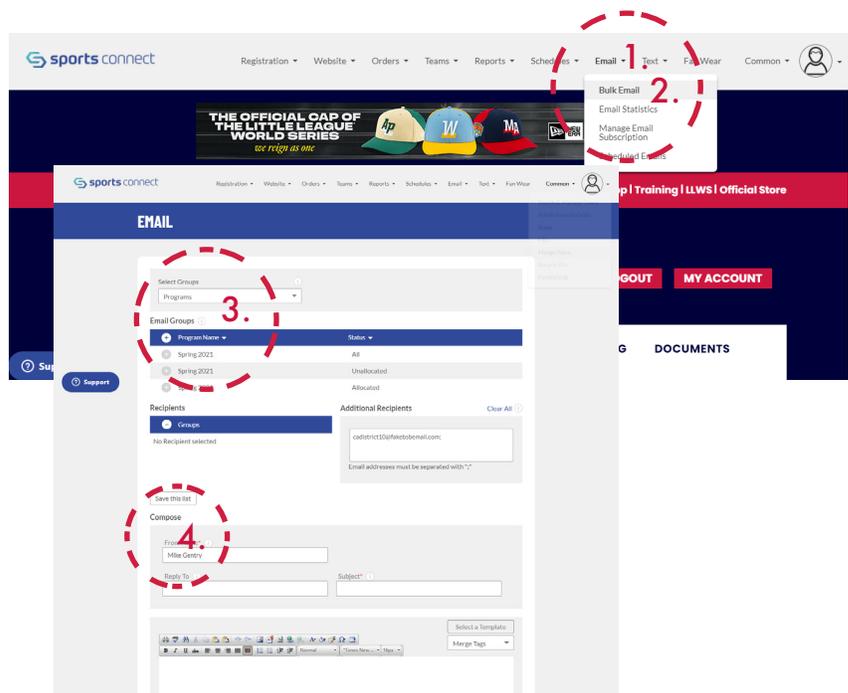
Using Email for Direct Communication

Email is one of the most effective means of direct communication with league's players and families. Little League will provide both message text and an email template for leagues to use, however, customization by the league will go a long way in recruiting support.

Sports Connect Users

You can easily email your entire league database directly from the Sports Connect platform. You can even create custom groups or select existing groups (e.g. email volunteers only) so you can customize messages as needed.

- Click Email > Bulk Email > Select Groups > Compose > Send



Using Social Media

Little League has created graphics for use on social media platforms during the campaign, but again we encourage you to also look into your own archives for images that may help tell a compelling story.

Important reminders when using social media:

- Be sure you have permission from parents before sharing images of players.
- Ensure that your posts are public and/or you have sharing features turned on, so that others can share your posts.

Additional Outreach Methods

- Utilize the communication features on apps like GameChanger.
- Sports Connect Users: Utilize text message features from the Sports Connect platform.

Reach Out to Your Community

Connect with Community Officials

Research to find who the best contact person is and provide them with relevant information from the marketing toolkit to distribute to their own email lists, display in their office, or post as a resource on their website/social media platforms.

Leagues should also utilize business connections and other community organizations that could be made with league parents or volunteers.

- For example, if a parent works for a local small business and can promote the campaign in their store, or a volunteer umpire who sits on a local community board can help spread the word of your league's efforts.

Signs & Flyers

Creating yard signs can help to promote the campaign. Also, work with local community organizations or companies to inquire about posting flyers or signs with information on how to donate to your campaign. Some examples may include:

- Recreation Centers
- Schools
- Local Parks
- Grocery stores
- Houses of worship
- Libraries

Reach out to Local Media

- Reach out to your local news outlets, newspaper, TV, and/or radio stations with all relevant materials included in the marketing toolkit to allow the media outlet to tell the story easily.
- Be prepared to provide a quote and/or have someone available to participate in an interview. Stress the important needs of your league and how community support around Lift Your League can help.
- Find out if community dispatches, church bulletins, or other similar informational flyers would be willing to donate space to your league to help promote.

Best Practices & Tips for Virtual Fundraising

- Be sure to thank donors and provide a receipt for their donation. Some donors may choose to give more if the donation is tax deductible, so be sure to note this in your communications.
 - If a donation is made via a league's online donation page, Stack Raise will automatically send the donor an email receipt.
 - If leagues opt to collect cash or check donations, it will be the leagues responsibility to provide a receipt to the donor.
- Share your league's campaign on your own personal social media platforms and encourage your friends, family, and volunteers to do the same.
- Tell a story when describing why your league needs the donations.
- Explain exactly what the donations will be used for.
- Make sure donors know that their donations are tax-deductible.
- Include pictures to show the needs and increase a feeling of community.
 - Be sure you have permission to use all player images before they are posted.
- Advertise a preferred donation time frame to encourage donations.
- Don't just ask for a donation, but also encourage parents to spread the word so that their Little Leaguer® can see the benefits from the campaign.
- Stack Raise will send out an automatic "Thank You" message to those who donate online, but a personal message from your league would be greatly appreciated, and may encourage a continued relationship that may lead to future donations or other involvement .
- Keep your donors and fans updated on how things are going to keep them involved with the whole process.
- Set a realistic goal for your league to reach – this can help encourage donations.
- Consider writing anything on your page in the second person (e.g. you, your) to draw the reader in and feel personally connected.
- We certainly encourage you to use the Marketing Toolkit to help promote your campaign, however incorporating your own images and messaging to help tell your league's unique story will be important.
- Be sure to keep your donors and league up to date on how your funds are used after the campaign. They will be eager to see what their dollars were put towards and it may inspire them to continue to give in future campaigns.
- At the conclusion of the campaign, Stack Raise will provide each league with a summary of funds raised. Please retain this information for your league's records. It will be necessary to report this income as part of your league's gross receipts in your annual filing of Form 990 with the IRS.