



GET MORE KIDS IN THE GAME WITH EQUIP-A-KID

WHAT IS EQUIP-A-KID?

Our Equip-A-Kid platform gives you the chance to buy brand-new gear for a kid in need. Pick and choose items from your favorite sports and activities to help get more kids in the game!

Check it out at:

goodsports.org/equipakid

WHO CAN FUNDRAISE FOR EQUIP-A-KID?

Adults and kids can get their friends, teammates and colleagues involved. Everything is virtual so that means anyone can give a donation!



HOW DO I GET STARTED?

1 MAKE A GAME PLAN:

Certain details are important to get your fundraiser off the bench and into the game!

- When you want your fundraiser to start and end
- Who you are thinking of promoting it towards
- What it is for

As an example, to celebrate Aaron's bar mitzvah in July, he started his fundraiser reaching out to his family and friends in the spring.

2 CONNECT:

Reach out to our team to set up your campaign at:

donations@goodsports.org

An individual from our team will help add your Equip-A-Kid fundraiser to the check out page.

What campaign is your donation in reference to?*

Please select from the options below.

General Donation
Restore Play
She Who Plays
School/Team

YOUR FUNDRAISER HERE!

PROMOTING YOUR FUNDRAISER

- ✓ **Posting on social media is great but also consider emailing or texting people too!**

Be sure to include the Equip-A-Kid link to make it as easy as possible.

- ✓ **Your family and friends will be happy to know why sports are important to you.**

Customize the language on the next page to share how you have benefited from sports and/or why you want to give kids in need the chance to play.

PROMOTING YOUR FUNDRAISER

SAMPLE LANGUAGE FOR EMAIL/SOCIAL MEDIA

I'm excited to share I've started a fundraiser to provide sports equipment for kids in need!

The cost to play sports keeps many kids on the sidelines. Good Sports is a national nonprofit that provides new equipment, apparel and footwear from sporting goods companies, like Nike and Under Armour, to children and youth programs in high-need communities across the country.

If you would like to team up with me, visit www.goodsports.org/equip-a-kid to donate equipment from your favorite sport.

Please select "[insert your campaign name]" on the checkout page.

Thank you!

TIP: Copy & paste this text!

GOOD SPORTS FACTS

The benefits of sports and physical activity in a child's life are well documented.

Good Sports exists to make sure cost doesn't keep kids on the bench. Here are some facts about Good Sports that you can share during your Equip-A-Kid Fundraiser!

\$137 MILLION IN GEAR

Good Sports has donated \$137M in sports equipment to support over ten million children across all 50 states and Puerto Rico.

4-STAR RATING CHARITY NAVIGATOR



Good Sports is an accredited charity by Better Business Bureau and has received a 4-star Charity Navigator rating—something only 32% of rated charities achieve—for 10 years in a row.

81%

of youth served identify as BIPOC (Black, Indigenous, people of color)

47%

are girls

FREQUENTLY ASKED QUESTIONS

DO I GET TO CHOOSE A RECIPIENT YOUTH PROGRAM?

Good Sports works with over 2,000 different schools and youth programs in need. While you cannot choose who receives the gear you fundraise for, we have great relationships with already established programs in need. This helps us to determine quickly who needs the gear right away!

CAN I DO A FACEBOOK FUNDRAISER INSTEAD?

Promoting and sharing the Equip-A-Kid link on Facebook is different than starting a Facebook fundraiser. You are welcome to do that as well, but those donations would be considered general donations. We would still include the amount in your overall fundraising total, but Facebook funds cannot be directed towards specific pieces of equipment. It is still helpful, though!

CAN I COLLECT CASH/VENMO DONATIONS FOR EQUIP-A-KID?

You can collect cash and donate it in a lump sum through Equip-A-Kid, but since the donors will not be making a direct donation to Good Sports, it is not a tax-deductible donation and they will not receive a tax receipt.

HOW DOES GOOD SPORTS SELECT WHICH ORGANIZATIONS TO SUPPORT?

Any organization that meets our basic requirements ([learn more here](#)) is eligible to apply for a Good Sports equipment grant. All applications are reviewed by Good Sports staff and are evaluated based on level of need and the impact the organization has on youth in the community.

WHAT SPORTS DOES GOOD SPORTS SUPPORT?

Good Sports has donated equipment for more than 28 different sports and fitness activities, from basketball to yoga to volleyball. We work with multiple equipment vendors and manufacturers ([see roster here](#)) across the equipment, apparel and footwear spectrum, so we have access to anything you would typically find in a sporting goods store, plus more.

WHERE DOES GOOD SPORTS DONATE EQUIPMENT?

Good Sports has donated equipment to all 50 states and Puerto Rico. We donate to organizations that serve youth in high-need areas and have a shared vision of giving all kids the lifelong benefits of sport and physical activity.

