

Case Study

Saddleback Valley Pop Warner BALL DROP FUNDRAISER

Need: Host a fundraiser to raise money for the Saddleback Valley Pop Warner Football and Cheer programs.

Solution: With CharityValet fundraising software, SVPW hosted a ball drop fundraiser that netted \$85,500 for their teams and programs.

The software and service provided:

- Creation & setup of website
- Email marketing tool
- Comprehensive sales reports
- Ability to track sales by player & a leaderboard showing top sales
- Automated receipts & thank you emails
- Processed online payments

TARGET FUNDRAISER GOAL
Raised: \$94,810
Goal: \$65,000
00 days 00 hrs 00 mins 00 secs

2022 SVPW Golf Ball Drop Fundraiser
Benefiting Saddleback Valley Pop Warner

Tickets
Buy Your Tickets Here!

TEAM MEMBER INFO
Find your team member below to ensure they get the credit towards their prices. One team member per transaction.
First Initial Last Initial
(Select Team Member Name)
Or, click here for selection to be coaches choice.

CHOOSE TICKET QUANTITY

Ticket Options	Donation Amount	Qty.
Golf Ball Ticket	\$10	0

Total \$
Complete Transaction

Schedule of Events
Saturday, August 20, 2022 at Laguna Hills High School
Location: 25 Paseo De Valencia, Laguna Hills, CA 92653
Time Event
11:00 am Golf Ball Drop

Welcome to the 2022 SVPW Fundraiser
Saddleback Valley Pop Warner family, friends, and fans. Thank you for taking the time to view our fundraising page and for helping our Football and Cheer program this season. The cost of providing a competitive program far exceeds the allotted budget and we depend on community support to provide an enriching character building program. Your support will help us offer a higher quality and safer experience for all players as well as will help to ensure we cover field costs and provide top rated equipment for all our Cheerleaders & Football Players.
Donations are vital to the success of our program. Please feel free to spread the word about our fundraiser through email, Facebook, Instagram, and Twitter. Here's to another great year of Pop Warner Football and Cheer. Go Bears!
Grand Prize winner receives \$1,000.00
Top Selling Football and Cheer Team each will receive a monetary prize

Live Team Leader Board
*** CHECK OUT THE TOP 5 SALES LEADERS ***

Ticket Sale #	Name	Team	Quantity
124	Jackson Sarabia	2022 Tackle Football	Age Based U13
106	Lyla Salvador	2022 Cheer	Pea Wee
104	Mateo Pineda	2022 Tackle Football	Age Based U12
87	Colin O'Connor	2022 Tackle Football	Age Based U14
85	Braden Sykes	2022 Tackle Football	Age Based U12

Fundraiser Site Powered by: CharityValet.com
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HOW IT WORKS:

1. **Create fundraising website**
(done by CharityValet)
2. **Attend a 15 minute demo/tour of the backend of the software.**
 - learn how to track sales
 - make edits to website
 - send email communications, etc...
3. **Introduce the fundraising campaign to kids, parents and coaches**
4. **Launch website**
5. **Receive payment**
Donations automatically deposited into your account via Stripe.



KEY NUMBERS:

- Each ball drop ticket entry was for \$10
- Gave away a cash prize of \$1,000.00
- Ticket sales were active May 22, 2022 thru August 20, 2022
- 420 kids involved in SVPW Football & Cheer program

RESULTS:

- Sold over 9,500 balls
- Over 1700 people purchased at least 1 ball drop entry
- Generated over \$95,000 in ball drop ticket sales
- Netted over \$85,500
- Of 420 players selling tickets, 93.6% of kids sold 15 or more ball tickets
- People from over 39 states participated by purchasing ball drop tickets
- Spent \$0 on equipment rentals, venue fees, website development or other standard fundraising event expenses