



 **BROAD RUN CREW**
FUNDRAISING HANDBOOK
23-24 School Year (SY)



Broad Run High School Crew is a Tier 3, [509 (a)(2) non-profit] parent led varsity sport which operates at Broad Run High School in Ashburn, Virginia. We welcome experienced rowers, novice rowers, parents, and sponsors.

Broad Run High School Crew is a 501(c)3 corporation that operates on donations and fundraising, which prove to be an essential part to keeping the team afloat. All donations are tax deductible and any amount over \$50 will receive a tax letter.

For the 23-24 SY each crew member is responsible for a minimum of \$350 in fundraising in addition to the membership fee as outlined in the registration obligation letter. In the event that the minimum \$350 is unable to be raised by the last date of the fundraising efforts, each person will be requested to pay the remaining unsolicited amount.

Fundraising efforts towards individual earnings will begin on

February 1, 2024 and will end Saturday March 8, 2024.

All crew members will know their individual final fundraising total by **Wednesday March 13th**. The individual fundraising balance must be paid in full no later than **Friday March 15th**, the Friday before the first Regatta.

The fundraising committee has set up multiple fundraising venues for each Crew member to assist in the collection of the minimum \$350. All crew members have the option of paying \$350 directly with the understanding that any additional funds beyond the \$350 will be credited directly to the team.

The fundraising team will support the following initiatives for which all necessary information will follow in this document. Should you have any questions regarding the fundraising efforts please contact the chair:

Kathy Poblete (360)920-6931 or a Board Member at broadruncrewboard@gmail.com

Initiatives:

- Corporate Sponsorship
- Ergathon
- Row House - Ashburn
- Spirit Wear
- Restaurant Fundraising
- Raise Right Gift Cards



CORPORATE SPONSORS

A corporate sponsor can help non-profits like BRC defray expenses, while promoting its brand within the local community. This partnership offers benefits to both entities by promoting shared values like responsibility, teamwork, achievement etc.

Recognition can include, but is not limited to, displaying the company logo/name on posters, t-shirts, and other crew paraphernalia. Additional sponsorship opportunities exist for boat-naming rights – see below.

Sponsors are encouraged to donate any amount that they choose. BRC will provide all necessary IRS paperwork in support of its status as a non-profit.

Checks can be made out to Broad Run Crew Inc. (BRC, BR CREW) and mailed to:
Thomas Ward
c/o Broad Run Crew
21899 Hyde Park Drive
Ashburn, VA 20147

Sponsorship Levels:

| | |
|-------------------|---------------|
| BRONZE SPONSOR | \$250-\$500 |
| SILVER SPONSOR | \$501-\$1K |
| GOLD SPONSORS | > \$1K-\$2.5K |
| PLATINUM SPONSORS | \$2.5K + |

Note: sponsorships more than \$350 will fulfill the fundraising commitment of the sponsored team member.

ERG-A-THON

Monday March 4, 2023

5:00pm – 7:00pm

Broad Run Cafeteria

WHAT IS AN ERG-A-THON?

An erg-a-thon is a crew team fundraising event where team members engage in a prolonged session of erging on a rowing machine called an ERG. Team members ask for donors (friends, family, neighbors, or local businesses) to pledge a certain amount of money while team members commit to completing a 60-minute ERG piece. All team members participate in the event. Families are invited to attend and cheer on our crew!

WHY HAVE AN ERG-AT-HON?

Fundraising events like this help BRC with the costs and fees associated with operating a high school varsity sport. Donations will be used to upgrade the team oars & shells, and purchase GPS Speed Coach cox boxes for coxswains. This 60-minute piece can be quite a challenge for high school rowers – rowers will be working for their funds!

Each crew member is responsible for raising \$350 through fundraising. The erg-a-thon is one of several opportunities provided by the BRC fundraising committee to facilitate reaching the individual \$350 goal.

BRC team members will collect donations prior to **Monday March 4, 2024**. Donations should be recorded on the log sheet provided and turned-in on the day of the event.

ERGATHON FUNDRAISER LOG SHEET

TEAM MEMBER'S NAME: _____

GOAL: \$350

| DONOR'S NAME | E-MAIL | AMOUNT | CHECK <small>Made payable to Broad Run Crew</small> | CASH | ONLINE |
|-------------------|--------|--------|--|------|--------|
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| ENVELOPE TOTAL \$ | | | | | |

BRC is a 501(c)3 public charity and all donations are tax deductible under IRC section 170.
 All donations are tax deductible. Receipts will be provided upon request.

Sponsor sheets and monies must be turned in at the start of the erg-a-thon.

ROW HOUSE - ASHBURN

Saturday, March 9th, 2024

2pm-3pm

44185 Ashbrook Marketplace Plaza Ste. 140

Parents and friends get a taste of what our rowers go through! A Unique Row For A Cause experience! Row House will provide an inspiring Row House Coach and staff to facilitate your rowing-based fitness experience. This will include a first timer group orientation/setup and then host a 30 minute workout. After the workout they will have time to debrief and go over stats.

Rowers will raise funds by having their friends and family secure their spot for this fun event at \$20/seat.

Max number of seats available for the class is 25 so make sure to get your seats filled fast before it's gone!



SPIRIT WEAR FUNDRAISING

We are thrilled to announce that our Broad Run Crew apparel store not only allows you to showcase team spirit but also serves as a significant fundraiser to support our rowers' goals. Here's a breakdown of how it works:

Fundraiser Contribution: Every purchase contributes 15% of the subtotal towards the rowers' \$350 minimum fundraiser goal. Your stylish gear becomes a direct contribution to the success of our crew. **PLEASE NOTE THAT YOU MUST ENTER ROWERS NAME ON PURCHASE FOR FUNDRAISING CREDIT.**

Shipping and Prep Time: We understand the eagerness to sport your new apparel. Each item is made to order, and the shipping and preparation time is estimated to be around 7-14 days, depending on the specific item. Rest assured, we are diligently working to ensure your personalized order reaches you promptly.

We encourage you to join us in boosting team spirit and supporting our rowers' journey. Share this exciting news within our community, and let's make this fundraiser a resounding success!

BROADRUNCREW.SQUARE.SITE

RESTAURANT FUNDRAISING

BRC will work with local restaurants to promote “Dinner for the Crew & Friends”!

10-33% of the proceeds will be donated back to BRC. While not mandatory for team members to participate, it is essential that we get the word out to gain support for BRC. Share them on your social media account!

Please keep an eye on our Team Snap and our social media for upcoming restaurant fundraising events. Although this fundraiser will not count towards specific rowers fundraising goal, it is an added benefit to help raise funds for our amazing team!