



How It Works

- ① Leading up to your Gridiron Giving game: (several weeks prior or whenever appropriate)
Promote your game to your high school, middle school and elementary schools and other community members. *Make flyers, posters, wear fun t-shirts or hats, have fun with it* – the goal is to get lots of people to attend and donate.
- ① The night of the game, student representatives stand inside the main gate with the buckets provided and collect donations from attendees. Anyone who donates can be handed a key tag that will get them free frosty for a year.
- ① Before or after your game you are welcome to do other fundraising activities as part of your Gridiron Giving efforts, you are not limited to fundraising only at your one Gridiron Giving game. See the “Fundraising Ideas” sheet for some other fun and unique ideas.
- ① When your game is over and all the money has been collected, give the donations to your adult representative.
 - ① A foundation representative will be in touch with your adult rep the following week to set a time to pick up the donations.
 - ① Schools are also welcome to put the donated funds into their account and then send a check made out to Helen DeVos Children’s Hospital to the following address;
 - ① Attn: Devin Pierson
Helen DeVos Children’s Hospital Foundation
100 Michigan Street NE, MC004
Grand Rapids, MI 49503
- ① Your total will be kept by the foundation and any other additional fundraising that takes place during the football season will be added to your total.
- ① In November you will be invited to attend the Celebration Luncheon in the Wave Room at Celebration Cinema North (date tbd). The collective total from all the schools that participated will be announced. Spirit of Giving Awards will also be presented at this time.



Unique Fundraising Ideas

- 🏈 Organize a Raffle (you must use your schools 501c3 license)
 - 🏈 What could we raffle? (coordinate with appropriate contacts to get items)
 - 🏈 Sideline passes to a home football game
 - 🏈 Two Homecoming tickets
 - 🏈 Items donated from local business
 - 🏈 T-shirt or other item from the school store
- 🏈 Plan a tailgate before to take place the day of your Gridiron Giving game
- 🏈 Approach your Athletic Boosters and see if they will donate a portion of their 50/50 to your efforts
- 🏈 Set up a table at lunch and sell items to the student body
 - 🏈 What could we sell?
 - 🏈 Pizza (ask a local pizza place to donate or give you a reduced price and order pizza to sell)
 - 🏈 Sweet Treats
 - 🏈 Football Icons (provided by foundation)
 - 🏈 "I Support Kids" Bracelets (provided by foundation)
 - 🏈 Logo bags (provided by foundation)
- 🏈 Ask your principal to have a jean day for teachers to benefit Helen DeVos Children's Hospital.
 - 🏈 For a \$5 minimum donation, teachers can wear jeans to school.
- 🏈 Hold a "Mad Minute" during halftime of your game. Students run up and down bleachers of both home and away sides with buckets and collect as much as possible in 1 minute.
- 🏈 Challenge your school with a "Change Challenge"
 - 🏈 Choose two POPULAR staff members from your school who are willing to encourage friendly competition yet able to accept the consequences of winning. Display collection canisters for each staff member (put their name on the canister, or even a funny picture). Students may "vote" for the staff member of their choice by depositing change in the respective canister. At the end of the predetermined time period, count the money. The staff member who raised the most money accepts the consequences during a school assembly. You determine the consequence ahead of time (pie in the face, day in detention, shaved head, etc).

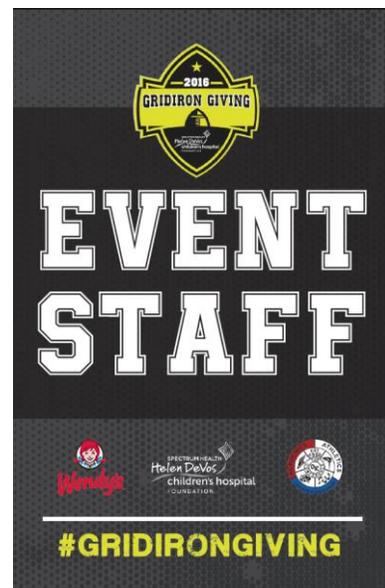


Promotional Items

- ☉ These items are provided free of charge for you to use in your fundraising efforts:
 - ☉ T-Shirts (6)
 - ☉ Lanyards (6)
 - ☉ Banner with Grommets (1)
 - ☉ Donation Buckets (4 guaranteed, more may be available closer to game day)
 - ☉ Frosty Tags: Free Frostys for a year (quantity determined by size of school)



BACK



Lanyard



Banner

If you need additional supplies, contact Devin Pierson at devin.pierson@spectrumhealth.org