



How It Works

- 🏈 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.
- 🏈 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.
- 🏈 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.
- 🏈 When your game is over and all the money has been collected, give the donations to your adult representative.
 - 🏈 A foundation representative will be in touch with your adult rep the following week to set a time to pick up the donations.
 - 🏈 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;
Attn: Devin Pierson
Helen DeVos Children’s Hospital Foundation
100 Michigan Street NE, MC004
Grand Rapids, MI 49503
- 🏈 Your total will be kept by you and the foundation and any additional fundraising that takes place during the football season will be added to your total.
- 🏈 Submit any unique ways that your school fundraised to the foundation representative for a chance to be selected for a Spirit of Giving Award.
- 🏈 In November, you will be invited to attend the Celebration Luncheon (date tbd). The collective total from all the schools that participated will be announced. The Spirit of Giving Awards, as well as recognition for school(s) that best utilize social media will be presented at this time.

Items Provided

- ☉ These items are provided free of charge for you to use in your fundraising efforts:
 - ☉ T-Shirts (6)
 - ☉ Lanyards (6)
 - ☉ 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



For questions or more information, contact Devin Pierson at devin.pierson@spectrumhealth.org or 616.391.2461.

Unique Fundraising Ideas

- 🕒 Plan a tailgate before to take place the day of your Gridiron Giving game. See if local businesses would like to sponsor the tailgate for a \$100, \$250 or \$500 donation. See if a local business would donate food or activities and determine a donation amount for people to attend.
- 🕒 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 or Sweet Treats
 - 🕒 Football Icons or Helen DeVos Children's Hospital Bracelets (provided by foundation)
- 🕒 Ask your principal to have a jean day for teachers the week of your game. For a \$5 minimum donation, teachers can wear jeans to school.
- 🕒 Ask your principal to have a hat day or something similar for students the week of your game. For a donation, students can wear a hat 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).
- 🕒 Create an online fundraising page for your school's efforts using the foundation's Every Day Hero Platform. To learn more, contact Devin Pierson.

How Can I Promote Gridiron Giving

- 🕒 Select a Student Champion
 - 🕒 If there is a student in your school district who has been treated at Helen DeVos Children's Hospital (at any grade level), you may want to ask them if they would be willing to share their story.
 - 🕒 Areas where you could use your student champion to help create excitement about your game and understanding as to why fundraising for the children's hospital is important;
 - 🕒 School assembly
 - 🕒 School newsletter
 - 🕒 School website or social media page(s)
 - 🕒 The night of the game
 - Share their story at half time
- 🕒 Promote through social media
 - 🕒 Gridiron Giving and Helen DeVos Children's Hospital Foundation social media pages will post about your game the week leading up to it. Follow these pages and;
 - 🕒 Share posts with your friends and family on your personal Facebook page
 - 🕒 Include link to donate online towards your schools efforts
 - 🕒 Share stories about why fundraising for the children's hospital is important
 - 🕒 Participate in Social Media Challenges:
 - 🕒 More Information to Come
- 🕒 Coordinate a time leading up to your game for a Helen DeVos Children's Hospital Foundation representative to come to your school and present at a school assembly or to a large group of students. They will share information on how the funds raised will help programs and families right here in your local community.

Make Sure to Follow Us On Social Media:

[Facebook.com/gridirongiving](https://www.facebook.com/gridirongiving)

Twitter: [@gridiron_giving](https://twitter.com/gridiron_giving)

Instagram: [Gridiron Giving](https://www.instagram.com/Gridiron_Giving)

Promotion Provided

- 🏈 Wood TV8 Partnership
 - 15 Second Promo Commercials:
 - Night before your game on the 6PM Evening News
 - Day of Game:
 - 6AM Daybreak News
 - 11PM Football Frenzy Broadcast
 - Gridiron Giving Specific Promo Ads on Woodtv.com Sports Section, including Football Frenzy Page
- 🏈 Social Media Posts leading up to your game on the Gridiron Giving and Helen DeVos Children's Hospital Foundation Pages
- 🏈 Thank You Posts on Social Media Pages after Game
- 🏈 Game listed on Gridiron Giving Website
- 🏈 Game Promoted to all Spectrum Health Employees
- 🏈 Game Included in August Press Release about upcoming season
- 🏈 Snapchat Filter Night of the Game over football stadium

Invited To

All students, athletic directors, and advisors that participate are invited and encouraged to attend the Gridiron Giving Kick-Off Party in August and the Year-End-Celebration Luncheon in November.

Hold the Date for the Gridiron Giving Kick-Off Party

Wednesday, August 15th, 2018

Fifth Third Ball Park

Students, Athletic Directors, Advisors and family members are welcome to join us as we Kick-Off the 2018 Gridiron Giving season and take in a Whitecaps Game.

Tickets and Dinner are provided. Parking \$7

Year-End-Celebration

Date & Location: (TBD)

F.A.Q.

- 🕒 **Where do our donations go?**
 - 🕒 100% of donations made to the Gridiron Giving Program support programs and services at Helen DeVos Children's Hospital (HDVCH).
- 🕒 **Do we need to purchase our own supplies?**
 - 🕒 No, promotional materials will be provided to assist your fundraising efforts.
- 🕒 **Does every school in the OK Conference participate?**
 - 🕒 Yes, every school is able to participate.
- 🕒 **Can we choose any game in our season?**
 - 🕒 You can choose any game to be your Gridiron Giving game. However, we highly suggest that you do not choose the first game of the season as it is far too difficult to properly manage the effort at the end of summer break.
- 🕒 **Can we do more than one Gridiron Giving game in the year?**
 - 🕒 No. The promotion is limited to one home game but you are welcome to raise money throughout the season at other events or games.
- 🕒 **Can we partner with other schools for our Gridiron Giving game?**
 - 🕒 Yes, if two teams would like to make their game a combined fundraising effort that is allowed.
- 🕒 **How is the money raised?**
 - 🕒 There are a variety of ways you can raise money/donations:
 1. Attendees can be asked to make a donation with their ticket purchase at the ticket booth.
 2. Set up a table inside the stadium gates with students collecting donations.
 3. Going through the crowd and asking for donations (half time is great time to do this). Some schools have made this their "Magic Minute" where they collect as much as possible in one minute (this is a fun way to engage the crowd).
 4. A combination of all three, or come up with your own unique ideas before, during and after the game!
- 🕒 **Can we raise additional funds?**
 - 🕒 Yes and we encourage you to do that! You can do any creative fundraising you like. Check out the fundraising ideas document for ideas.
- 🕒 **How long do we have to raise money?**
 - 🕒 You can start raising funds in August, your Gridiron Giving game and all monies raised must be completed and turned in to the HDVCH Foundation by November 20.

- 🕒 **Who handles the money collected at a game?**
 - 🕒 An adult representative will need to be at the game to take all donations at the end of the night from the booth/gate. A Helen DeVos Children's Hospital Foundation representative will contact you about picking up the money the following week and it will be put into the school's Gridiron Giving account.
- 🕒 **How will this be promoted?**
 - 🕒 The date of your Gridiron Giving game will be promoted via social media on the Gridiron Giving and Helen DeVos Children's Hospital Facebook pages, on WoodTV8 and there is possible exposure in other media.
- 🕒 **When does promotion start?**
 - 🕒 We plan to start promoting this to the general public starting in mid-August.
- 🕒 **How will the total amount of the money we raised for Helen DeVos Children's Hospital be announced?**
 - 🕒 At the end of the football season we will hold a celebration luncheon where the total raised will be announced. Your school's representatives will be invited to attend this luncheon.
- 🕒 **When do we return our supplies?**
 - 🕒 You keep the items provided until the celebration luncheon in November where you will be able to return them.
- 🕒 **What is the "Kick-Off" Party?**
 - 🕒 You are encouraged to attend our kick-off celebration on August 15th at Fifth Third Ballpark where your student and teacher representatives, athletic director and their respective families can enjoy a Whitecaps game with a grilled dinner provided during the game. This is where you can pick up your promotional items.
- 🕒 **What is the "Celebration Luncheon"?**
 - 🕒 We welcome you to attend the celebration luncheon in November (date & location tbd) to celebrate your efforts and the success of the season. Attendance is not required, but it is encouraged.
- 🕒 **What is the "Spirit of Giving Award"?**
 - 🕒 The Spirit of Giving Award is given to schools that exceed expectations and go above and beyond in fundraising efforts. Awards are not based on dollars raised, rather creativity, imagination, teamwork, and community involvement.
- 🕒 **Who can I contact for more information?**
 - 🕒 Devin Pierson is the contact for the Helen DeVos Children's Hospital Foundation and can be reached at 616.391.2461 or devin.pierson@spectrumhealth.org.