

## Affiliate's Guide to BEAT THE STREETS 2011

1. Let us know you're hosting!
  - a. **Please email [lee@stevesclub.org](mailto:lee@stevesclub.org) and [steve@stevesclub.org](mailto:steve@stevesclub.org)**
  - b. We'll send you a package for the event that includes:
    - i. Score Sheet to track team results
    - ii. Posters to put up in your gym and other marketing material
    - iii. Tax-deductible receipts for donors
  
2. Set up your own Razoo fundraising page (estimated set up time = 4 min):
  - a. Go to **<http://www.razoo.com/story/Steves-Club-National-Program>**
  - b. Click the button on the right sidebar "Create your own fundraiser"
  - c. Fill in the following blanks:
    - i. Which nonprofit are you raising funds for? >> Steve's Club National Program
    - ii. Title >> Your Affiliate name - BEAT THE STREETS Fundraiser
    - iii. Summary >> Suggested Donation WOD \$25, fully tax-deductible. Please join us and bring your friends! [or whatever you want to write here]
    - iv. Tell Your Story >> [whatever you want to write here... might include a sentence about what BEAT THE STREETS is, the mission of Steve's Club, a link to [www.stevesclub.org](http://www.stevesclub.org), etc.]
    - v. Image >> Logo of your Affiliate or BEAT THE STREETS logo
    - vi. Designation >> General Fund
    - vii. Suggested Donation Amounts >> \$25, \$50, \$75, \$150, other
    - viii. Goal and Time Period >> whatever your fundraising goal is (some Affiliates are looking to raise between \$1000- \$3000), end on May 16th
    - ix. Short URL, Thank You Video >> [leave blank]
  
3. Share the Razoo link on Facebook, by email, or embed the "Donate Anywhere" widget on your website/blog (right sidebar, click the link for "Get the code"). Get the word out!
  - a. If you prefer to use something other than Razoo for online donations, no problem (we suggest Razoo because it's already linked to SCNPN).
  - b. If you prefer just to take checks and cash, checks should be payable to "Steve's Club National Program."
  
4. Publicize your event
  - a. Create an event in Facebook and invite friends/family
  - b. Put it in your next newsletter
  - c. Hang up posters and flyers in your gym
  - d. Have your members invite friends and family
  - e. This would be a good Open House WOD (perfect for all levels, and lots of fun).
  - f. Get teams to sign up in advance (although you can always have people show up and be assigned to a team that day).
  
5. Give out prizes
  - a. Sell or give away Tshirts, gift certificates, one-on-one coaching, products, services, etc. Approach local businesses, Affiliate members, friends/family for gift donations.
  - b. Create prizes for competitive and fun/social categories ...

- i. Best Family Team
- ii. Wonder Women Team
- iii. Youngest/Oldest Team
- iv. Most Creative Name
- v. Newest to CrossFit Team
- vi. Best Costume
- c. Sell or give away PaleoKits/PaleoKrunch
  - i. Proceeds go to Steve's Club National Program
  - ii. Order by email (info@stevesoriginal.com), phone (877-376-8973), or online at www.stevesoriginal.com
  - iii. Use discount code **BTS2011** to receive 20% discount on all items (until May 11)

Day of the Event:

1. Heats:
  - a. Plan 1 heat every hour (# of heats depends on expected turnout)
  - b. 5 min warmup, 10-15 min instruction/standards, WOD
  - c. WOD should take approx 20min
2. Sign-in/Welcome:
  - a. Use the Score Sheets to check in the teams
  - b. Make sure everyone signs a Waiver (even those not competing!)
  - c. Welcome your guests with a short introduction (mention Steve's Club, how much has been raised so far, etc.)
3. Collecting Donations:
  - a. Offer a Donation Receipt if someone want to claim the contribution on their taxes (download it here: [http://www.stevesclub.org/beat\\_the\\_streets/downloads/](http://www.stevesclub.org/beat_the_streets/downloads/))
  - b. You should be able to check through Razoo who donated online
  - c. Checks should be made out to: Steve's Club National Program
  - d. Collect any cash contributions, and please write one check to Steve's Club National Program for cash received (do not send cash).
4. Judging:
  - a. Competitive teams must have judges
  - b. Social teams can judge each other (or honor system)
  - c. Make sure to use the Score Sheets to keep track of results
5. Pictures/Video:
  - a. Take lots of pictures and video!
  - b. Send to [steve@stevesclub.org](mailto:steve@stevesclub.org) and [lee@stevesclub.org](mailto:lee@stevesclub.org)
6. Results/Prizes:
  - a. Announce the winners and prizes
  - b. Send in Score Sheets and donations to: Steve's Club National Program, c/o Steve Liberati, 7905 Browning Road, Suite 202, Pennsauken, NJ 08109

Check out the BEAT THE STREETS website for more info (and extra files to download):

[http://www.stevesclub.org/beat\\_the\\_streets/](http://www.stevesclub.org/beat_the_streets/)  
[http://www.stevesclub.org/beat\\_the\\_streets/downloads/](http://www.stevesclub.org/beat_the_streets/downloads/)