



## Announcing the NATA Foundation 2016-2017 Athletic Training Student Challenge!

We are so grateful for your interest in supporting the NATA Foundation and our mission of supporting and advancing the athletic training profession through research and education.

### GOAL OF THE PROGRAM

To provide an avenue for athletic training students to actively support the NATA Foundation while engaging with other schools in a “friendly competition.”

### HISTORY OF THE PROGRAM

The AT Student Challenge was established in 2005 between Boston University and Sacred Heart University. Over the last eleven years, 50 schools have participated and raised over \$80,000 to support the NATA Foundation.

### WHY PARTICIPATE?

The NATA Foundation was incorporated in 1991; established and funded with grants from NATA and Johnson & Johnson. During these past 25 years, **the NATA Foundation has awarded more than 260 research grants totaling over \$4 million dollars and awarded almost \$3 million to 1,490 students through our scholarship program.** Additionally almost 5,000 presentations (oral and poster) have been provided through the Free Communications program.

The NATA Foundation supports athletic training education by creating building blocks, position statements and other educational resources; recognizing outstanding researchers and educators with the Distinguished Educator Award and other honors of achievement; and awarding over \$250,000 annually in grants and scholarships to students and researchers who will transform the future of the profession.

Your participation will educate your students about how the NATA Foundation supports them and helps to develop them as leaders in the profession, as well as bringing in needed funds for your own program and others.

**Each school that participates and fundraises above \$500** will have the option to receive a check for 10% of its total contribution for the student organization to use for local programs and activities.

### PRIZES

#### Top Fundraising Team

- Recognition on the NATA Foundation website with a story on the participants
- Recognition in an issue of the NATA News
- Dedicated Facebook and Twitter post through the NATA Foundation
- Recognition at NATA2017 during the Pinky Newell Student Leadership Breakfast
- Four complimentary conference registrations to any state, district, or national athletic training meeting for student members of NATA, not to exceed \$500 total for the group (can be used for the student leadership to attend NATA Convention to accept the award, this will be reimbursed)

## **CHALLENGE TIMELINE**

The 2016-2017 NATSC will run from August 8, 2016-May 31<sup>st</sup>, 2017. Fundraising reporting is due by 5:00pm CST on May 31<sup>st</sup>, 2017.

## **SUPPORT FROM THE NATA FOUNDATION**

After registering with the NATA Foundation, you will be granted access to use our donation platform for event management and to quickly and easily broadcast your event thru social media outlets. The platform will allow you to organize your team page and will enable individual members join your team.

## **OTHER WAYS TO FUNDRAISE**

### **Promote Athletic Training Month in March**

Provide donation locations throughout the community, on campus and athletic events during the month of March.

### **Contest between teachers/schools/class years**

Challenge students, professors or class years to raise money; you could also challenge a rival school participating in the ATSC. Include a fun wager; i.e. the losing school's Head Athletic Trainer will wear the rival school's color for one week. The student group who raises the most money gets some sort of perk depending on the timing of your event.

### **Ticket Sales/Program Sales/Concession Sales**

Ask your school athletic programs to donate a percentage of ticket sales from a game to the ATSC. Another option is to sell programs for the sporting events. You provide the volunteers; they provide a % of the total sales to the ATSC. Lastly, ask about working concession booths at your school or at major league events. Most arenas look for volunteers to sell concessions and you receive a portion of the sales.

### **Partner with Restaurants, Movie Theaters, Coffee Shops, Retailers or Car Washes**

Host a give back event. Ask local businesses to donate a percentage of sales on a certain day or during a specified time. This works great for jewelry stores, local clothing stores, restaurants and bars and allows you to promote their business to your network and in most cases they will promote your event to their patrons as well.

### **Host a Sports Tournament**

Register teams in a golf tournament, volleyball, softball or flag football tournament on a Saturday and then coordinate with a local restaurant to host an after party. Give a percentage of the proceeds to the event and have them provide drink and food specials. You could also partner with intermural teams and have them participate or support. Have a chance drawing and sell tickets at the event, \$5 each or 5 for \$20 for the chance to win X.

### **Talent Show**

Host a talent show auction and get the participants to partner up and put together auction packages. All groups do a performance and then the audience can bid on the auction packages. Local brewery spaces are great location and you can advertise to the public. Have a chance drawing and sell tickets at the event, \$5 each or 5 for \$20 for the chance to win X.

### **Chili Cook-off, BBQ tasting or any Food Festival**

Encourage anyone to come participate by bringing their top "flavor dish". Invite local chefs, school "celebrities" or other high profile individuals in the community (mayor etc.) to judge the finalist. Finalist can be determined by the crowd favorites. Charge admission, give each attendee 3 tickets to vote for their favorites and have it at a fun location.

## **OTHER SUGGESTIONS**

Make sure you recognize your top volunteers and thank each donor. By using the donation platform provided by the NATA Foundation, all reporting for donor acknowledgement can be directly handled via the NATA Foundation Athletic Training Student Challenge staff liaison, Katie Scott.

## **READY TO JOIN?**

Go to <https://donate.natafoundation.org/events/2017-nata-foundation-at-student-challenge/e89476> and create a team today! Don't have a team? You can also create an individual page too! Contact Katie Scott for more assistance with getting started!

## **STAFF LIAISON CONTACT INFORMATION**

For any questions or to ask for assistance, please contact Katie Scott, MS, ATC, LAT, Athletic Trainer in Residence at [katies@nata.org](mailto:katies@nata.org) or 972-532-8821

**THANK YOU FOR YOUR SUPPORT TO THE NATA FOUNDATION!!!**