

2022-2023

GAME PLAN



MINNESOTA HOCKEY FIGHTS CANCER

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About Minnesota Hockey Fights Cancer

Minnesota Hockey Fights Cancer was founded in 2018 to drive and promote the American Cancer Society's annual Hockey Fights Cancer campaign. While we continue to fully support and promote the American Cancer Society's efforts, our effort has expanded to the support of all cancer causes including, but not limited to:

- The Angel Foundation
- University of Minnesota Foundation (Cancer Patient Support Fund)
- Mayo Clinic Foundation (Cancer Research)
- CapStrong Corporation

Our mission is to energize the hockey community in Minnesota to build awareness and support the fight against cancer.

Any team, association, high school or other interested hockey organization can join the fight by visiting <https://mnhockeyfightscancer.org/join-the-fight/>.

The annual campaign starts in October and goes through the end of March. We also provide support for fundraising for summer teams.

The Role of Minnesota Hockey Fights Cancer

Minnesota Hockey Fights Cancer seeks to energize the community in the fight by:

- Bringing teammates together through a common goal and doing good off the ice
- Bringing teams together in an association and high schools to compete against one another while doing good off the ice
- ~~• Bringing associations and high schools together to compete against one another while doing good off the ice~~
- Helping bring our communities together by telling stories about victories and losses against cancer in our communities
- Helping bring communities together to support people in their communities engaged in the fight against cancer
- Providing social media platforms for online community engagement

Minnesota Hockey Fights Cancer facilitates this through:

- Providing online fundraising portals for each team
- Distributing 100% of the proceeds raised to the cause chosen by the team
- Providing helmet decals, stick tape, placards
- Providing a real time leaderboard for competitions
- Providing awards
 - The John Gegen Cup for the Top Association
 - Traveling Trophy
 - Arena Banner
 - The Michael Weiss Fight Championship for the Top High School

- Boxing Glove Trophy
 - Arena Banner
 - Championship for the Top Team
 - Pizza Party
 - Sublimated Championship Shirts
 - The Cap George MVP Award for the Top Individual(s)
 - Individual Crystal Awards
- Providing ideas and recommendations for building awareness and fundraising
- The Mite Fight Series
 - Intended to be part of existing Mite Hockey Jamborees
 - 50/50 Sponsorship of the Jamboree by Minnesota Hockey Fights Cancer
 - 50% of all funds raised go back to the association to support their programs

Steps to Get Involved

1. Register your team's game at <https://mnhockeyfightscancer.org/game-registration/>
2. A member of our team will contact you with the link to your fundraising portal
3. We will send your helmet decals, stick tape and signs to your team
4. Implement some or all the fundraising ideas below

Fundraising Ideas

1. Challenge others to sign up and compete against you via social media platform (players, teams, associations, schools...)
2. Identify a player and /or parent captain to lead the charge at all levels of your organization (team, association, schools...)
3. Have players, coaches, families, and fans collect donations from family, friends and supporters of the cause.
4. Have a t-shirt or jersey designed to raise donations. Reach out for assistance from admin@mnhockeyfightscancer.org for help with design, vendors, etc.
5. Engage with local media or community information outlets to share information on your campaign
6. Ask a local business to sponsor your game by making a donation or matching funds to your campaign
7. Work with a local franchise like; Chipotle, Jersey Mikes, Culvers, T-Rex Cookies or a local business to do a fundraiser that gives a percentage of the sales to your association, school or team to donate
8. Game Day Ideas
 - a. 50/50 Raffle – Half the funds go to the prize winner and half the funds go to the cause
 - b. Auction – Hold a live or virtual auction by:
 - i. Securing items to bid on that are either purchased or donated
 - ii. Bidding on experiences like; being on the bench for pregame warmups, doing the ceremonial puck drop, being a kid game announcer

- c. Designate a wall or walls at your arena or at a local business to display I Fight For placards. Display your link to donate or use a QR code. (If you would like a QR code generated you can request one from admin@mnhockeyfightscancer.org.)
 - d. Bake Sales
 - e. Chuck A Puck
 - f. Pass the Pail Donations
 - g. % of Concessions
 - h. Invite a food truck that will give a % of sales back
9. Email / Text Campaign – Have each player, coach, family member and / or fan contact 5-10 people with the link to your donation page to help them support your goal.

Sample Calendar of Events

1. Week One
 - a. Register Your Team / Association / School / Hockey Organization
 - i. Visit <https://mnhockeyfightscancer.org/join-the-fight/> or email admin@mnhockeyfightscancer.org
 - b. Choose Your Cause
 - c. Design Fundraiser T-Shirt
 - i. If you want help with design or coordination with a vendor contact admin@mnhockeyfightscancer.org
2. Week Two
 - a. Teams Register Game Dates at <https://mnhockeyfightscancer.org/join-the-fight/game-registration/>
 - b. Plan Game Date Fundraising Activities
3. Week Three
 - a. Team Receives Game Supplies
 - b. Promote Your Event
 - i. Social Media
 - ii. Newsletter
 - iii. Websites
 - iv. Posters
 - v. News Release to Local Media
 - vi. Email / Text Campaign
4. Week Four
 - a. Game Date
 - b. Send thank you messages along with link for additional donations
 - c. Make sure offline donations are accounted for