



The Opportunity

To create an individual giving campaign that leverages the 2010 FIFA World Cup to raise funds for USC Members.

Donors can select teams from the tournament and pledge a donation for each goal they score during the tournament.

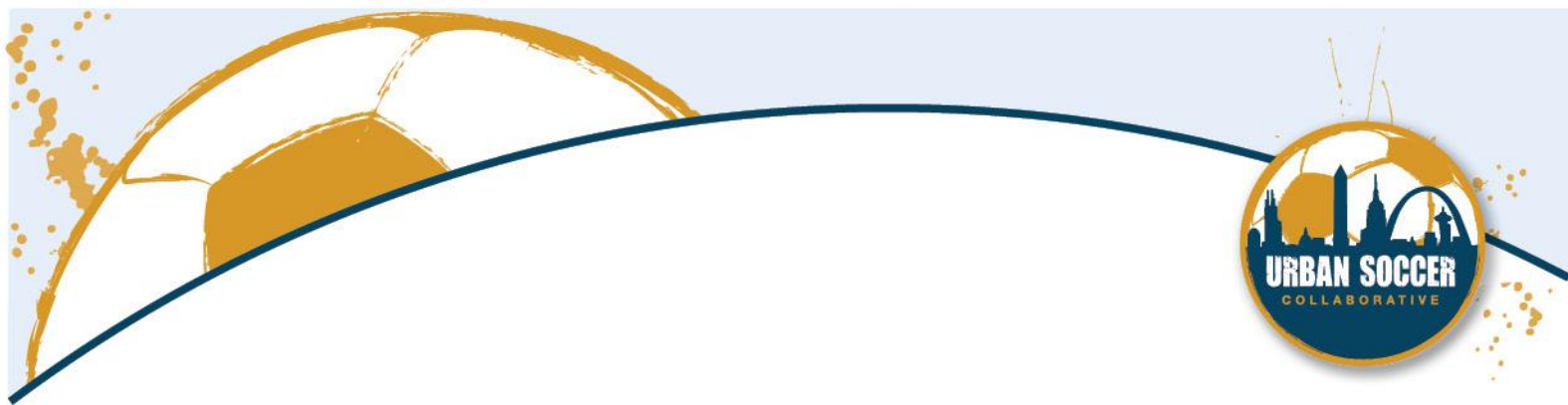
Project Description

- Individuals will be hear about the campaign through the USC membership and their network
- Participants will be directed to USC website www.urbansoccercollaborative.org
- They complete their signup sheet with drop down options.
 - During sign in they select the organization they wish their donation to benefit.
 - They can pay by credit card that will be charged at the end of their experience
 - At the end of the tournament USC looks at database, collects monies and distributes list and report to members.

Revenue Generation

Participants can donate based on the number of goals a team or the tournament yield.

Option	Description	Denominations	Average projected Donation
Team	Pick your favorite Teams	\$5 or \$10	\$25 - \$50
Tournament	Donate based on how many goals are score during the tournament	\$.25 \$.50 \$1 \$5	\$50 - \$100



Revenue Projection

- A USC Member who would each send to their data base and manage to partner with only 2 soccer teams and 2 soccer clubs/partnering organizations.
- Based on this above conservative illustration with 80/20 revenue share a USC member would generate over \$1,000 for their organization with minimal effort required.
- This number could indeed be greater depending on the strength of your local relationships and organizational capacity to market and promote the campaign.

Partner	Projected Participation	\$ Generated \$25 donation	USC Revenue	Member Revenue
USC Membership Database	2 % of 500 people (10 donors)	\$250	\$50	\$200
2 Soccer Teams	50% participation = 8 families per team x 2 teams = 16 donors	\$400	\$80	\$320
2 Soccer Clubs or partnership organizations	1% of 1500 (15) x 2 partners = 30 donors	\$750	\$150	\$600
Projection	56 donors	\$1400	\$280	\$1,120

USC Commitment

The USC National Office support will include:

- Design and produce marketing & promotional materials for members
- Provide Website sign in and program administration
- Distribute checks and income reports to participating organizations
- Provide thank you letters templates for organizations to send to donors
- Investing revenues to provide capacity building resources to USC membership.

Member Requirements

- Send campaign details to their data base, existing and potential partners data bases.
- Promote campaign within their local community networks.
- Mail out donor recognition letters to participating donors & partners.