



Resources for Team Captains: Goal-Setting Guide

Fundraising is a crucial (and fun!) part of the Golden Cup experience. Not only do you get to share your passion for bringing safe, reliable water to the world's most vulnerable people, but fundraising also allows you to amplify your impact.

Remember, there are no limits to how you can raise funds for the Golden Cup. Reach out to your friends and family; church groups; school, sports, or scouting groups; alumni groups; co-workers, neighbors, and anyone in your network for support.

Team and Individual Goals

For the Golden Cup, we expect both teams and individuals to set fundraising goals. The overarching goal for the 2021 Golden Cup is for all teams to raise together a total of \$105,000, which will allow us to purchase and install seven LifePump Plus packages to support accessible water in seven different villages in Malawi, Africa.

Be ambitious when determining your goal! Decide how you will ask your supporters to donate. Depending on your chosen activity, you may want to request \$1 per mile that you walk or run, \$20 for every hour you swim, and so forth. It's completely up to you how you structure your fundraising activities.



Fundraising Incentives

We appreciate your support greatly, and we want to make it fun for you to meet your goals! By raising money for your Golden Cup Team, you can receive the following prizes:

- ✓ **Give \$50** - Your registration fee goes toward meeting your individual and team fundraising goal. Receive a Golden Cup t-shirt and LifePump sticker
- ✓ **Raise \$1,000** - Receive Golden Cup skin stickers, bag, and baseball cap
- ✓ **Raise \$1,500** - Receive a Golden Cup HandWASHing Kit with Golden Cup face mask and hand sanitizer
- ✓ **Raise \$2,500** - Receive a Golden Cup waist pack
- ✓ **Raise \$5,000** - Receive a Golden Cup polo shirt
- ✓ **Raise \$10,000 and above** - Receive a smart water bottle

***Keep reaching! Every incentive prize level includes the prizes for that level and those of the level below it.**



Fundraising Ideas

There are endless opportunities to raise money toward your goal! Here are some of our favorites.

Physical Activities

- Run or walk a 5k, 10k or even a half or full marathon.
- Kayak or canoe your favorite waterway.
- Rollerblade for speed or distance.
- Choose a challenging route for you bicycle or e-bike.
- Hike trails in beautiful places.

Fun Activities

- Hold a spaghetti dinner or pancake breakfast.
- Hold a garage sale and donate the proceed.
- Create a kid's carnival or game night fundraiser.
- Organize a golf or putt-putt tournament and donate the registration fees.
- Donate the money you would normally spend on coffee and treats (ask friends and family to do the same).