



TAP CANCER OUT

GLOBAL

A GUIDE TO PLANNING

GRAPPLING

AND HOSTING A SUCCESSFUL

DAY

AND IMPACTFUL FUNDRAISING EVENT

PLAYBOOK

WWW.GLOBALGRAPPLINGDAY.COM

Fighting for those in the fight of their lives

WHAT IS GLOBAL GRAPPLING DAY?

Global Grappling Day is a day of giving and impact where Grapplers around the world will slap, bump, and roll for one hour straight in honor of those who can't stop fighting after just one hour, one day, or even one year.



Participants have the opportunity to fundraise leading up to Global Grappling Day and earn perks, quite literally fighting for all the cancer warriors that are in the fight of their lives.

This is the only Tap Cancer Out event we host where literally ANYONE, ANYWHERE in the world can take part, and we hope you do. All you need is ONE day and ONE hour to change the world!



JOIN US IN 5 SIMPLE STEPS!

01

Encourage your Academy to host a GGD Open Mat or simply grab your favorite training partner

02

Head to **GLOBALGRAPPLINGDAY.COM** and click "**BECOME A FUNDRAISER**" to set up your page/create a team/join a team

03

Share your fundraising page with friends and family from now through the event in December

04

On December 17th, join grapplers around the world as you roll with your partner(s) for 60-minutes non-stop!

05

Score fundraising perks like hoodies, rashguards, kimonos, RTIC water bottles, gear bags and more, just for fundraising!

BECOMING AN EVENT HOST

The beauty of Global Grappling Day is that it truly can be done anywhere across the globe. Unlike Santa Claus, the Tap Cancer Out team can't be everywhere on December 17th and that's where our event hosts come in!

Our event hosts can be school owners, instructors, parents, or your everyday BJJ student. All it takes is a desire to make an impact in the fight against cancer.

As an event host, our hope is that you will do the following:

- **Get Permission:** Speak to your school owner/professor/instructor to see if they would be willing to have the event at their location on Saturday, December 17th.
- **Create Your Team Page:** Register by creating your team's page on globalgrapplingday.com
- **Spread the Word:** With the venue secured, it's time to get your teammates on board! Hang up posters and hand out postcards (both of which we can supply). Mention it on social media!
- **Encourage Fundraising:** Make sure your teammates are registered on globalgrapplingday.com and are fundraising!
- **Plan Your Event:** Determine what type of event you want to run and what other fun elements you want to add to it (i.e food, raffles, music).
- **Host Your Event on December 17th!** Enjoy the day with your teammates and friends!

TYPES OF EVENTS

It's time to think about how you want the day of your event to run. There are a variety of different formats that can work, and no two events are the same.

Here are a few different options to help inspire you!



The simplest GGD event type. The "challenge" aspect of the event is to roll for one hour straight, so your attendees are going to need somewhere to do that. You can have partners sign up for one-hour blocks, or have your team arrive during a specific time block and manage their rolls on their own.



Perhaps you'd like to make the day a little more educational and robust? You can add a seminar format on top of the aforementioned Open Mat. You'll need to find an instructor (or two) who will want to lead the group through some light rolling and then you can dive into the one-hour rolls once they are done.



Global Grappling Day is meant to bring BJJ communities together. We encourage schools with a larger footprint to open their doors to students from other local academies and invite them to roll. This format can also be combined with the Open Mat or Seminar format to make it an unforgettable day.

EVENT FUNDRAISING

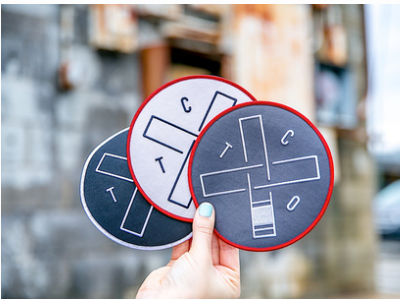
The main goal of Global Grappling Day is to encourage the global community to raise funds for Tap Cancer Out's cancer-fighting organizations. There are a few different ways you can raise funds for your event.

- **Charge an Entry Fee:** No matter the type of event you host, you can charge an entry fee at the door. We typically see entry fees ranging from \$50-\$75, but that is up to you.
- **Free Entry for Fundraisers:** If a participant is fundraising, they can show you that they have an ACTIVE fundraising page, in order to gain entry into your event. We suggest that their fundraising page have at least \$100 raised to earn free entry.
- **Raffles:** Reach out to local businesses and raffle off items to your participants or spectators! This can include items such as restaurant gift cards, free private lessons at your school, etc!
- **Bake Sale:** Who doesn't love a baked good? Get your school's families involved in a good ole fashion bake sale and donate the funds to your team's Global Grappling Day team page!



INDIVIDUAL FUNDRAISING PERKS

Our fundraising perk structure helps to incentivize fundraisers to hit, and hopefully surpass their goals. Perks are earned on an individual basis.



\$200 Raised: Tap Cancer Out patch of your choice. Select from round or lapel in a variety of colors.



\$400 Raised: This shirt CANNOT be purchased, only earned. It's a super high-quality t-shirt. Wear it proudly knowing you are fighting for those in the fight of their lives!



\$600 Raised: Raise \$600+ and earn the t-shirt and free entry plus your choice of a free Tap Cancer Out hoodie, rashguard, or jogger pants.



\$800 Raised: This insulated water bottle is one of our most requested perks! You can get your hands on your own by raising \$800 this year.

INDIVIDUAL FUNDRAISING PERKS



\$1,000 Raised: \$1,000+ fundraised will earn you all of the previous perks along with your choice of a backpack. Our coveted “Impact” backpack is super spacious with an expandable duffel. Or, if you are looking for something more on-the-go, our “Panda Pack” backpack is perfect for everyday use.



\$2,000 Raised: One of our most popular merchandise items, our custom Gi's, can be yours for raising \$2,000. Not only do you earn all the other perks we mentioned, but you can pick your favorite Tap Cancer Out x Inverted Gear collaboration Gi and support your favorite cause on the mats.



\$10,000 Raised: THE ULTIMATE PERK: EARN A TRIP TO CALIFORNIA! Tap Cancer Out will send you on the ultimate grappling getaway with a trip to California! You'll get the opportunity to train in paradise, try out surf lessons, enjoy delicious food, and more! Learn more about TCOasis at welcome.tapcancerout.org/tcoasis.

TEAM FUNDRAISING PERKS

We are proud to introduce a *NEW* fundraising perk for our Top Fundraising Team!



"TOP FUNDRAISING TEAM" AWARD

ONE team will win the Top Fundraising Team Award as part of Global Grappling Day. Proudly display it at your school!

NEW



"TOP FUNDRAISING TEAM" WARM-UP MATS

Our Top Fundraising Team will also receive our first-ever team-level perk: custom-branded warm-up mats! These mats will be branded with "Tap Cancer Out Top Fundraising Team" so it will be clear to everyone that you are an amazing group of individuals!

PROMOTING YOUR EVENT

Tap Cancer Out wants to ensure that every locally hosted event is a success. We have tips on how to best promote your event so that your students, training partners, friends, and family can take part.

WORD OF MOUTH

The fastest and easiest way to make people aware of your event is to simply tell them! Explain to your students and teammates that you are going to be hosting an event on December 17th and there will be more details to come. Talk to your instructor to get the green light to host it at your school. Just start the conversation!

PRINTED POSTERS

In today's digital age, it may sound silly to suggest printing out a poster and hanging it up at your school, but this is one of the most effective ways to make people aware of your event. Trust us, we send thousands of posters to schools all across the US for our tournaments and it works! We've created a Global Grappling Day poster that can be easily customized with your event information. You can email us at fundraising@tapcancerout.org to request printed items. Once you have your physical poster (we suggest making a few copies), hang it up at your academy, invite other academies to join, and hand them out to your teammates and friends.



Contact us for FREE PRINTED posters and postcards!

PROMOTING YOUR EVENT

SOCIAL MEDIA

Of course, we have to include a social media strategy in our promotional plan to make it a success. Again, we've done lots of the heavy lifting for you and created an entire Social Media Toolkit. The Toolkit includes a variety of social media posts that are meant to announce your participation as a host, encourage teammates to register, countdown the days until the event, and more. You can use them on Facebook and/or Instagram in both your feed and a Story format (we've created both for you)!

When posting on social media, here are a few things to keep in mind:



- Be sure to include any event specifics such as location and time in your caption
- Include your team's fundraising page URL (which you'll get once you register your team).
- You can also include your personal fundraising page to help earn those perks!
- Tag @tapcancerout so that we can help reshare your content!
- Use #globalgrapplingday to help create buzz
- Tag teammates, friends and family in the post to get their attention!
- Post regularly – even though the event is weeks away, you don't want to wait until the last minute to get people signed up and fundraising.

PROMOTING YOUR EVENT

FACEBOOK EVENT

While this technically falls under social media, it's important to create a Facebook Event for your big day. It only takes a few moments to set up and it can be sent to your entire audience (super beneficial if you run your school and can reach all of your followers at once!).

Just follow the prompts to create a Facebook Event and include all your specific details. Be sure to include details about fundraising and links to sign-up (www.globalgrapplingday.com). We've created a Facebook Event Cover image to help make your event pretty



EVENT SUPPORT FROM TAP CANCER OUT

Global Grappling Day event hosts have the full support of the Tap Cancer Out team to ensure their event is a success. From expert event planners to printed marketing materials and more, here's how we can help!

- **Tap Cancer Out Event Specialist:** You'll have a direct line to one of our event planning experts who can help answer your questions and help guide you through organizing your event.
- **Printed Posters and Postcards:** At no cost to you, we'll ship you posters that can be customized for your event and hung up at your school as well as postcards to hand out to your participants.
- **Social Media Kit:** As previously mentioned, we'll send you downloadable social media assets that you can share on your channels to help drive awareness of your event.
- **Gift Cards:** To support your raffle and drive donations, Tap Cancer Out will donate gift cards to their store to teams who have more than 10 participants signed-up.
- **"Who Do You Fight For?" Banner:** Tap Cancer Out will send your school Global Grappling Day Banner that your attendees can sign as a way to commemorate the event and the impact you made.

Please contact fundraising@tapcancerout.org to request any/all of these materials or to speak to a Global Grappling Day event expert!

EVENTS WE LOVE



NITRO BJJ

\$9,191 RAISED VIA OPEN MAT + PARTY
2021 TOP FUNDRAISING TEAM
BREWSTER, NY

Queen City Jiu Jitsu held an open mat throughout the day with time slots to sign up and roll for an hour in pairs or in teams. Both adults and kids participated. We love that they had a banner made for the occasion and encouraged students, participants, and parents, to sign – along with any words of encouragement. They also added a 50/50 raffle and included some food and drinks for participants.

EVENTS WE LOVE



HONG KONG STRONG

\$4,886 RAISED VIA SEMINAR
HONG KONG, CHINA

One of our top international teams hails all the way from China! In addition to their own coach, they invited two more black belts to host a seminar. All in, four different academies came together to raise awareness, fundraise and roll. They had friends in the fitness industry who sponsored prizes and a photographer donated her time as well. The BJJ scene in Hong Kong is pretty competitive, so it was very exciting that all these teams – Tempo Jiu Jitsu, Hybrid MMA, Shanghai BJJ and Kowloon BJJ – came together for a great cause.

EVENTS WE LOVE



QUEEN CITY JIU JITSU

**\$3,200 RAISED VIA OPEN MAT
FORT MILL, SC**

Queen City Jiu Jitsu held an open mat throughout the day with time slots to sign up and roll for an hour in pairs or in teams. Both adults and kids participated. We love that they had a banner made for the occasion and encouraged students, participants, and parents, to sign – along with any words of encouragement. They also added a 50/50 raffle and included some food and drinks for participants.

EVENTS WE LOVE



THE FARM BJJ

\$7,663 RAISED VIA OPEN MAT + PARTY
GREENLY, CO

The Farm BJJ's event featured one hour of non-stop rolls with 5-minute rounds then 10 seconds to quickly find a new partner and keep rolling. They ended the day with a pizza party, raffled off donated prizes, and had a silent auction. They charged a suggested donation of \$25 to roll and participate but also had teammates actively fundraise.

EVENTS WE LOVE



CHECKMAT CHARLOTTE

**\$1,113 RAISED VIA OPEN MAT
CHARLOTTE, NC**

Each year Checkmat Charlotte rallied its coach and teammates to hold an amazing open mat. They all grabbed a partner and rolled for an hour straight — some even rolling for more! To make it more fun, they added food, drinks, and amazing music. We've been told that quite a few of them have been touched by cancer in one way or another so they want to do their part by raising money and doing what they love.

EVENT CHECKLIST

PRE-EVENT CHECKLIST

- Discussed event with school owner
- Locked in date of (preferably) Saturday, December 17, 2022
- Created team page by registering on GlobalGrapplingDay.com
- Shared event details with teammates
- Teammates registered at GlobalGrapplingDay.com
- Requested marketing materials from TCO
- Shared event on social media
- Secured raffle table items
- Ordered food and drinks for event day
- Check in with team fundraisers on progress

EVENT CHECKLIST

EVENT DAY CHECKLIST

- Pick up food/beverages (if needed)
- Set up raffle table (if needed)
- Collect entry fees at door (if not already)
- Get participants hyped!
- Take photos & video
- Share content during the 1-hour roll via social media, tagging @tapcancerout. Livestream!
- HAVE FUN!

EVENT CHECKLIST

POST -EVENT CHECKLIST

- Add any donations to your team's page online or mail in checks/cash
- Thank your participants!
- Feel proud of the difference you've made!

CONTACT US



fundraising@tapcancerout.org



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www.globalgrapplingday.com