



WHO (OR WHAT) IS TAP CANCER OUT?

Tap Cancer Out is a 501(c)(3) nonprofit organization that motivates and empowers the Brazilian Jiu-Jitsu community to raise awareness and funds for cancer-fighting organizations.

WHAT IS A TAP CANCER OUT BJJ OPEN?

A Tap Cancer Out BJJ open is an amateur Jiu-Jitsu tournament open to male and female competitors ages four years and above. All belt/experience levels are welcome. On its surface, our tournaments operate just like any other BJJ tournament. We use IBJJF rules, award medals, and have a great time!

What makes our tournaments so special happens before any competitor steps on the mat. While participants can pay a registration fee to compete (just like any other tournament), they also have the unique opportunity to compete for free if they fundraise more than \$250. The more they raise, the more perks they receive, and the bigger the impact they make.

WHERE DOES THE MONEY GO?

Tap Cancer Out itself is a 501(c)(3) nonprofit charity. All revenue initially supports the organization to allow us to host events like the Tap Cancer Out BJJ Open, purchase equipment, hire staff, etc. This not only includes donations but registration fees, spectator fees, merchandise sales, and grants. All proceeds are then passed through to our beneficiary organizations.

Each year, Tap Cancer Out selects various nonprofits to fund a variety of projects within the cancer space. Since 2012 we have raised and donated more than \$7.75 million to beneficiaries including Alex's Lemonade Stand Foundation, American Brain Tumor Association, Johns Hopkins University Pediatric Oncology, Christopher's Haven, Cure Cervical Cancer, Camp Sunshine, Isabella Santos Foundation, First Descents, Little Pink Houses of Hope, Tom Coughlin Jay Fund, Memorial Sloan Kettering, Leukemia & Lymphoma Society, St. Baldrick's, the Pancreatic Cancer Action Network and many more.

Our EIN is 90-0694278.

LEARN MORE HERE:

- Our Website - www.tapcancerout.org
- Social Media - [@tapcancerout](https://www.instagram.com/tapcancerout)
- Guidestar PLATINUM (the highest) Seal of Approval (<https://www.guidestar.org/profile/90-0694278>)



TAP CANCER OUT BJJ OPEN FUNDRAISING REWARDS:

Sure it's great to attend a Tap Cancer Out BJJ Open, compete, and win some medals, but you can be a winner AND make an impact in the fight against cancer when you fundraise BEFORE the event. The more you raise, the more perks you earn! **Our current fundraising perks include:**

\$250 - FREE ENTRY TO THE TOURNAMENT

- Fundraise at least \$250 and you're rolling for free! If you don't reach \$250, you are only responsible to pay the registration fee when you arrive. But have faith—our average fundraiser raises more than \$400!

\$400 - EXCLUSIVE FUNDRAISER TEE

- Fundraise at least \$400 and you get the previous perk PLUS a custom-designed, super soft shirt featuring our fundraiser design. These can't be bought...only earned!

\$600 - YOUR CHOICE: RASHGUARD, HOODIE OR JOGGERS

- Fundraise at least \$600 and you get ALL the previous perks PLUS your choice of a TCO rashguard (long or short sleeve) OR a TCO hoodie (pullover or zip-up), OR our buttery-soft jogger pants (adult sizes only)

\$800 - TAP CANCER OUT BRANDED WATER BOTTLE

- Fundraise at least \$600 and you get ALL the previous perks PLUS your choice of a 32oz insulated RTIC water bottle or a 40oz Simple Modern water bottle with handle & straw.

\$1,000 - TAP CANCER OUT BACKPACK

- Fundraise at least \$1,000 and you get ALL the previous perks PLUS one of our stylish and feature-filled backpacks, tailor made for the grappler on the go!

\$2,000 - TAP CANCER OUT GI

- Fundraise at least \$2,000 and you get ALL the previous perks PLUS your choice of a TCO Gi (any style)

\$10,000 - "TCOASIS"

- Fundraise at least \$10,000 and you get ALL the previous perks PLUS the opportunity to join the Tap Cancer Out team on the grappling getaway of a lifetime! Learn more here - <https://welcome.tapcancerout.org/tcoasis>

TOP FUNDRAISER (ADULT, KIDS) AND TOP FUNDRAISING TEAM AWARDS

- On the morning of the tournament we recognize our Top Overall Fundraiser, our Top Children's Fundraiser, and our Top Fundraising Team with trophies and photos!



SETTING UP YOUR PERSONAL FUNDRAISING PAGE:

LOG-IN TO OUR FUNDRAISING PLATFORM

- Head to wecan.tapcancerout.org/login and use your email and password to log-in. If you've forgotten your password, you can click on "Forgot Password." If that still doesn't work, email us at fundraising@tapcancerout.org and we'll get your log-in credentials reset.

NAVIGATE TO YOUR PAGE

- After logging in, click on the account icon in the upper right
- Your fundraising page should show up in the drop-down. If it doesn't,
- You can also use the link in the email you received after registering to navigate directly to your page

CLICK THE "MANAGE" BUTTON TO GET TO YOUR DASHBOARD

- The MANAGE button should also be in the upper right of the page, just to the left of the account icon

TO EDIT YOUR PAGE, CLICK ON "DETAILS"

- Once you've clicked on DETAILS, you have the option to update your:

CHOOSE FROM THE FIVE EDITING OPTIONS

- Now you're in the editing suite and can choose to add an update (which will be added to your page and sent to donors), view (and thank) donors, send personalized emails, and update the details of your page.
 - Profile picture
 - Goal (make sure to up your goal if you exceed it before the day of the event)
 - Name
 - Custom URL (make it easy to remember/share)
 - Page Headline
 - Photos and media to personalize your story
- Make sure to click "Save Changes" when you're done

IF NOTHING ELSE, UPDATE THESE DETAILS

- It's **really important** to add your own profile photo to your page. When donors land on your page and see your smiling face, they won't be able to help but support your efforts!
- Edit the "My Story" section of your page by clicking on UPDATES. You'll notice that by default there will be one update entitled "Thanks for visiting my Tap Cancer Out BJJ Open fundraising page!" If you don't want to add an additional update, just click on the three dots on the far right to edit the update which appears on your home page.
- Make edits to the title/body and click "SAVE"



ADD PHOTOS AND EVEN VIDEO!

- You can also add videos and images to the media section of your fundraising updates/story. Just click on the image or video button in the lower left editor.

With just these few customization steps you're essentially promoting your page from white to black belt. Of course your donors care about our cause, but they care about YOU more. By letting them see you and read your story, they're FAR more likely to contribute.



FUNDRAISING TIPS FROM OUR EXPERTS:

3 TIPS TO GET YOU STARTED

- Start by making a donation to your own page. People are more likely to donate when they see that someone they know has already given. Plus, the size of the gift before them directly correlates to how large their gift will be.
- Personalize your fundraising page. There's a sheet in this kit and you'll also receive a more detailed, visual guide to setting up your fundraising page. The more care you put into crafting your page and your story, the more serious your donors will think you are.
- Directly reach out to five friends or family. Getting your "inner circle" to donate to your page will help you build momentum. Don't be afraid to call them out by name. And of course, make sure to THANK them!

5 TRICKS TO BOOST YOUR FUNDRAISING ON INSTAGRAM

- Add the link to your fundraising page in your bio
- Take a screenshot of your fundraising page and post it
- THANK your donors by screen-shotting their donation in your activity feed, posting it to IG, and tagging them (this goes for Facebook too).
- Share a photo of the person/people you're fighting for
- Share frequent updates to your Instagram story tracking your progress
- Use hashtags like #tapcancerout, #tcobjjopen, and #whyifight

SOCIAL MEDIA EXAMPLE POSTS

- I'm fighting for those in the fight of their lives. Will you help? [link to fundraising page]
- In honor of [NAME], I'm fighting in the Tap Cancer Out BJJ Open. Will you support my fight? [LINK]
- I'm fighting, quite literally, to end pediatric cancer. Would you consider donating to my fundraiser? [LINK]
- I'm fundraising in support of Tap Cancer Out, a BJJ nonprofit. Please consider making a donation to help us reach [goal] for Alex's Lemonade Stand Foundation! [LINK]

A FEW MORE THOUGHTS:

- Don't be afraid to ask directly. Just use some of the post examples above or create your own!
- Use Facebook and Instagram to TAG and THANK the people that donate to your page. Don't forget to personally reach out and thank them via text, email, or an old fashioned phone call.
- Don't make every post an "ask." Instead, periodically share posts that update your fundraising progress.
- Set internal goals. So if your ultimate goal is \$1,000 raised and you have four weeks to do it, try to raise \$250 each week — "I'm trying to raise \$250 by the end of this week...will you help?"
- Follow up with personalized thank-yous. Handwritten are always the most appreciated!



FUNDRAISING IDEAS FOR ADULTS AND KIDS:

ADULTS AND HIGHER BELTS:

- Host a seminar
- Host privates
- Reach out to your sponsors for donations or even product that you could raffle off
- Find new sponsors to donate to your fundraiser in return for patch placement & promotion
- See if your company offers grant programs or donation matching
- Partner with a restaurant or retailer to donate a portion of proceeds on a specific night
- **Raffle** - Find friends, family, teammates, and local businesses to donate items and host a raffle at your school
- **Night Out for Parents** - Open the school for an evening where parents can drop off their kids for fun, games, movies, crafts, and anything else you can think of (usually \$5-\$15 per child)

KIDS (OR ANYONE REALLY!)

- Host a Lemonade Stand, Bake Sale, or anything similar
- Host a team fundraising event like an “Armbar-a-thon” or “Drill-a-thon” where fundraisers of any age can garner donations in return for # of armbars (or any move) in a certain amount of time (One of our top fundraising schools raised \$12,000 in one event doing this)
- Host a bake sale in your school (One of our top fundraisers hosted an Acai Stand!)
- Go door-to-door in your neighborhood
- Offer to do yard work in return for donations
- Have your parents take a pledge sheet to work
- Join your teammates in a car washing (or any public service) event



HOW TO SUBMIT COLLECTED DONATIONS

Collected donations should be sent in the form of a check or money order, made payable to Tap Cancer Out. If you received a physical fundraising kit, an envelope will be included. You may bring this envelope with you to the tournament and hand it in to the check-in desk. You may also mail the donations in the envelope and once received, the donations will be applied to your fundraising page. We cannot apply donations until we actually receive them.

HOW TO HANDLE CASH:

- If you don't need the donation to show up on your fundraising page immediately, then you can bring the cash with you and hand it to our staff at the check-in table
- If you want to have it appear on your personal fundraising page, start by depositing the cash into your own bank account
- Make a donation to your individual fundraising page via debit or credit card (UNCHECK the option to cover fees, unless you'd like to personally cover them yourself)
- This method will update your fundraising total on your page immediately! It will also provide a better reference of payment for our organization
- You will receive a tax-deductible receipt automatically, but remember that you personally can't deduct it from your taxes (since it's not your personal donation)

HOW TO HANDLE CHECKS:

Please use one of the enclosed Pledge Forms to as detailed:

- **Participant Information:** Please include your name and academy (if applicable)
- **Donor Name:** First and Last (one donor only please)
- **Address:** Please include their EMAIL ADDRESS only, if applicable. We only send donor recognition receipts by email.
- **\$ Donated:** Amount donated on the specific check
- **Cash or Check:** Please include the check number

CHECKS OR MONEY ORDERS CAN BE MAILED TO:

Tap Cancer Out, PO Box 551, Fort Mill, SC 29715

PLEASE REMEMBER TO INCLUDE YOUR NAME ON OR INSIDE THE ENVELOPE!

If you have any questions about sending in your donations, please email us at fundraising@tapcancerout.org.



NAME: _____ TEAM/ACADEMY: _____

FUNDRAISING GOAL: \$ _____ EVENT CITY: _____

[illegible]

All donations are **100% tax-deductible.**



NAME: _____ TEAM/ACADEMY: _____
FUNDRAISING GOAL: \$ _____ EVENT CITY: _____

[illegible]

All donations are **100% tax-deductible.**



NAME: _____ TEAM/ACADEMY: _____
FUNDRAISING GOAL: \$ _____ EVENT CITY: _____

NAME: ADDRESS/CITY/STATE/ZIP: \$ DONATED: CASH OR CHECK?

[illegible]

All donations are **100% tax-deductible.**