



PCA's Charitable Cheerleading Competition

Gay Games Guadalajara 2023

FUNDRAISING EXPLAINED (For all competitors in Group, Partner, & Pom)

When charitable cheerleaders activate, a major goal is to raise funds for charity! We give back to the causes that allow LGBTQ+ athletics to grow and flourish. We give back to the local communities in which we perform!

PCA has selected a local primary beneficiary in Guadalajara, [Mesón de la Misericordia Divina AC](#): "a nonprofit civil association that offers a comprehensive response to the challenges that HIV and AIDS pose today." Their services focus on prevention, exams, medical treatment, palliative care, and optimizing access for the most vulnerable clients (immigrants, pregnant women, sex workers, Queer community). A secondary, like-minded beneficiary will be the Federation of Gay Games with PCA's donation going toward the [FGG Scholarship Program](#).

Each Group earns a Fundraising Score (max 10) based on the **average \$ raised online by everyone in that group**. The process is the same for a **Partner Stunt** group, a **Group Stunt** group, and a **Pom** group, regardless of size. (Crossover competitors fundraise online **once**. Their individual **total** goes toward each group's average.)

Your job on Google Forms: **COMPETITOR TELLS PCA THEIR NAME, EMAIL, DIVISIONS, GROUPS**

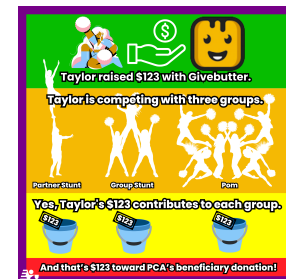
- Use this [Google Form](#) to tell PCA **which group(s)** you are a part of in Group Stunt, Partner Stunt, and/or Pom.

Your job on Givebutter.com: **ALL COMPETITORS FUNDRAISE FOR ONE: "PCA's Charitable Cheerleading Competition"**

- Each individual who intends to compete **sets up a Givebutter account**. Join the one "Team" created by PCA.
 - **Click this link: <https://givebutter.com/pcacheer/join> and follow prompts**
 - PCA will provide you templates, language, images, everything you need to make it simple!
- Each individual will **share their Givebutter page with their networks** (send by email, post on social media), working toward a recommended **goal of raising \$75 per person**.
 - \$75 was thoughtfully chosen - achievable for the individual but also impactful as an aggregate.
- The peer-to-peer online fundraising campaign will be from **October 1 to October 10, 2023**
 - Dates thoughtfully chosen to be as early as possible (GGDL registration closes September 30).
 - 10 days to fundraise, a possible 10 points to be earned on your group's scoresheet! Makes sense!
- Your **individual total raised** is automatically recorded by Givebutter when the campaign closes.

PCA's job for your scoresheet: **PCA WILL TAKE YOUR TOTAL AND WORK IT IN!**

- PCA will access Givebutter data and match it to your Google Form entry.
- **Your total \$ raised** contributes to **each competitive group** you are a part of..
- The **average for each group (sum of funds raised by everyone in the group, divided by total people in that group)** is calculated by PCA to determine that group's Fundraising Score on [POM SCORESHEET / CHEER SCORESHEET](#)
 - Average between \$0 and \$24.99 earns 6 points
 - Average between \$25 and \$49.99 earns 7 points
 - Average between \$50 and \$74.99 earns 8 points
 - Average of \$75 or above earns 9 points*
- *The group with the highest fundraising average in the division, if above \$75, earns 10 points for Fundraising!



🤔 Is there no in-person fundraising at the competition?

The Fundraising Score on your scoresheet is determined only by the October 1-10 Givebutter online crowdfunding campaign. PCA will have *collaborative bucketing* in-person in a safe and secure area at the event, it is just not *competitive bucketing*.

🤔 Why an average and not a total?

Comparing totals would unfairly favor larger groups (this is true for Pom but also for Group Stunt which can be either 4 or 5 people). And, averaging promotes group-internal communication, collaboration, equity, and balance.

🤔 Why give monetary benchmarks at all, why not rank-order lowest average fundraisers to highest average fundraisers?

The rest of the scoresheet scales points based on stepwise criteria, not "who did better" comparisons. And, setting achievable but impactful \$ goals is a motivating practice in charitable cheerleading! **PCA's overall goal for this Givebutter campaign is \$5000.**

🤔 What if my competition group membership changes between this campaign and the competition date?

A group's fundraising score is based on the members declared to PCA by the time GGGDL Cheerleading registration closes on September 30. If members need to change, do contact GGGDL & PCA so we know, but this does not change the Fundraising Score.

🤔 What if someone in my group needs assistance with access, understanding, executing an online crowdfunding campaign?

Help them! And please contact PCA for assistance. Together we will figure out a fair plan! Email events@pridecheerleading.org.



PCA's Charitable Cheerleading Competition

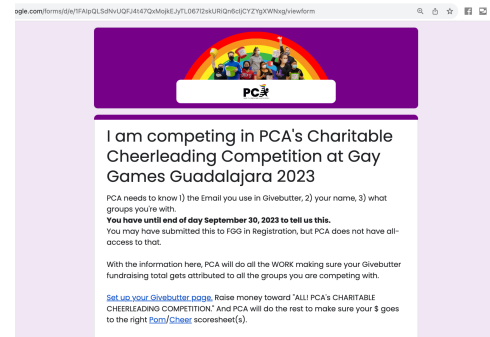
Gay Games Guadalajara 2023

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STEP 1: TELL US WHO YOU'RE WITH

Hard Deadline: September 30

- Tell PCA which competition groups you are with in which divisions
- Use [Google Form](#)
- Submit your email, name, and competition divisions & groups.

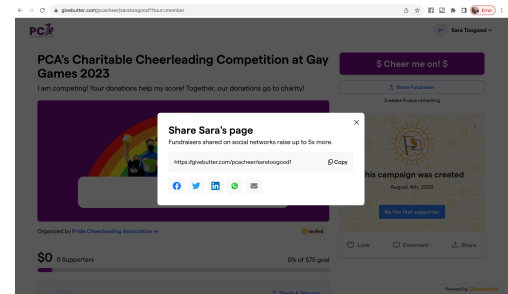
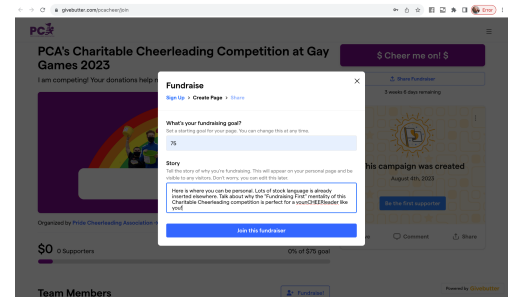
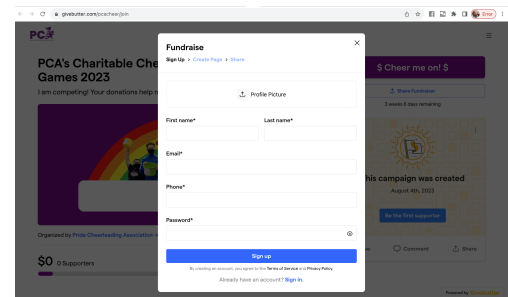


STEP 2: SET UP GIVEBUTTER.COM

Recommended: before October 1.

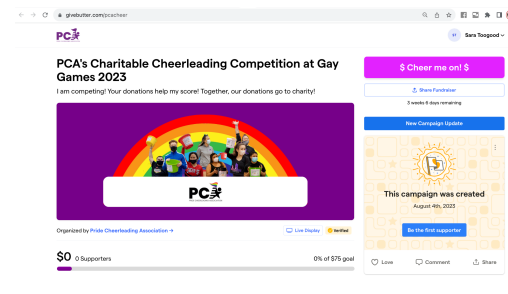
(Fundraising starts October 1 and ends October 10, you may set up any time before October 10.)

- Use this [Givebutter "join" link](#)
- **Sign Up** (Give Givebutter your email)
- **Create Page** (Add personal details in your "Story" if you want to)
- Every competitor is raising money for the same Page/Team called: "PCA's Charitable Cheerleading Competition"
- **Set your \$Goal** (Any amount you want. PCA recommends \$75. An average of \$75 for the members of your group will get you 9 points on the scoresheet.)
- Because you completed STEP 1 with the Google Form, PCA knows which group(s) your funds should be attributed to.



STEP 3: FUNDRAISE FOR YOUR SCORE! (October 1 to October 10 11:55pm PT)

- Copy your personal URL and send it out by email, share your campaign on social media, use Givebutter's snazzy QR code!





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TIPS & TEXT

Ten tips from a cheerful sales professional:

1. A personalized story reaches the hearts of your potential donors.
2. Repetition is good. Post more than once. Use multiple methods.
3. Social media posts may not drive many actual donations. For best results, send your link via text, DM, email.
4. Mention timelines and capitalize on "countdown" and "last day" urgency.
5. Mention donor numbers and dollar amounts: "I'm just \$20 from my goal" or "I need 10 people to donate \$10"
6. Give people benchmarks and tangible incentives: "If I reach \$X, we will post a stunt video"
7. Friendly competition: "My competitor just got a \$100 donation! Match that if you love me!"
8. Introduce the [primary beneficiary](#) and explain why this cause moves you.
9. Don't lie. "I'm competing in three groups so I need to raise three times as much" is a lie.
10. Offer simple "thank you" recognition like shoutouts, photos, videos, personal cheers for donors.

Here is the pre-fab "Story" PCA has written. You may use all this text or copy parts of it:

When charitable cheerleaders activate, a major goal is to raise funds for charity! We give back to the causes that allow LGBTQ+ athletics to grow and flourish. We give back to the local communities in which we perform!

In November, I am participating in [Gay Games II Guadalajara 2023](#). I will be competing and fundraising with charitable cheerleaders from the [Pride Cheerleading Association](#) (PCA). My competition groups will receive a fundraising score based on the amount I raise right here on Givebutter.com!

From the funds raised by charitable cheerleaders online and in person at Gay Games, PCA will make impactful donations to charity! PCA has selected a local primary beneficiary in Guadalajara, [Mesón de la Misericordia Divina AC](#): "a nonprofit civil association that offers a comprehensive response to the challenges that HIV and AIDS pose today." Their services focus on prevention, exams, medical treatment, palliative care, and optimizing access for the most vulnerable clients (immigrants, pregnant women, sex workers, Queer community). A secondary, like-minded beneficiary will be the Federation of Gay Games with PCA's donation going toward the [FGG Scholarship Program](#).

YOU CAN BE MY BIGGEST CHEERLEADER! \$\$\$\$\$ YOU CAN HELP ME CHEER FOR CHANGE!

Specific Givebutter questions can be directed to Secretary@pridecheerleading.org and Jennaygolden@gmail.com

PCA Fundraising Parameters GGGDL2023. Questions: email events@pridecheerleading.org