



**Athletes for Alex** is a fundraising initiative started by 2 boys who lost their childhood friend to cancer. The concept is easy: collect unwanted sporting equipment to raise money for **CancerFree KIDS** and their mission to end childhood cancer.

## Conduct Your Own Sporting Equipment Collection Drive in 5 Easy Steps:

- 1. Set a Date and Location for your Collection. Decide if you want to collect in a certain neighborhood or at a particular sporting event or venue (for example, at a popular lacrosse or soccer tournament or busy baseball fields...)**
  - if you are doing a neighborhood collection, set a date and window of time that you will collect the used sporting equipment. It is a great idea to simply ask people to place their donation next to their mailbox so you can pick it up easily. Be sure to give plenty of lead time so there will be ample time to clean out the garage/house.
  - if you are holding a drive at a sporting event or venue, set a date and window of time and be sure to be specific about your location.
- 2. Go to [www.cancerfreekids.org](http://www.cancerfreekids.org) to download the **Athletes for Alex** printable flyer.** This can be edited and used for actually printing flyers or just attaching to an email campaign. If you do not have Microsoft Publisher, you can email us and we will edit the flyer and email it back to you or your printer: [athletesforalex@cancerfreekids.org](mailto:athletesforalex@cancerfreekids.org)
- 3. Promote and advertise your event:**
  - if you are conducting a neighborhood drive, put flyers on mailboxes. Also consider other signs in the neighborhood, neighborhood newsletters or email communications, if available to you.
  - if you are doing a drive at a venue, communicate the day of the collection through all means that you might have available, i.e. emails, flyers, newsletters, signage etc.
- 4. Send out a reminder several days before your collection.**
  - for optimal success, remind and communicate with your audience often, particularly two or three days prior to your collection.
- 5. Collect!**
  - on the day of your event, be prompt, have plenty of helping hands and don't turn anything down. If there is something donated that you suspect **Play-It-Again Sports** might not be interested in, take it anyway and be grateful. You can always make a Goodwill or similar donation later.

**Note:** Please email [athletesforalex@cancerfreekids.org](mailto:athletesforalex@cancerfreekids.org) in advance to notify us of your plans. We can help with any questions, and if you are in the Greater Cincinnati area, we can also help make arrangements for your drop-off at **Play-It-Again Sports**.

*Good luck with your **Athletes for Alex** fundraiser to benefit **Cancerfree KIDS**.....  
...working together until every kid is cancer-free!*