



Announcing the NATA Foundation 2018-2019 Athletic Training Student Challenge!

We are so grateful for your interest in supporting the NATA Foundation. The NATA Foundation champions research, supports education, and enhances knowledge to optimize the clinical experience and outcomes within the diverse patient populations served by the athletic training profession. By considering your programs participation in this year's NATSC, you will ensure we can continue our mission and programs.

GOAL OF THE PROGRAM

To provide an avenue for athletic training students to actively support the NATA Foundation while engaging with other schools in a "friendly competition."

HISTORY OF THE PROGRAM

The AT Student Challenge was established in 2005 between Boston University and Sacred Heart University. Over the last thirteen years, 92 schools have participated and raised more than \$106,000 to support the NATA Foundation.

WHY PARTICIPATE?

The NATA Foundation has awarded **more than 308 research grants totaling more than \$4.5 million dollars and awarded 1,612 scholarships for a total of more than \$3.3 million through our scholarship program.** Additionally almost 5,000 presentations (oral and poster) have been provided through the Free Communications program.

The NATA Foundation supports athletic training education by creating building blocks, position statements and other educational resources; recognizing outstanding researchers and educators with the Distinguished Educator Award and other honors of achievement; and awarding over \$250,000 annually in grants and scholarships to students and researchers who will transform the future of the profession.

Your participation will educate your students about how the NATA Foundation supports them and helps to develop them as leaders in the profession, as well as bringing in needed funds for your own program and others.

Each school that participates and fundraises above \$500 will have the option to receive a check for 10% of its total contribution for the student organization to use for local programs and activities.

WHAT IS NEW TO NATSC THIS YEAR?

NEW Online Platform!

This year we are excited to launch an upgraded, online fundraising platform to help make meeting your fundraising goals easy! Utilizing a peer-to-peer campaign through MobileCause has made fundraising more accessible and shareable via social media. Every team that registers for the NATSC will receive a free fundraising page! NATSC liaison staff are available to help customize your platform!

NEW Social Media Graphics!

We want to further support your social media platforms to engage your fundraisers. For access to social media graphics specific to the NATSC, please contact the NATSC staff liaison.

NEW Text-to-Donate Campaigns!

NEW this year is the feature to start a text-to-donate campaign for your fundraising team! For more information on how to set up, please contact the NATSC staff liaison.

NEW Prizes for Iota Tau Alpha Chapters!

ITA Chapters that sign up for the challenge with their ITA Chapter as it's team name are eligible to receive up to 2 complimentary conference registrations (not to exceed \$250) to the 2020 NATA Clinical Symposium for student members of NATA for being the top fundraising ITA Chapter team. If the ITA chapter is also the NATSC Top Fundraising Team, this will be in addition to the prizes described below!

PRIZES

Top Fundraising Team

- Recognition in an issue of the NATA News
- Dedicated Facebook and Twitter post through the NATA Foundation
- Recognition at the 2019 NATA Clinical Symposia during the Pinky Newell Scholarship and Leadership event
- Four complimentary conference registrations to the 2020 NATA Clinical Symposium for student members of NATA, not to exceed \$500 total for the group (can be used for the student leadership to attend NATA Convention to accept the award, this will be reimbursed)

CHALLENGE TIMELINE

The 2018-2019 NATSC will run from September 21st, 2018 - May 31st, 2019. Fundraising reporting is due by 11:59pm CST on May 31st, 2019.

NEED WAYS TO FUNDRAISE?

For more information and assistance with fundraising, please contact Tom Abdenour, DHSc, ATC, CES at tom.abdenour54@gmail.com.

Promote Athletic Training Month in March

Provide donation locations throughout the community, on campus and athletic events during the month of March.

Contest between teachers/schools/class years

Challenge students, professors or class years to raise money; you could also challenge a rival school participating in the ATSC. Include a fun wager; i.e. the losing school's Head Athletic Trainer will wear the rival school's color for one week. The student group who raises the most money gets some sort of perk depending on the timing of your event.

Ticket Sales/Program Sales/Concession Sales

Ask your school athletic programs to donate a percentage of ticket sales from a game to the ATSC. Another option is to sell programs for the sporting events. You provide the volunteers; they provide a % of the total sales to the ATSC. Lastly, ask about working concession booths at your school or at major league events. Most arenas look for volunteers to sell concessions and you receive a portion of the sales.

Partner with Restaurants, Movie Theaters, Coffee Shops, Retailers or Car Washes

Host a give back event. Ask local businesses to donate a percentage of sales on a certain day or during a specified time. This works great for jewelry stores, local clothing stores, restaurants and bars and allows you to promote their business to your network and in most cases they will promote your event to their patrons as well.

Host a Sports Tournament

Register teams in a golf tournament, volleyball, softball or flag football tournament on a Saturday and then coordinate with a local restaurant to host an after party. Give a percentage of the proceeds to the event and have them provide drink and food specials. You could also partner with intermural teams and have them participate or support. Have a chance drawing and sell tickets at the event, \$5 each or 5 for \$20 for the chance to win X.

Talent Show

Host a talent show auction and get the participants to partner up and put together auction packages. All groups do a performance and then the audience can bid on the auction packages. Local brewery spaces are great location and you can advertise to the public. Have a chance drawing and sell tickets at the event, \$5 each or 5 for \$20 for the chance to win X.

Chili Cook-off, BBQ tasting or any Food Festival

Encourage anyone to come participate by bringing their top “flavor dish”. Invite local chefs, school “celebrities” or other high profile individuals in the community (mayor etc.) to judge the finalist. Finalist can be determined by the crowd favorites. Charge admission, give each attendee 3 tickets to vote for their favorites and have it at a fun location.

Hydrate the Homeless

A new program for NATSC is Hydrate the Homeless. This program brings inherent AT traits together in a fundraising programs that helps on many levels. The goal of this program is to have athletic training students collect athletic type of squirt bottles from friends, family, faculty, etc in order to donate them to a worthy organization that services their community’s homeless population. At the same time, they can establish pledges from donors from each bottle collected over a one month time span. Pledges will then be donated to the NATA Foundation. Athletic trainers are known for their generosity and promoting healthcare. Helping ‘Hydrate the Homeless’ is a means by which we can help the less fortunate while increasing funds for our Foundation.

OTHER SUGGESTIONS

Make sure you recognize your top volunteers and thank each donor. By using the donation platform provided by the NATA Foundation, all reporting for donor acknowledgement can be directly handled via the NATA Foundation Athletic Training Student Challenge staff liaison, Katie Scott.

READY TO JOIN?

Go to <https://app.mobilecause.com/vf/NATSC19> and create a team today! Don’t have a team? You can also create an individual page too! Contact Katie Scott for more assistance with getting started!

STAFF LIAISON CONTACT INFORMATION

For any questions or to ask for assistance, please contact Katie Scott, MS, ATC, AT-in-Residence at katies@nata.org or 972-532-8821

THANK YOU FOR YOUR SUPPORT TO THE NATA FOUNDATION!!!