



BEFORE YOU HOST A TCO GRAPPLETHON:

DECIDE THE TYPE OF EVENT

It can be a grapplethon, a seminar, or even an in-house tournament (though there are restrictions with tournaments). This is your event, get creative and have fun! Some examples we've seen be successful:

- Put the THON in Grapplethon and roll for a certain # of hours straight...a 4-6 hour "open mat" seems to be the sweet spot
- Invite instructors from different schools in your area for a mega-seminar (could be added into the open mat to create natural breaks)
- Invite a dozen higher ranked belts to host mini-seminars (for example, all your school's black belts give 15-30-minute seminars throughout the day)
- Host an Intra-school tournament (we don't want people actually trying to host their own TCO BJJ Opens, so please keep this limited to your school or your school's affiliates, and make it a friendly event)
- Invite attendees to bring food, pot-luck style, to keep everyone fed throughout the day or approach local eateries to see if they'd like to sponsor the event
- Or mix and match all of these!

CHOOSE THE DATE AND LOCATION

- We prefer these to take place at BJJ schools (vs. a gymnasium, a park, etc.) for insurance purposes (these events must fall under the school's insurance and all attendees must sign waivers)
- Pick a date far enough in advance for proper marketing and fundraising. We suggest at least two to three months away (we'll need time to print your posters, get your fundraising page set up, etc.)

DETERMINE THE ENTRY MECHANICS

- One of the defining elements of our tournaments and volunteer-run grapplethons is peer-to-peer fundraising. Nearly all of the funds raised for Tap Cancer Out are done so by our tournament competitors—passionate BJJ enthusiasts who not only want to compete, but want to fight for those who are in the fight of their lives. Encouraging those who may be interested in attending your event to not just pay an entry fee but to fundraise on our behalf amplifies their impact exponentially while giving them a way to earn perks for their efforts, including free entry (~\$100 raised), fundraiser t-shirt (\$400), rashguard (\$600) and much more.
- Determine what the entry requirements for those who want to participate. We recommend that grapplers set an individual fundraising goal of at least \$100 to earn their entry into the event (this is commonly more than the actual fee to pay for entry). A common total fundraising goal is \$500 - \$1,000.
- Of course, we understand that for some, fundraising may not be an option, so we recommend a \$40 - \$50 entry fee paid in cash at the door.



2017 GRAPPLETHON FUNDRAISING REWARDS:

Sure it's great to attend a Grapplethon, but fundraising BEFORE the event can exponentially amplify an attendee's impact. Through our fundraising platform, they can craft their own story about how cancer has affected their lives by editing the copy, images, and even add video.

It's up to the host to get the word out about fundraising before the event, but it shouldn't be too difficult to get people to participate considering some of the awesome perks they can earn:

\$100 - FREE ENTRY

- Fundraise at least \$100 and you're rolling for free!

\$200 - TAP CANCER OUT PATCH

- Fundraise at least \$200 and you get ALL the previous perks PLUS a Tap Cancer Out patch of your choice

\$400 - EXCLUSIVE UNDER ARMOUR FUNDRAISER T-SHIRT

- Fundraise at least \$400 and you get ALL the previous perks PLUS a custom-designed fundraiser t-shirt. These can't be bought...only earned!

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

- Fundraise at least \$600 and you get ALL the previous perks PLUS your choice of a Tap Cancer Out x Manto rashguard (long or short sleeve), Tap Cancer Out x 93 Brand grappling shorts, or a Tap Cancer Out hoodie (pullover or zip-up).

\$1,500 - TAP CANCER OUT GI

- Fundraise at least \$1,500 and you get ALL the previous perks PLUS your choice of a Tap Cancer Out x Inverted Gear Gi (any style)

GIFTS FROM OUR SPONSORS

We have also partnered with some amazing BJJ brands who have committed to sponsoring EVERY Grapplethon that supports Tap Cancer Out. So if you host a Grapplethon, you'll get a gift pack from the following brands:





READY TO START? LET'S GO!

STEP 1:

SET UP YOUR TAP CANCER OUT EVENT PAGE

- Contact grapplerthon@tapcancerout.org to get your event page up and running.
- You'll need to know the answers to all the questions from our "Before You Host a Grapplethon" section.
- Feel free to bounce any questions you have off us to help you narrow down options. We are here to help!

STEP 2:

SET A GOAL

- How much would you like to raise? Don't be afraid to be aggressive.
- For reference, we'd consider \$5,000 to be safe, \$7,500 to be good, and \$10,000 to be aggressive.
- Not sure? Ask us!

STEP 3:

SPREAD THE WORD

- Tap Cancer Out is all about bringing the Brazilian Jiu-Jitsu community together. So invite your training partners, invite other academies/gyms, even invite someone you know that has never trained before (what better way to introduce someone to Brazilian Jiu-Jitsu?!)
- You may also want to consider:
 - Working with us to set up a public Facebook Event page (we'll make you an Admin)
 - Setting up a public Facebook Group
 - Handing out fliers at local tournaments (please ask the tournament organizer their permission first)
 - Posting on Reddit or other relevant BJJ community sites

****POSTERS****

- Tap Cancer Out will work with the Grapplethon host to design and print posters and postcards—we have a template that we'll use and will update with your city, date, time, and specific location.
- These will be printed and shipped directly to the Grapplethon host by Tap Cancer Out—it is the host's responsibility to distribute them in the most efficient way possible.
 - Getting facetime is ALWAYS the most effective way to get the BJJ community to come to your event. Make sure to stop by the academies in (or even out of) your area and hand-deliver the posters and postcards for maximum impact. Our Pittsburgh Grapplethon had nearly a dozen schools attending.



HOSTING YOUR EVENT:

DAY OF THE EVENT

The day of the event can be both fun and hectic! Here are a few things you'll need to make sure you take care of throughout the day to ensure that the event runs smoothly.

FOR GRAPPLETHONS:

- Provide a waiver for guests and participants to sign (we can provide one for you to use)
- Assign someone specifically to collect door fees as soon as participants arrive; Store them safely and makes sure someone is responsible for the money post-event!!
- Work with a local food vendor or organize a pot-luck with the participants so there's ample food and drink for people to consume throughout the day
- If there's a raffle, try to sell the tickets at the beginning of the day and award the prizes throughout the day
- Set a schedule for the day's events
- Designate rolling space and an area for people to take breaks in and socialize
- If space is limited and not enough room for everyone to roll safely, set up groups to go in "waves"

FOR IN-HOUSE TOURNAMENTS:

- Have a scale on hand to weigh-in competitors, you don't have to classes that mirror IBJJF standards, but try to keep people within 10-15 lbs of each other ... you can be flexible (since it's an in-house, everyone has rolled together at some point)
- Post the brackets (you don't have to be fancy, pens and papers work just as well as a marker board)
- Make sure you have a scorekeeper, timer, and a ref on hand (your instructor will probably make an excellent ref)

BRING THE ENERGY!

- We prefer these to take place at BJJ schools (vs. a gymnasium, a park, etc.) for insurance purposes (these events must fall under the school's insurance and all attendees must sign waivers)
- Pick a date far enough in advance for proper marketing and fundraising. We suggest at least two to three months away (we'll need time to print your posters, get your fundraising page set up, etc.)

INVITE THE COMMUNITY TO SUPPORT YOUR EVENT

- Get sponsors/vendors from your community to come support and set up shop! They don't have to be Jiu-Jitsu related, they can be a local restaurant, grocery store, or even the bank next door to your gym!



SETTING UP YOUR FUNDRAISING PAGE:

SIGN-UP AS A FUNDRAISER

- Follow the URL on the poster ([wecan.tapcancerout.org/\[yourcityhere\]](http://wecan.tapcancerout.org/[yourcityhere])) and click on “*Become a Fundraiser*”

CLICK “MANAGE” TO EDIT YOUR PAGE

- Go to your fundraising page and click on “Manage” in the upper right

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.

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
 - Name
 - Page Headline
 - Goal (make sure to up your goal if you exceed it before the day of the event)
 - Custom URL (make it easy to remember/share)
 - Notifications
- 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 updated entitled “Thanks for visiting my Grapplethon 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.



EVENT WRAP UP “HOW TO” GUIDE:

You had an event and it was a SUCCESS! Now what do you do with all the cash and check donations you collected on our behalf? Please follow these simple steps to get us your generous donations and for us to acknowledge your community’s hard work!

WHAT TO DO WITH THE CASH:

- Deposit all cash into your bank account
- Set up an additional fundraising page entitled “Day-of Cash” or something similar
- Make a donation to that fundraising page from your bank account (likely using your debit card)

OR

- Deposit all cash into your bank account
- Make a check payable to “Tap Cancer Out”
- Mail it (along with any other checks) to Jon Thomas, 1274 Salvia St., Stratford, CT 06614

HOW TO HANDLE CHECKS ***All checks should be made payable to Tap Cancer Out***

Whether you have one check or multiple checks from your event, please fill out the [check donation form](#) as detailed

- Donor Name: First and Last Name of the donor
- Donor E-mail: Only if they want a receipt emailed to them
- Date of Donation: Day you were handed the check (should match the date of the check)
- Check #: Whatever the check number is on the check
- Fundraiser: Name of the individual or team this donation goes to (if it’s just a general Grapplethon donation, put “Grapplethon”)

Please mail all checks and forms to:

Jon Thomas
Tap Cancer Out
1274 Salvia St.
Stratford, CT 06614