

# Travel Team Fundraising Guidelines

Updated December 2023 GUIDELINES & PROCEDURES

## Club / Community Wide Focus

We suggest fundraisers that are club wide and beyond. Keep in mind that other teams are fundraising at the same time and there are only so many events families within the club are going to support.

Reaching outside the MLU community is a good option. Fundraising that maybe appealing to organizations and individuals outside MLU.travel, including MLU recreation participants

## Fundraiser Organizer

Each team should recruit a person who will organize fundraisers for the team as the team desires. The team should also recruit someone to produce the flier, which may be a different person. Involve parents on your team!

## Approval Process

All team fundraising efforts should be approved by the boys or girls travel directors prior to communicating and executing the fundraiser. Send your fundraising flier to the director for approval and cc the administrator. The directors will respond by email, with an approval or suggestion to the team and notify the administrator.

## Communication Channels

The flier should be no larger than 200KB. To be distributed through the SportsConnect email platform. The SportsConnect platform mails to all active MLU members and we can also send out to past members.

## Timing

Please submit 10 days prior to the start of the fundraiser and check current fundraisers to avoid overlaps or conflicts.

## Tax Id

The entity that you are requesting a fundraiser from may ask for our

Tax id # 22-3518382                      We are a 5013C non-profit organization.

## Legal Considerations

All fundraisers must be legal in the state of New Jersey and reflect wholesome activities associated with a youth soccer organization. Promoting the consumption of alcohol is discouraged.

## Flier Design

Someone with access to a graphic design software program. Canva, Adobe, Microsoft Word, Publisher, PowerPoint programs all have design capabilities. Try to accomplish a pleasing design that is well viewed on a mobile device.

Fliers should have our logo incorporated into the design. We also suggest you stay with the color theme in the MLU logo. We understand that is not always possible.

SportsConnect flier requirements: No PDF file type, send as one of the following file types.

**Max file size allowed: 200 KB and under**

### File extensions allowed:

\*.gif, \*.xbm, \*.xpm, \*.png, \*.ief, \*.jpg, \*.jpe, \*.jpeg, \*.tiff, \*.tif, \*.rgb, \*.g3f, \*.xwd, \*.pict, \*.ppm, \*.pgm, \*.pbm, \*.pnm, \*.bmp, \*.ras, \*.pcd, \*.cgm, \*.mil, \*.cal, \*.fif, \*.dsf, \*.cmx, \*.wi, \*.dwg, \*.dxf, \*.svf

The flier can be posted on Facebook and / or Instagram. If you want it sent out through Instagram, be sure you have it formatted for Instagram.

### Facebook image sizes for ads:

- **Sizes for Facebook Feed ads:** At least 1080 x 1080 pixels. Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1. Maximum file size of 30 MB.

### Instagram sizes and dimensions guide

- Lights, camera, upload!
- Ideal profile photo size: 320 x 320 pixels, 1:1 aspect ratio.
- Ideal thumbnail size: 161 x 161 pixels, 1:1 aspect ratio.
- Ideal square photo size: 1080 x 1080 pixels; 1:1 aspect ratio.
- Ideal portrait photo size: 1080 x 1350 pixels, 4:5 aspect ratio.

### MLU Logo Files.

These are the links to the current graphic files. We are in the process of updating them.

[MLU Crest logo pdf file on white background](#)

MLU Crest logo pdf file not on a background

[MLU letters logo bitmap file](#)

**MLU**



## **Fundraising Checks**

Fundraising checks from entities may be sent to:

Mount Laurel United Soccer Association

3111 Route 38

Suite 11, #134

Mount Laurel, NJ 08054

The checks will be deposited to your team account upon receipt.