



# WAYS TO GET INVOLVED WITH ATHLETES VS CROHN'S & COLITIS

Thanks for your interest in joining the AVC team and help raise awareness for Crohn's & Colitis — we are so thankful for your support! Below are a few ways to get involved and help spread the message that chronic illness doesn't have to hold you back from reaching your goals.

## **Volunteer at an AVC Event**

We host multiple events a year that are currently focused in New York and Cleveland (as we grow, we hope to reach more cities!) We are always looking for extra hands to assist with setting up, packing swag bags, selling raffle tickets, and more! Many of our volunteer opportunities will be posted on social media and/or communicated out via email, so please be on the lookout if you are interested in some hands-on help. We are also happy to sign off on volunteer hours for school requirements.

## **Promote AVC on social media**

As we all know, social media can be a huge influencer and great way to make connections in the IBD community. There is strength in numbers and we are hoping to reach as many kids as possible. It can be as simple as a "share" on Facebook, a "mention" on Instagram, or a "retweet" on Twitter — a little bit goes along way! Help us share our events, news, and athlete shout outs to create a buzz around AVC.

## **Host a local fundraiser**

There are so many ways — big and small — to host a fundraiser for AVC. We have had our supporters host bake sales, car washes, sports tournaments, and more to donate the proceeds to AVC. These events are great for awareness and having some fun while raising much needed funds for IBD research. There are also many national restaurant chains that can help with fundraising — for example, Chipotle often hosts nights in which 25-30% of sales are donated to non-profits. A few other establishments that are active in raising money for non-profits are Chick-fil-A, Boston Market, Buffalo Wild Wings, Applebees, and Cheesecake Factory. Contact your local venue to learn more about the process — we are happy to support along the way by providing brochures, raffle items, etc.! In addition to restaurants, gyms and exercise studios are also active in fundraising. Places like SoulCycle, OrangeTheory, and yoga studios will host charity workouts, when an instructor donates their class and all proceeds benefit the non-profit of their choice. Get to the gym, break a sweat, and raise money for AVC!

## **Own your IBD — share your story**

Sometimes, simply sharing your story about Crohn's or UC can help inspire others. It is great to spread awareness and educate people about IBD, as you never know who may be listening, can relate to you, and may be suffering in silence. By sharing your journey, you can inspire others and let them know that they aren't alone!

## **Create an AVC team for other events**

Are you and your friends active in running local marathons, 5Ks, or CCFA Take Steps walks? If so, put a team together in honor of AVC. Gather your group and rock your AVC shirts, bracelets, and help us spread awareness for young athletes battling IBD.

## **Nominate AVC as a beneficiary for your organizations**

Many churches and temples will ask their constituents for causes/organizations that are near and dear to their hearts. Nominate AVC, tell your story, and collect donations from your religious groups during your temple or churches "charity day." We have also seen kids fundraise for AVC for their Bar or Bat Mitzvah. Lastly, utilize online fundraising, such as Facebook Birthdays, to raise money for AVC. Use your social media contacts and share your "cause" — people are so generous and always wanting to help, especially when their friends are personally affected by this disease. Lastly, reach out to your Human Resources Department at work and ask about matching gifts — AVC is a verified 501(c)(3) and your employer may be able to match any contribution you give!

## **Wear your AVC Gear — be a brand advocate**

Simply wearing an AVC shirt, awareness bracelet, or other item can be powerful marketing. Rock your gear to the store, the gym, a sporting event — everywhere! We will do a few apparel campaigns throughout the year (announced on social media) where you can order your custom shirts, and event specific items that can be purchased when you attend a fundraiser. A portion of those sales go directly to AVC. Also, there will be shirts available for purchase via Athletes Brand, an apparel company for professional athletes to raise awareness and funds for their non-profit organizations. Stay up to date on Larry's collection by visiting [AthletesBrand.com](http://AthletesBrand.com).

**Thanks again for supporting Athletes vs. Crohn's & Colitis!**