



Burlington International Airport, May 12, 2018

Participant Guide





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Tournament Information

What?

Lund's Cornhole Tournament will feature an exciting and competitive tournament, Cornhole derby, silent auction, food, music, kids' fun zone, and more!

Who?

64 teams and about 250 pitchers and attendees will come together from local organizations, neighborhoods, and individual community members to "Pitch for a Purpose"

Goal
\$100,000



Where?

The tournament will be at the Burlington International Airport, South Burlington, VT

When?

May 12th, 2018
Check in: 10:30 a.m.
Tournament Begins: 11:00 a.m.

About Lund



HOPE • OPPORTUNITY • FAMILY

Lund's mission is to help children thrive by empowering families to break cycles of poverty, addiction and abuse. Lund offers hope and opportunity to families through education, treatment, family support and adoption.

Programs

Adoption

- Lund is Vermont's oldest and largest private adoption agency.
- Lund believes there are no unadoptable children, just unfound homes
- Since 2000, Lund has helped find forever homes for over 4,000 children through Project Family – a collaboration with the Vermont Department for Children and Families.

Education

- Lund's Early Childhood Education Program provides 5 STAR care to children aged 5 weeks to 5 years
- Play based, emergent curriculum designed to meet the needs of children suffering from the effects of adverse childhood experiences
- The New Horizons Education Program (NHEP) provides high school completion and post-secondary options to pregnant and parenting students

Family Support

- Lund's integrated family support services include parenting education, workforce development, transitional housing, and support for incarcerated mothers
- In 2017: 208 mothers and their 368 children were serviced by Kids-A-Part, Lund's program to reduce traumatic impact on the children of incarcerated mothers.
- In 2017: 159 parents accessed Lund's Reach Up (welfare to work) services. 91% of them were engaged in qualifying work activities.

Treatment

- Vermont's only residential substance use and mental health disorder treatment program where women can live with her children while engaging in treatment
- Trauma informed family centered outpatient treatment services as a spoke in the state's Care Alliance for Opioid Dependence.
- 72% of women surveyed maintained sobriety 6 months after leaving the residential treatment program

How to Help

Lund relies on the support of community members to continue our life changing programs to the families of Vermont. Want to help?

Join a Team!

Whether you want to be a thrower or, teams will be competing to raise the most money for the “Pitchin’ for a Purpose” Cornhole Tournament! See how to register for a team on page 7.

Support a Team!

Support your favorite team by donating to their fundraising efforts. You can donate to teams by visiting the following link and heading to the event page:

<https://lundvt.org/cornhole>

Donate Directly to Lund

Can’t make the event or just want to directly donate? Lund provides several convenient ways to donate:

- 1) Lund’s website has a quick and easy donation link at the top of the website or visit www.give.lundvt.org
- 2) Donate through Lund’s Facebook: <https://www.facebook.com/LundVT/> and share your philanthropic attitude with all your Facebook friends
- 3) Send a check in the mail to Lund with a memo “for “Pitchin’ for a Purpose” Cornhole Tournament at:
Lund
PO Box 4009
Burlington VT 05406-4009

OR

- 4) Donate the day of the event! You can donate directly by dropping a check or cash in our donation box at the registration table.

Tips and Tricks to Fundraising

Ask Ask Ask! It can be intimidating at first, but the more asking you do, the easier it gets, and the more you'll hear "yes!" Start with people you're close to then branch out to asking your friends' friends and their friends and so on!

Using Social Media? Keep in mind that frequency is KEY to successful fundraising on social media. It's all too easy for your posts to get buried in the hundreds of other posts on someone's feed, reposting your donation request to your friends and followers will help make sure EVERYONE sees your post, and emphasize how important you believe our cause to be!

Emailing? Just like applying to a new job, following up is essential to successful fundraising through emails. Think about how many emails you get a day, what are the chances you'll miss or not pay attention to the one donation request sent among all the others—pretty big! Following up emphasizes the importance of the cause and brings more attention to your email.

Aim Big with Specifics! Giving potential donors specific options to donate like "\$50, \$100, or \$200" will not only make it easier to make up their minds, but often results in them donating more than you would expect them to.

Provide Easy Access Donations! Giving donors the direct link to your team's page or the First Giving Website, will prevent donors from having to run around in circles to donate. Lund's already done the work of making our donation process quick and easy—now you just have to point your donors in the direction to give.

Personal to Please! Don't just state what Lund is, state why YOU think it's so important to support Lund and its family-oriented programs.

Thank Thank Thank! The best reward a donor gets are often words of "THANKS". They deserve the thanks so please express your appreciation for their contribution along every step of the process.



Registration

1. Go to <https://lundvt.org/cornhole/> or find the link on our “Pitchin’ for a Purpose” Cornhole Tournament Facebook Event under “Find Tickets”
2. Click “Join Now” to register a new team or join an existing team by clicking Teams and then “Join Team” next to the team you would like to join. The registration fee is \$20 per person.
3. Remember teams must be a minimum of 2 throwers and a maximum of 6 throwers, but more may register to help support the team in fundraising.
4. Registration is open until May 9th or when 64 teams have been formed, whichever comes first.
5. “Check In” for teams on the day of the event will open at 10:30 a.m. and the Tournament will begin at 11 a.m.

Cornhole Derby (like a Home Run Derby)

1. Registration for the Derby will only be open during the actual Cornhole tournament.
2. Register for \$5 at the “Derby” table.

FAQ

1. How many players can be on my team?

There must be a minimum of 2 throwers with a maximum of 6 throwers on a team. However, you may have more team members if they want to join in supporting your fundraising—and as your own personal cheerleading squad!

2. What's the fundraising goal? How can I donate?

The goal for the “Pitchin’ for a Purpose” Cornhole Tournament is to raise **\$100,000!** You can donate in several ways!

a) Online

Donate to support your favorite team at: <https://lundvt.org/cornhole/>
and/or

Lund has a direct donation link on their Facebook and website!

Facebook: <https://www.facebook.com/LundVT/>

Website: <https://give.lundvt.org>

b) mail-in donation:

Checks should be made payable to Lund, with a description of “Pitchin’ for a Purpose” Cornhole Tournament in the memo, and mailed to:

Lund

PO Box 4009

Burlington VT 05406-4009

3. What is Cornhole?

Cornhole is a lawn game in which players take turns tossing bags of corn (also known as bean bags) at a cornhole board. Tossing the bag in the hole earns a player 3 points while the bag landing on the board surrounding the hole will earn a player 1 point. The first player (or team) to 21 points is the winner.

4. What is a Cornhole Derby?

Have you ever heard of a baseball Home Run Derby?! Well Cornhole derby is just that, except with Cornhole! Players enter the Derby with a \$5 fee. The player then receives 10 bags to toss into the Cornhole Board hole. The player with the most bags in the hole wins ½ of the Derby entry fees. In the case of a tie, there will be a shoot off.

5. Can anyone enter the tournament?

Yes! Cornhole is a game for all ages and athletic abilities!

But remember, it costs \$20 per person to enter on a team, and there will be a maximum of 64 teams. You MUST pre-register. Registration is open until May 9th or until 64 teams register - Whichever comes first.

6. Will there be other entertainment?

Yes! There will be music you can move to the groove to while smashing the Cornhole Competition! There will be a variety of other activities at the tournament including a silent auction, the Cornhole Derby, a variety of vendors, and a kid’s zone.

7. Is this a kid friendly event?

Yes! There will be a kid zone with a variety of activities.

8. Do we get to make our own team names?

Yes! We fully encourage the most creatively corny names you can pitch! Some fun examples are: Be Maize, Last Bag Standing, Sandbaggers...Have fun!

9. Will there be prizes?

There will be prizes for:

- First Place “Pitchin’ for a Purpose” Cornhole Tournament Champion
- Runner Up “Pitchin’ for a Purpose” Cornhole Tournament
- Individual raising the most money
- Team raising the most money

10. Will there be food and drinks?

Yes! A variety of food and drink vendors will be on site to satisfy all your hunger and thirst needs! Fiddlehead Brewing Company will be there and many other food vendors.

11. Parking? Handicapped Parking?

Parking will be available in the Burlington Airport Garage. Parking vouchers will be provided for free parking to the attendees of the “Pitchin’ for a Purpose” Cornhole Tournament. Handicapped Parking will be available as per Burlington International Airport Standards for accessible parking.

12. Is the event pet friendly?

Sorry, no animals are allowed at the “Pitchin’ for a Purpose” Cornhole tournament. Only service animals are allowed at the event.

13. Are there restrooms?

There will be restrooms available at the event’s location.

14. What if it rains?

Rain or Shine the event will go on! In the case of bad weather, the Tournament will be moved indoors at the Burlington International Airport. So long as the sun is shining, the event will take place outdoors North of the parking garage. The day of the event, just park in the garage before following the signs to the selected event area!

15. How many teams will be in the tournament?

There is a maximum of 64 teams in the Tournament.

16. Will there be seating?

No, however you may bring your own lawn chairs and blankets if you would like.

17. Can I bring my own beverages?

Sorry, no personal beverages or coolers are allowed for safety purposes. But don’t worry, we’ve got you covered with a variety of food and beverage vendors on site.

Still have questions? Call Julie at 802.343.9701 or email at julier@lundvt.org