



RALLYME.COM & US SKI & SNOWBOARD ASSOCIATION

In July 2013, RallyMe became the “Official Crowdfunding Platform” for the U.S. Ski & Snowboard Association. From raising \$1,500 to \$50,000 USSA clubs and individual athletes are using RallyMe to support their athletic goals or meet their organization’s financial demands.

RallyMe.com is a fundraising site for ANY athlete, team, and athletic organization. RallyMe is part of a new industry called crowdfunding that takes an old idea (many people contributing a small amount to accomplish a big goal) and merges it with the power of social media and networks.

HOW DO CLUBS USE IT?

Clubs can use RallyMe to raise money for a multitude of purposes: buying a new piece of equipment, funding an athlete scholarship program, or even a capital campaign project. Women’s Ski Jumping USA, for example, used RallyMe to sell tickets to its annual gala benefit and ended up capturing 40 percent more in outright donations than in previous years. The club exceeded its online crowdfunding goal by \$8,000.

WHAT ARE THE COSTS?

- Free to set-up and start using. No membership costs.
- You only pay if you succeed (8% on funds raised.)

HOW DO WE GET ROLLING?

1. Respond to the email invite: You will soon receive an email invitation that offers the chance to have your club represented on the USSA Partner Page on RallyMe. You also will have your own Partner Page that would include any of your individual club members who run a Rally, see example: <https://www.rallyme.com/organizations/6>

Just reply to the RallyMe invite with the information requested (logo, URL, description, contact name). If you don’t see this invite, simply email Whitney Childers at whitney@rallyme.com

2. Start a Rally: Now you are able to Start a Rally for your club and raise money. Go to RallyMe.com and click on “Start A Rally.”

3. Build your Rally: We’ll take you through the easy steps to creating your online campaign. We provide everything from email and social media templates to video tips, swag ideas, and keys to a successful fundraising Rally. Check it out: <https://www.rallyme.com/how-to-rally>

PLAN & PROMOTE

1. Customized plan: Thanks to RallyMe’s partnership with USSA, we’ll create a customized plan to promote and run your Rally complete with an easy to-do list for staff, volunteers, and members.

2. Prime the pump: Once you’ve completed your Draft Rally, you can tee-up your network of supporters and get them prepared to pledge support the day you Go Live with your Rally.

MEDIA ATTENTION

RallyMe’s mission is to help Fund Winners through the power of crowdfunding. Our message is gaining national momentum. Rallies have been featured and included in stories in *USA Today*, *FoxSports*, *SportsIllustrated.com*, *Milwaukee-Wisconsin Journal Sentinel*, and *Denver Post*.



ARE RALLYME CONTRIBUTIONS TAX DEDUCTIBLE?

Most USSA ski clubs are registered 501c3 nonprofit organizations. If the Rally is set up to accept donations by and for the club, these gifts may be tax deductible. When setting up the Rally, USSA clubs that are 501c3 nonprofits will see and choose this:

I am a 501(c)3 non-profit - *You certify that you are a 501(c)3 tax-exempt charitable organization (or are conducting your Rally through a third-party tax-exempt organization). The financial account that receives funds through your Rally must be in the name of this non-profit organization. It is your responsibility to provide Boosters with any receipts that may be required for them to claim their contribution as tax deductible.*

"Boosters" (what RallyMe calls donors and contributors) will then see a "501 icon" on the page. The club has represented to RallyMe that they are a tax-exempt charitable organization as defined by section 501(c)3 of the Internal Revenue Code. As such, the contribution may be tax deductible. RallyMe does not verify this representation nor does RallyMe warrant the veracity of the claim. Any receipts that may be required for tax purposes are the sole responsibility of the Club/Rally owner.

CAN RALLYME CAMPAIGNS BE SET UP FOR INDIVIDUAL ATHLETES?

Yes! Absolutely, and this is one of the most effective uses of RallyMe. However, these gifts are NOT tax deductible in most cases, and should not be set up under the official 501c3 status. The club can help set up, manage, and maintain the Rally for individual athletes, but cannot offer the tax-deductible benefits in relation to those gifts because it is a donation to an individual not the 501c3 nonprofit organization.

There are some creative and legitimate ways to set up campaigns such that gifts can be restricted to existing programs with open criteria (such as scholarship funds, special projects, etc.) that certain individuals have qualified for. In these cases, thereby, the gift is to the organization (a budgeted organizational program) not the individual, but directly benefits particular individuals.

KEEP IN MIND...

USSA Clubs and individuals should keep in mind that tax deductions are **not typically** a big motivation for the type and size of gifts solicited through a RallyMe campaign (especially ones for individuals) – so don't get too hung up on these technicalities. If there is question, just set up the campaign without involving official 501c3 status.

On another note, often businesses want to support Rally Me campaigns for individual athletes. In many cases businesses will get as much "tax benefit" by booking this as a legitimate "marketing expense" (comes off their bottom line) as they will by getting a "charitable gift deduction."

QUESTIONS ABOUT NON-PROFIT STATUS?

If you have more questions regarding these legal parameters contact your legal counsel or the USSA Club Development Manager, Brian C. Krill at bkkrill@ussa.org.

QUESTIONS ABOUT RALLYME SET-UP & STRATEGY?

Call or email Whitney Childers at whitney@rallyme.com or 801-503-6099.