



BENEFITING SPECIAL OLYMPICS TENNESSEE

**FUNDRAISING + MARKETING
GUIDE**

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**FOR MORE INFORMATION, VISIT
WWW.SPECIALOLYMPICSTN.ORG/MCCC**



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QUESTIONS? CONTACT:
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MUSIC CITY CORPORATE CHALLENGE

FOUR WEEKS OF FRIENDLY COMPETITION & CAMARADERIE



Music City Corporate Challenge is an Olympic-style event that allows Greater Nashville area corporations to interact with each other through a variety of sporting events. The mission of Music City Corporate Challenge (MCCC) is to promote health, wellness, and camaraderie in the Nashville business community by presenting participants with a unique, positive environment designed to challenge their bodies and minds through the spirit of corporate competitions while supporting Special Olympics Tennessee.

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-style sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes and the community. Over the last five decades, Special Olympics Tennessee (SOTN) has been advocating a powerful message: **individuals with intellectual disabilities not only can but will thrive when provided with opportunities.**

SCHEDULE OF EVENTS

DODGEBALL

Tuesday, July 14th

Legacy Courts

BOWLING

Thursday, July 16th

Tusculum Strike & Spare

GOLF SCRAMBLE

Tuesday, July 21st

Little Course at Conner Lane

PICKLEBALL

Thursday, July 23rd

*Lipscomb University
Student Activities Center*

CORNHOLE

Tuesday, July 28th

*Lipscomb University
Student Activities Center*

TRIVIA

Thursday, July 30th

TailGate Brewery HQ

FUNDRAISING

Open until Trivia Night



ABOUT MCCC



FUNDRAISING GUIDE

STRATEGIES FOR REACHING YOUR FUNDRAISING GOAL



As part of Music City Corporate Challenge, each team has the opportunity to go beyond the competition and make a real impact by raising funds to support Special Olympics Tennessee athletes and programs statewide. The Fundraising Competition isn't just an add-on to your team's experience — it's a powerful way to connect your colleagues to a mission that changes lives.

Your company has generously paid a sponsorship fee for you, its employees, to participate in the Music City Corporate Challenge. Make the most of this opportunity by giving your best effort and fully engaging in the experience. By doing so, you can help further the meaningful impact you're able to make with Special Olympics Tennessee.

GETTING STARTED

SET A TEAM FUNDRAISING GOAL

Establish an achievable goal to give your team something to rally around. Need suggestions? We're happy to help!

ENCOURAGE EVERY EMPLOYEE TO PARTICIPATE

Fundraising is a team effort! Every contribution makes a difference.

CHOOSE ONE (OR MORE!) OF THE FUNDRAISING IDEAS INCLUDED HERE

Pick fundraising activities that fit your team's energy and network. The more creative and engaging your approach, the more likely people are to get involved.

SHARE YOUR FUNDRAISING LINK OFTEN

Promote your link through email, social media, and internal channels to keep the momentum going.

Need help finding your team link? Visit www.SpecialOlympicsTN.org/MCCC.



FUNDRAISING IDEAS

PICK YOUR FAVORITE OR MIX & MATCH



Looking for a place to start? The best fundraisers are simple, social, and fun. Choose one idea that fits your team's style or combine a few to build momentum and reach your goal faster.

SOCIAL & EVENT BASED

- Karaoke Night – Charge per song or entry
- Backyard BBQ – Sell plates or accept donations
- Pool Party Fundraiser – Entry fee + games and music
- Outdoor Movie Night – Charge admission
- Paint Night – Donation to attend

OFFICE FUN

- Pie the Boss – Top fundraiser gets the honor
- Office Olympics – Friendly competitions with entry fees
- Casual Day – Donate to dress down or themed attire
- Coffee for a Cause – Sell coffee, donuts, breakfast

COMPETITION & GAMES

- Game Night Tournament – Trivia, board games, or video games
- Chili Cook-Off – Entry + tasting fees
- Bake-Off Competition – Donate to vote for winners
- Casino Night – Donation-based entry for games

INTERACTIVE & HIGH-ENERGY

- Dunk Tank Day – Donations per throw
- Cold Plunge / Ice Bucket Challenge – Pay to participate or avoid
- Vote for the Dare – Donate to choose fun dares
- Mystery Box Auction – Auction off surprise items

CLASSIC FUNDRAISERS

- Car Wash Fundraiser
- Team Goal Challenge (reward or consequence based)

OUTREACH TEMPLATES

COPY & PASTE FUNDRAISING ASK LANGUAGE



Not sure what to say when asking for support? Keep it simple and authentic. Use the templates below to get started, then personalize them with your own voice, story, or reason for supporting Special Olympics Tennessee. The most important thing is to just ask—people are more willing to give than you think!

EMAIL ASK

SUBJECT: Join Me in Supporting Special Olympics Tennessee

Hi [Name],

I'm participating in Music City Corporate Challenge and raising funds for Special Olympics Tennessee. This organization provides year-round sports training, competitions, and inclusive programs for over 21,000 athletes across the state. I'd love your support! Every dollar makes a direct impact and helps create more opportunities for athletes.

👉 Donate here: [Insert Link]

Thank you so much for your support!

– [Your Name]

TEXT ASK

Hey! I'm fundraising for Special Olympics Tennessee through Music City Corporate Challenge. Would you be willing to support? Every dollar helps!

Here's my link: [Insert Link]

Thank you!

FUNDRAISING GUIDE

TIPS + TRICKS FOR THE FUNDRAISING COMPETITION



MAKE IT COMPETITIVE (AND FUN!)

- Track a team leaderboard
- Offer weekly shoutouts
- Create team vs. team challenges
- Recognize top fundraising teams & individuals
- Add fun consequences for the lowest fundraiser

A little friendly competition can go a long way in boosting participation and energy.

TIPS FOR SUCCESS

- Keep it simple and easy to join
- Make it social and visible
- Share your link often
- Get leadership involved
- Focus on fun, energy drives participation

WHY IT MATTERS

Your fundraising through Music City Corporate Challenge supports:

- 21,000+ athletes and families across Tennessee
- 6,000 volunteers
- Over 320 annual events promoting inclusion, health, and community

Every dollar raised creates more opportunities for Special Olympics athletes across the state.

Need support with the fundraising competition or looking for suggestions on getting your colleagues involved? Contact:

TREVOR SPATHELF

Development Manager
tspathelf@specialolympicstn.org
615.329.1375

DONATION IMPACT

No matter your donation size or total fundraising amount, you are making a difference in the lives of thousands of Special Olympics athletes across the state. 100% of the proceeds raised during the Music City Corporate Challenge Fundraising Competition support Special Olympics Tennessee.



\$5

Provides an athlete with a medal or ribbon to celebrate their achievements at competition.

\$15

Covers healthy snacks and hydration for an athlete during training or event day.

\$25

Supplies a Special Olympics athlete with new sports equipment for their season.

\$50

Helps fund a full day of training and competition for one athlete, including travel and lodging.

\$75

Supports health screenings through the Healthy Athletes program, giving athletes access to vital care and education.

\$100

Provides one athlete with an official uniform and the confidence to compete proudly.

\$250

Funds an athlete's full season of training, competition, and health programming.

\$500

Helps bring a team to a state-level competition, covering transportation, meals, and lodging.

\$1,000

Sends a group of athletes to attend a Special Olympics USA Games, representing their community and state of Tennessee.

MARKETING GUIDE

SAMPLE COPY & WAYS TO MAXIMIZE ENGAGEMENT



You're officially in for the Challenge! Now, it's time to turn up the competition.

As a Music City Corporate Challenge team captain, you have the power to grow the game. Challenge another company in the Greater Nashville area to join you and step into the Corporate Challenge action. The more teams we bring together, the bigger the energy, the stronger the competition, and the greater the impact we can make for Special Olympics Tennessee athletes.

Be sure to share this toolkit with your marketing or communications team. They can help bring your team's participation to life and maximize your reach.

Let's make this year louder, larger, and more meaningful. Who are you challenging?

YOUR MISSION

- Challenge another company to participate
- Post your challenge on LinkedIn or other social channels
- Tag your company and Special Olympics Tennessee
- Add a fun incentive or wager

SPECIAL OLYMPICS TENNESSEE'S SOCIAL MEDIA PAGES

- LinkedIn — www.linkedin.com/company/special-olympics-tennessee
- Facebook — SpecialOlympicsTN
- Instagram — @SpecialOlympicsTN
- X — @SOTennessee
- TikTok — @SpecialOlympicsTN
- Visit Our Website — www.SpecialOlympicsTN.org

MARKETING GUIDE

SAMPLE SOCIAL MEDIA COPY



SOCIAL MEDIA SAMPLES

We're officially in for the 2026 Music City Corporate Challenge benefiting @SpecialOlympicsTennessee! @[Company Name], we're calling you out.

Think you can beat us?

Competition + a great cause = we're in.

We're challenging @[Company Name] to join us in supporting @SpecialOlympicsTennessee at the 2026 Music City Corporate Challenge.

Team [Company Name] is officially in the game! 🍀

We're competing in the Music City Corporate Challenge AND raising funds for Special Olympics Tennessee.

Support our team and help create more inclusive opportunities for athletes of all abilities!

[Insert link]

We need your help! Our team is raising money for Special Olympics Tennessee as part of the Music City Corporate Challenge.

If you're able, consider donating or sharing our page—it all adds up! [Insert link]

Looking for a way to give back? Support our Music City Corporate Challenge team as we raise funds for Special Olympics Tennessee!

Donate, share, and help us spread the word.

MARKETING GUIDE

COMPETITOR CHALLENGE IDEAS



COMPETITOR CHALLENGE IDEAS

Add a fun incentive for additional stakes!

FOOD STAKES

- Losing team buys lunch for the winning team
- Losing team brings coffee for a week
- Winning team picks the lunch spot

FUN & SILLY STAKES

- Losing team wears pink tutus at a Special Olympics Tennessee event
- Losing team records and posts a team dance
- Losing team decorates their office in the winner's colors

CLASSIC CROWD FAVORITES

- Winning team gets to pie the losing team in the face
- Water balloon challenge (outdoor events)

BRAGGING RIGHTS

- Traveling trophy at the winning office
- Social media shoutout
- "Best Office Athletes" title

MISSION-BASED STAKES

- Losing company makes an additional donation
- Losing company sends volunteers to an athlete event
- Winning team selects a Special Olympics Tennessee program to support

TIPS FOR SUCCESS

- Keep videos short (under 30 seconds)
- Get leadership involved
- Focus on fun and authenticity
- Tag companies and Special Olympics Tennessee
- Be creative, personality drives engagement

Let's make this Music City Corporate Challenge season the best (and biggest!) yet. Thanks for joining us for the Challenge!