

Extra Life Recruitment List

Below are several types of sub-communities that may exist in your market. For each type, write the number of opportunities that you're aware of in their respective category.


 Existing Partners / Sponsors

 Hospital Departments


 Local Companies

 Movie Theaters

 Social Media Influencers

 Professional eSports Teams

 eSports Arenas/Gaming Venues


 High School Gaming Clubs


 College Gaming Clubs/eSports teams

 College Sports Teams

 Video Game Stores

 Tabletop Game Stores

 Comic Book/Card Collector
/Hobby Stores

 You don't have to just think "gaming" places! Feel free to contact dentists, corporate offices, or anywhere else that may that want to support Extra Life.

Bonus if they can contribute to Extra Life via a matching gifts program.

For each opportunity you identified above, think about the places where you know someone well enough to arrange a discovery meeting. Write them on the notepad below. Then, which ones do you know someone who can help arrange a meeting. Add them to the list.



Extra Life Fundraising Ideas

When you meet, introduce the concept of Extra Life and paint a picture of what their involvement can look like. These are some ideas to help start the brainstorming process, but their activation should be something that works best for them.

High School Game Clubs

- Host local tournament(s)
- Play in local tournament(s)
- Each member live streams
- Send letters to friends/family
- Local community fundraising
- School-wide collection of old games/equipment to 'resell' at game store (donate money from resell)

Local Game Stores

- GameStop can register a local team under the Super Team
- Other stores can register their own team
- Point of Sale Fundraisers
- Promote, plan, sponsor local tournaments
- Provide prizes for tournaments
- Sell breakfast to the line on Black Friday

Movie Theater

- Sponsor/underwrite local Extra Life events
- Allow high school teams to pre-sell tickets/membership for donations
- Host a special event / movie night as a fundraiser
- Point of sale donations
- Donate \$1 for every bag of popcorn sold in {month}

High School Sports

- Players collect pledges from friends/family (\$1 for every free-throw made in November)
- Host a local tournament (police vs. fire, students vs. parents, etc.)
- Collect donation at the door for all games in {month}

Local Cons

- Donate Extra Life booth space for local recruitment
- Collect donations from event attendees
- Donate-to-Play "living room" with live stream from event
- Tabletop tournament for donations
- Food sales for donations

Content Creators

- Register and collect donations during their own live streams
- Request donations on all videos uploaded during {month}
- Offer incentives/challenges to followers/subscribers who donate
- Set up FB fundraiser through Extra Life dashboard