

# Mickleover CC make the most of Euro 2024



Smart fundraising for sports

# Opportunity

**Euro 2024 offered an exciting opportunity to raise more funds**

- ▶ Mickleover CC wanted to **run a sweepstake** to capture Euro 2024 excitement
- ▶ But they worried it would be **time-consuming** and only appeal to the usual supporters

# Solution

## Launching an effortless, fun sweepstake

-  Set up a **Euro 2024 Sweepstake** as a one-time campaign on PitchIn Platform
-  Promoted through social media and other community channels for **broader reach**

# impact

## Easy participation and familiar design

-  The easy-to-navigate PitchIn Platform site encouraged **new supporters** to join in
-  Fans who might not usually contribute at club events signed up for **£10 per team**

# The big win

## More support, more potential

- Ⓟ Attracted a **wider range of supporters, broadening the club's reach**
- Ⓟ Built trust with a familiar, professional setup – now Mickleover CC has a **larger pool of potential supporters** for future events

# Could PitchIn Platform help your Club **engage new supporters?**

Easily connect with more supporters and grow your club's community in one simple platform.

