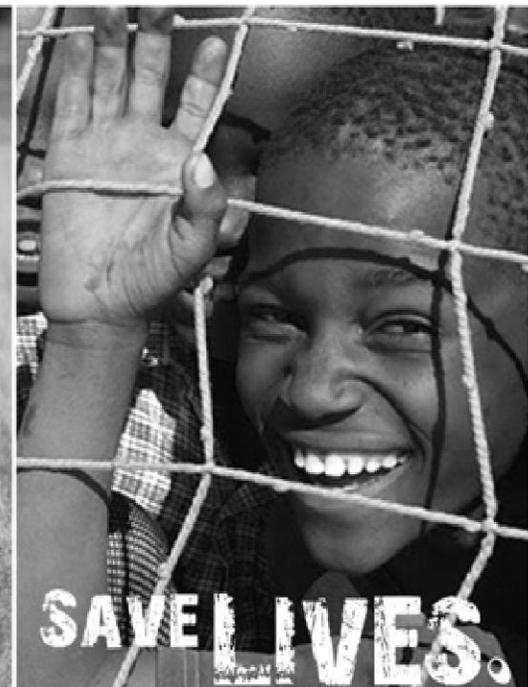


**PLAY SOCCER.**



# GRASSROOTS SOCCER

## 3v3 PickUP Tournament Guide





**"SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO INSPIRE, IT HAS THE POWER TO UNITE PEOPLE IN A WAY THAT LITTLE ELSE DOES. IT SPEAKS TO YOUTH IN A LANGUAGE THEY UNDERSTAND. SPORT CAN CREATE HOPE, WHERE ONCE THERE WAS ONLY DESPAIR."**

**- Nelson Mandela**

# — GRASSROOT SOCCER & 3v3 PICKUP TOURNAMENTS —

## A // WHAT IS GRASSROOT SOCCER?

Grassroot Soccer (GRS) is an international adolescent health organization that **educates, inspires, and mobilizes** young people to overcome their greatest health challenges and live healthier, more productive lives. **GRS uses the power of soccer** to connect young people with the mentors, information, and health services they need to thrive, and empowers adolescents to make educated choices about pressing health challenges such as HIV and AIDS, sexual health, gender-based violence, and malaria. GRS's **evidence-based programs**, led by trained local facilitators, incorporate soccer into dynamic lessons about health and wellness that engage young people and break down cultural barriers. With proven results and a constant focus on research and innovation, **GRS has reached over 1.3 million young people in more than 50 countries.**

## B // WHAT IS A 3V3 PICKUP TOURNAMENT?

A 3v3 PickUP Tournament is your opportunity to help GRS **empower at-risk young people to make healthy decisions.** You **create a signature 3v3 soccer tournament** that educates participants about adolescent health challenges in Sub-Saharan Africa, engages your community through sport, and funds programs that build the foundation for healthy, empowered lives. Soccer and education are the foundation of 3v3 PickUP Tournaments. **The rest is up to you and your imagination.**

## C // YOUR IMPACT ON THE WORLD

3v3 PickUPs are about getting together to **play for a purpose.** **\$25** is all that it takes **to change the life** of one young person in Africa for the better. Whether it empowers a young woman in South Africa to stand up for herself and overcome prevailing gender stereotypes, inspires a young man in Zimbabwe to speak out against gender-based violence and HIV-based stigmas, or provides an HIV-positive youth in Zambia with the knowledge, support, role-models, and skills to live a long, happy life, **\$25 changes the odds.** Raise \$2,500 and you've funded programming that will help 100 young women and men build the confidence they need to make healthy choices, pursue their dreams, and help their communities.

## D // RESOURCES TO ACCOMPANY THIS GUIDE

This guide will reference resources such as the 'Participant Waiver' and 'Sponsorship Letter Template'. You can find these and more at: <http://www.grassrootsoccer.org/soccer-events/host-a-tournament/3v3-tournament-resources/>



**GRASSROOT SOCCER IS CHANGING THE COURSE OF AIDS IN AFRICA BY USING THE UNIVERSAL LANGUAGE OF SOCCER TO REDUCE STIGMA, INCREASE EDUCATION, AND EMPOWER YOUNG PEOPLE TO ADOPT HEALTHY BEHAVIORS TO PREVENT THE SPREAD OF HIV.**

**-- SECTION 1 --**  
**A TOURNAMENT IN 5 PAGES**



3V3  
**PickUP**<sup>®</sup>  
GRASSROOTSOCCER



# — EVERYTHING ON ONE PAGE —

For more details, turn to the indicated page!

## **STEP 1 // HAVE A CONVERSATION WITH GRASSROOT SOCCER // P. 12**

Talk to Grassroot Soccer, learn about the 3v3 PickUP process, and find out what's worked in the past.

## **STEP 2 // BUILD YOUR TEAM // P. 12**

Find a committed group of individuals who will help create and coordinate your event.

## **STEP 3 // ARRANGE THE LOGISTICS // P. 12**

Find a location and set a date and time for your tournament. You will need plenty of space for 3v3 fields and for participants and volunteers to hang out. What will you do if it rains on event day? Will the location still work?

## **STEP 4 // WRITE YOUR RULES // P. 13**

There are many things to consider when you design your tournament. What is your tournament bracket going to look like? Will there be a group stage? Will you organize both a competitive and fun division? Will there be different divisions for each age group? How many players will be allowed on each team? How much will it cost to participate? (Aim for at least \$25 per player, enough to empower one at-risk young person in Africa!)

## **STEP 5 // CREATE YOUR REGISTRATION SYSTEM // P. 13**

You'll also need to figure out how to register players and teams. Participants could email the tournament coordinators, fill out a Google form, or post to a tournament event page. Keep your system simple and easy to manage.

## **STEP 6 // DESIGN YOUR EVENT // P. 14**

Consider selling food and drinks, playing music, hosting an awards ceremony, etc. during the tournament. The day's events will likely last a few hours, so do your best to keep participants interested and involved throughout.

## **STEP 7 // INCORPORATE EDUCATION // P. 14**

Give your participants insight into what GRS is all about. Invite a guest speaker, make informational posters, or lead a Grassroot Soccer SKILLZ activity.

## **STEP 8 // PROMOTE // P. 15**

Publicize proudly. Events make a bigger impact and are much more fun when numbers are high. Advertise on social media, print fliers, email out to campus, create a press release, and build excitement.

## **STEP 9 // RUN YOUR EVENT // P. 15**

Have a blast! You've put in a lot of hard work. Now it's time to bring it all together.

## **STEP 10 // LET US KNOW HOW IT WENT. // P. 16**

Email us at [soccer@grassrootsoccer.org](mailto:soccer@grassrootsoccer.org) to let us know how your tournament went!

## — KEYS TO SUCCESS —

### A // THE SOUL OF A 3v3 PickUP

**LEADERSHIP TEAM** | A committed leadership team makes all the difference.

**SOCCER** | Soccer is the tool that Grassroot Soccer uses to bring communities together, create common ground, and teach powerful lessons.

**EDUCATION** | A great event not only raises funds, but also raises awareness and understanding.

**PLAN FOR NEXT YEAR** | Great coordinators make sure that someone is in place to organize the following year's tournament.

**A GREAT VENUE** | Choose a location with a large, grassy field, easy parking, and access to restrooms.

**PROMOTION** | Facebook, email, posters, and fliers; advertise your event however you can.

**EQUIPMENT** | You will need fields, cones, balls, goals, and whistles. Also consider tents, tables, chairs, and trash/recycling bins.

**GRASSROOT SOCCER** | Make sure that everyone who participates knows who GRS is and what we do.

**POSITIVE TRACKS** | Put up Positive Tracks banners and tell participants how Positive Tracks doubles their fundraising. Encourage participants to learn more about Positive Tracks and to get involved in 'philanthletics.'

### B // AMPLIFY THE EXPERIENCE

**GUEST SPEAKERS** | Invite a GRS representative, a doctor, a professor, or another HIV/AIDS expert to speak.

**MUSIC** | Find speakers and pump the tunes. You can take it to the next level with a local band or DJ.

**TEE SHIRTS** | Design custom tee shirts to sell at your tournament. These are always a hit!

**FOOD AND DRINK** | Reach out to local vendors. Ask if they would be willing to sell food at your event and either split or donate their profits to benefit GRS. Participants will be hungry, thirsty, and eager to support the cause.

**SPONSORSHIP** | Would local businesses donate merchandise or gift cards as tournament prizes? It never hurts to ask.

### C // CHAMPIONS LEAGUE

**AWARDS** | Hold a closing ceremony to give out awards.

**COMPETITIONS** | Organize activities to take place throughout the tournament for spectators and participants who are in between games. Hold competitions that allow more people to get active and get involved. The more festive the event, the better.

## — MAKING MONEY FOR A GREAT CAUSE —

### A // HOW TO MAKE A DIFFERENCE

If you're creative and on top of your game, your 3v3 can raise enough money to make a big impact. Want to support programming for 100 at-risk young people in Africa? Set a goal to raise \$2,500. How about 200 at-risk young people? Aim for \$5,000.

You'd be surprised at how easy it can be to achieve these sorts of numbers. You can begin by setting up your tournament's entry fee so that you make at least \$25 per participant and create other revenue sources to boost the total. These could be tee shirts, food sales, raffles, sponsorship, or donations. Whatever you can think of! And don't limit yourself to day-of money makers. Some of the best 3v3 PickUPs incorporate pre-tournament events, like pub nights or bake sales.

It's all about creativity and motivation!

### B // MONEY MAKERS

**TEE SHIRTS** | Design customized tee shirts for your tournament. Sell them before your tournament and on the day of. Special tee shirts are a consistent, reliable source of additional revenue.

**RESTAURANT NIGHT** | Ask a local restaurant to hold a 'Grassroot Soccer' night and to donate a percentage of the proceeds generated by people who attend.

**GRASSROOT SOCCER BRACELETS** | Sell Grassroot Soccer bracelets. These unique, inexpensive bracelets are handmade in South Africa. Participants will love the opportunity to purchase a stylish memento that reminds them of Grassroot Soccer's work in Africa and around the world.

**RAFFLE** | While a 50/50 raffle is always an option, why not raffle something else off? We suggest asking a local soccer team to donate a signed jersey or ball. You might also ask local businesses to donate gift certificates or merchandise to raffle off.

**BAKE SALE** | A classic that can be done before the tournament, on the day of, or both.

**PENNY DRIVE** | Penny drives are simple and effective. Well placed locations give people an easy way to donate their spare change for a great cause.

**CAR WASH** | Car washes are easy, fun, and take place outdoors. Host one at a local school or community center and raise money, all while promoting your 3v3 PickUP Tournament.

**BASKET AUCTION** | Auction baskets of items that are united by some theme. What might that theme be? Soccer seems natural enough! Maybe the basket has a jersey, a ticket to a game, a couple of water bottles, and some soccer socks. Get items that people will be excited about and, if you can, get local businesses to donate items.

**SOCCER SWAP** | Many of your participants will be current or former soccer players. Ask them to donate gently used soccer gear to be sold at the tournament. Parents with young children will be eager to save money outfitting their budding soccer stars, all while empowering at-risk young people in Africa.

## — TWO WEEKS BEFORE EVENT —

### TOP PRIORITY

#### Tournament Rules:

- Number of Divisions
- Bracket (Group play? Double elimination?)

#### Logistics

- Venue Booked and Confirmed
  - Field Space
  - Restrooms
- Rainy Day Plans
- Registration System
- Medical Supplies/Onsite Trainer

#### Education:

- Planned
  - Introductory Talk
  - Visual Materials
  - SKILLZ Activities?
- Guest Speaker

#### Equipment:

- Soccer Balls
- Cones
- Whistle
- Goals

### MEDIUM PRIORITY

#### Promotion

- Fliers
- Facebook
- Campus Email
- Press Release

#### Merchandise:

- Tee Shirts

#### Sponsorship:

- Food Sponsors
- Merchandise Sponsors
- Event Sponsors

#### Additional Activities:

- Raffle
- Other: \_\_\_\_\_

## — DAY BEFORE EVENT —

#### Communication:

- Coordination Email to Participants

#### Logistics

- Tournament Bracket Planned

#### Equipment:

- Soccer Balls
- Cones
- Whistle
- Goals

## — DAY OF EVENT —

#### Forms:

- Player Waivers

#### Logistics/Set up:

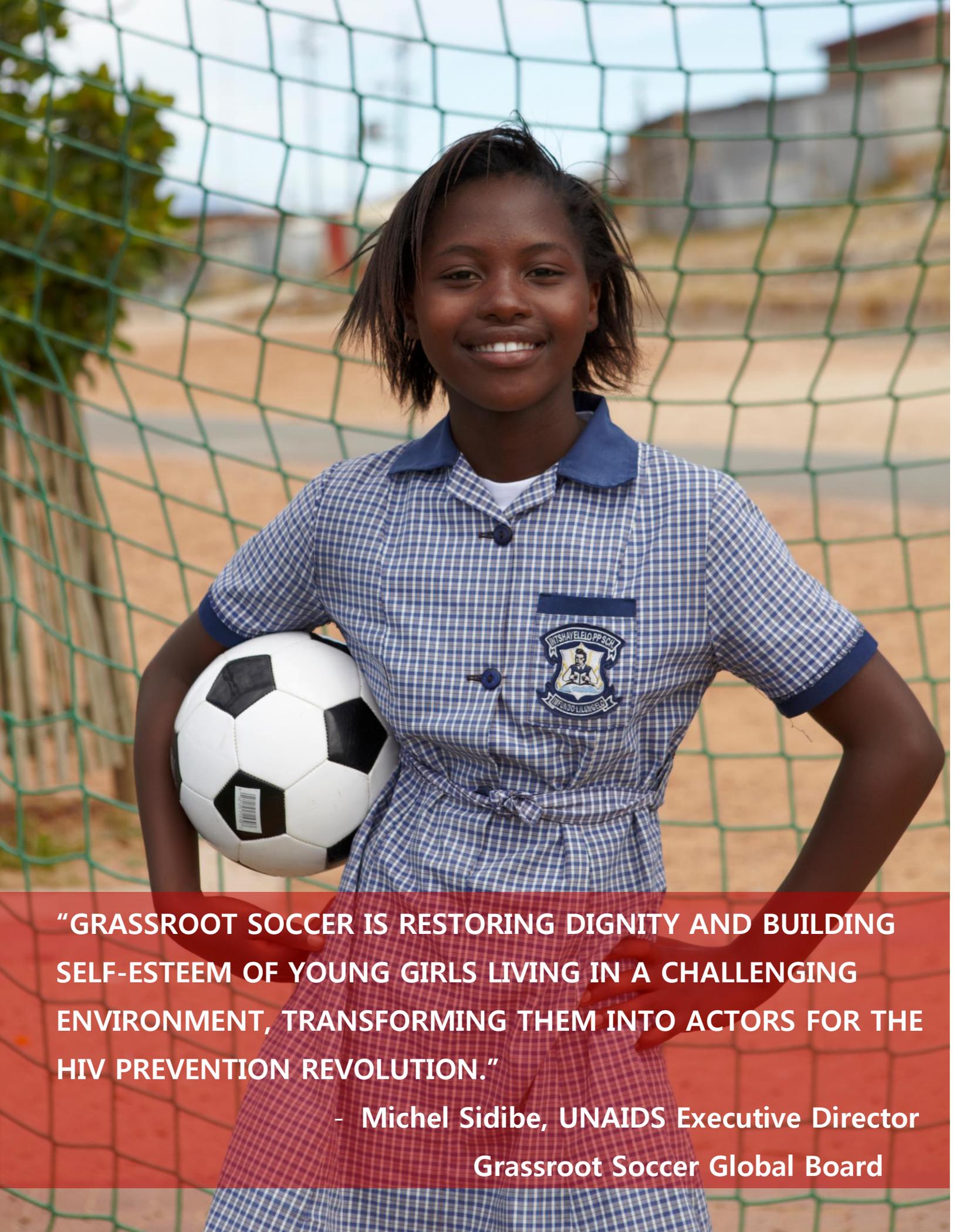
- Registration Table
- Large Tournament Bracket
- Fields Marked
- Water
- Food and Beverage Area
- Trash Bins

#### Signage:

- Grassroot Soccer Banners
- Positive Tracks Banners

#### Education:

- Adolescent Health in Sub-Saharan Africa
- Grassroot Soccer Mission and Activities



**“GRASSROOT SOCCER IS RESTORING DIGNITY AND BUILDING SELF-ESTEEM OF YOUNG GIRLS LIVING IN A CHALLENGING ENVIRONMENT, TRANSFORMING THEM INTO ACTORS FOR THE HIV PREVENTION REVOLUTION.”**

**- Michel Sidibe, UNAIDS Executive Director  
Grassroot Soccer Global Board**

**-- SECTION 2 --  
HELPFUL DETAILS**

## STEP ONE // HAVE A CONVERSATION WITH GRASSROOT SOCCER

**GRS IS A RESOURCE** | If you have a copy of this guide, you're already in touch with GRS. All the same, you should use GRS as a resource as you design, plan, and execute your event. If you run into difficulties, reach out to us. Odds are we've seen something similar happen and can offer some useful advice. We also have a bevy of ideas that can help you create a unique, high-impact event. **We're always happy to help. Let us know what we can do.**

**SEND US THE DETAILS** | At a minimum, send the event's details to [soccer@grassrootsoccer.org](mailto:soccer@grassrootsoccer.org). We'll want to know:

- Hosting school, organization, or community
- Date and time
- Location
- Tournament rules:
  - Number of players per team, age requirements, referees or self-officiating teams, number of brackets, group play or double elimination, etc.

## STEP TWO // BUILD YOUR TEAM

**LEADERSHIP TEAM** | While you might be inclined to go it alone, we've found that 3v3 PickUPs turn out best when they're coordinated by a team of committed leaders. Between planning, logistics, advertising, and hosting, you'll find tasks for a committee of four or five.

**INSTITUTIONAL SUPPORT** | We also strongly recommend that you partner with an institution, like a school, service club, or community center. Not only will a partnership give you access to extra support and resources, but it will also help you establish your 3v3 PickUP as an annual tradition that you can pass on to future coordinators.

**CREATING A COMMUNITY TRADITION** | The best 3v3 PickUPs become community traditions. Portland Barefoot and St. Paul's School are hallmark events that have earned prominent places on their communities' calendars. St. Paul's achieves this year after year by assembling a leadership team that accounts for the next year's tournament. One or two members of the leadership team plan to coordinate the following year and the entire group has the backing of the school and administration, which ensures the 3v3 PickUP tradition's long-term existence.

**VOLUNTEERS** | Volunteers help make an event run smoothly. You'll need volunteers to fill the following roles:

- Education Volunteer
- Registration and Check-in Table Staff
- Scorekeeper and Timekeeper
- Athletic Trainer, Medical Professional, or EMT
- Set Up and Clean Up Staff

A good crew of volunteers will take a lot of the weight off of the leadership team's back. Keep volunteers informed and excited and you'll have a group of enthusiastic individuals ready to get to work on event day.

## STEP THREE // ARRANGE THE LOGISTICS

**LOCATION** | The location should be big enough to host the tournament and allow participants, spectators, and volunteers to hang out. Reserve the fields in advance through the organization that administrates them, generally a school, university, recreation department, or town office. Make sure you take care of this ahead of time. Some considerations that make for a great location:

- Easy access to restrooms
- Close proximity to campus

- Access to parking

**FIELDS** | 3v3 fields should be approximately 20-30 yards wide by 30-40 yards long. A regulation size soccer field can accommodate four 3v3 PickUP fields.

**DATE & TIME** | Pick a tournament date that doesn't conflict with other school or community events or activities. Keep in mind that a 20-team tournament usually runs about 4 hours and pick an appropriate time slot for your tournament to run. Give yourself extra time to set up and clean up, and anticipate that delays will occur during the event. Make sure to have reserved enough time at the playing fields.

**PEOPLE TO KEEP INFORMED** | Remember to keep the relevant people informed. These individuals may include school officials, people who hold community positions, field managers, etc. Keep them up to date and be sure that they are on board with your plans.

## STEP FOUR // WRITE YOUR RULES

**TEAMS** | How do you want your tournament to look? Who can play in the tournament? Will it be limited to students? How old or young does a participant have to be to play? Can an individual register on his or her own as a "free agent"? How many individuals can be on a team? Make these things clear before advertising your tournament to avoid any confusion when teams try to sign up.

**TOURNAMENT BRACKET** | How many brackets will there be throughout the event? Will you have only one tournament bracket or several? Consider giving the teams the option of registering for a either competitive or fun bracket.

Keep in mind that age may determine the bracket set up. If you allow both younger and older teams to register, make sure that they only play against teams of similar playing abilities.

Most tournaments are organized with two stages:

- **Pool Play:** each team plays every team in their group. Depending on the size of the tournament, the top one, two, three etc. teams enter playoffs.
- **Playoffs:** Playoffs are single elimination. They may include a round of 16 (quarterfinals, semifinals and finals).

When teams are "knocked out" of the tournament, they can either engage in the other activities, cheer on other teams or, field space permitting, play other losing teams for fun.

## STEP FIVE // CREATE YOUR REGISTRATION SYSTEM

**REGISTRATION PROCESS** | There are many ways that you can facilitate registrations. Use a Google Form, create a Wufoo registration page, or ask teams to email you directly. Email registrations tracked with a simple Excel spreadsheet are simple and reliable. Use whatever system helps you to easily track your participants. You don't want to be caught off-guard on event day.

**PAYMENT** | How will your participants pay for their registration and how much should they pay? (Make sure to collect at least \$25 per participant.) Should they bring cash or a check to the event? Is PayPal an option? What about Venmo? Make sure to give your participants a day-of-payment option, but the more you can collect in advance the better. Collecting early means worrying about fewer things on the day of the tournament.

**CHECK-IN** | Participants must check in on the day of the tournament. Have a tournament headquarters where registration/check-in takes place, bracket and scores are tracked, and official game time is kept. At this check-in, have a copy of the **Registration Form, List of Teams and Players, Participant Waiver, Tournament Rules** and **Safety Guidelines**. Participants are REQUIRED to fill out a **Participant Waiver** form. Make sure to have extra copies and pens.

## STEP SIX // DESIGN YOUR EVENT

**FUNDRAISING** | How will your tournament raise money for Grassroot Soccer? We've found that a registration fee of \$25 per person works very well. It's enough to make a difference and it's not too much to turn away a crowd.

**FOOD** | Participants will be hungry and ready to eat. Reach out to local vendors and ask whether they would be willing to come to the event and provide food for the day. Would they donate part of their profits towards Grassroot Soccer? Or even provide food for free? It never hurts to ask. In exchange, you could help them with advertising. If you can't convince vendors to sponsor the event, consider providing food for the tournament. This can be as simple as water bottles, granola bars, and baked goods. Sell these snack items and donate the profits to Grassroot Soccer.

**MUSIC** | Turn your event into a festive celebration by adding music. Would a student band volunteer to play? Or a group of local musicians? Is it possible to rent speakers? Even an iPod pumping a catchy playlist through speakers will amp up your 3v3.

**OTHER COMPETITIONS** | Add to the fun by having a penalty kick, shooting accuracy, or juggling competition. Tournaments have been very creative here: St. Paul's School included a FIFA video game tournament during the run-up to their 3v3 PickUP and Portland Barefoot rented a soccer ball cannon so that participants could try bicycle kicks.

**AWARDS CEREMONY** | Conclude your event with an awards ceremony. Awards for the winning team, the most spirited team, or the team with the goofiest uniforms are all great ideas. Just a few years back, Dartmouth College distinguished 'Team Santa' as best-dressed.

**THANK EVERYONE** | At your awards ceremony, make sure to thank everyone who contributed to making your 3v3 PickUP a success.

## STEP SEVEN // INCORPORATE EDUCATION

**WHY EDUCATION?** | The best 3v3 PickUPs raise awareness. Awareness motivates people to do something to improve the health of at-risk adolescents living in Africa. To make the most impact, you must make sure your participants understand the cause and the organization that they're playing for. Education comes in many forms, so design something that suits your needs. Here are some ideas.

**OPENING CEREMONY TALK** | Before the tournament begins, you'll need to gather all your participants to explain tournament logistics. Take advantage of this time to tell them about Grassroot Soccer and our to empower at-risk young to make healthy decisions and create an AIDS-free generation. You can even one of GRS's short videos.

**GUEST SPEAKER** | Invite a doctor, HIV/AIDS professional, a professor, a student with volunteer experience, or someone whose life has been affected by HIV to speak at your tournament. Contact Grassroot Soccer to ask whether there is a former GRS intern who would be willing to speak.

**GRASSROOT SOCCER SKILLZ ACTIVITY** | Engage participants in an activity from GRS's Skillz curriculum. The Skillz curriculum focuses on building basic life skills that help boys and girls adopt healthy behaviors and reduce risks that could lead to HIV/AIDS. Students gain a tangible understanding of disease through a series of interactive activities and discussions. They then get a chance to practice skills necessary for sustainable behavior change. Use **Find the Ball** or **Risk Field** to engage tournament participants.

**HIV/AIDS QUIZ** | Use our **HIV/AIDS Quiz** as a fun and informative way to teach facts and expose myths about HIV/AIDS to participants. This quiz can be given aloud to the entire group, to individuals, or to teams. Consider turning the quiz into a competition and give out prizes for correct answers and high scores.

## STEP EIGHT // PROMOTE

**PROMOTION IS ESSENTIAL** | Promoting your tournament is fundamental to making it a success. The more people know about the tournament early on, the better. Ask local businesses to support your tournament and help publicize it. Reach out to friends, family, peers and community members. Encourage them to sign up, even if they are not soccer players.

**SPONSORS** | The support of local sponsors is a great help to your tournament. Use the **Sponsorship Letter Template** to ask local businesses and organizations to sponsor your event. Some examples of sponsorship opportunities include:

- **Prizes:** Ask local businesses to donate gift cards, products, or services to be used as raffle or tournament prizes. Be sure to recognize the each sponsor when the items that they donated are awarded at your 3v3 PickUP.
- **Cash or “In Kind”:** Consider asking sponsors to make a cash or “in kind” sponsorship to help defray operational costs. Though your tournament shouldn’t many expenses, you may find that you need to pay for printing (flyers, posters, banners), equipment (balls, goals, cones, whistles), and insurance.
- **Food and Drink:** Local restaurants may be willing to sell concessions or provide free food and drinks to participants. They might also be willing to host a Grassroot Soccer night during the week before the tournament that would raise money for the cause.

In exchange for sponsorship, offer to feature the sponsor on tournament flyers, posters, emails, registration pages, etc. Allow them to have an onsite presence at the tournament and be sure to thank them at the opening ceremonies.

It is best to approach local business such as pizzerias, coffee shops, sports stores, restaurants, poster/DVD stores, bookstores, ice cream shops, churches, community programs, service clubs (Rotary, Lions), etc. Explain to them what you are doing and how they can help.

**SOCIAL MEDIA** | Don’t be shy when it comes to posting about your 3v3 PickUP tournament. Use Facebook to create an event and encourage friends to join it through Facebook. Twitter is also great, especially for sports teams or clubs that already have an account. Make sure to #GrassrootSoccer and include is in your comments and posts. Emailing out to friends and family is another great way to publicize the event. If your school or campus has a listserv, use that to reach everyone on campus. Use our **Facebook: Creating and Managing Events** and our **Broadcast Email Template** to help you out.

**FLYERS AND POSTERS** | Post flyers or posters at local businesses, on bulletin boards and all over campus. You can even set up tables in high-traffic areas where you can hand out tournament flyers, and hopefully get teams to sign up or accept donations. Create larger banners as well to really advertise your tournament. Use our **Flyer Templates** and **Poster Templates**. If you create additional materials beyond what is provided as templates, be sure to include the Grassroot Soccer logo and the Positive Tracks logo.

**PRESS** | Help your tournament get picked up by local newspapers. Send out a press release. Or send out a public service announcement to local radio or TV stations.

## STEP NINE // RUN YOUR EVENT

Use our Day Of Checklist to make sure that you have everything set for the tournament. Communicate to all of your volunteers, confirm with vendors/sponsors/musicians to make sure that they are coming. Do a last minute equipment check. You have put in all the work leading up to this point. It’s time to play some soccer and enjoy the day.

Email your **Tournament Summary Form** and any other additional registration forms to [soccer@grassrootsoccer.org](mailto:soccer@grassrootsoccer.org).

Mail any **checks** to Grassroot Soccer at the address below.

Soccer Tournaments  
c/o Grassroot Soccer  
P.O. Box 712  
Norwich, VT 05055

We would love to hear how your tournament went. Send us any feedback, photos, and information that would be helpful to us in the future.

## — THE BEST OF THE BEST —

### HIGH SCHOOL // ST. PAUL'S SCHOOL

St. Paul's School consistently delivers among the highest impact 3v3 PickUP Tournaments Grassroot Soccer sees each year, drawing nearly 100 percent participation and consistently raising more than \$3,500. Here's how they do it.

**SUSTAINABLE LEADERSHIP** | Each year, St. Paul's assembles a team of two seniors and one junior to coordinate its event. The junior from the preceding year remains on the team as one of the two seniors, ensuring that the tournament benefits from previous experience. Not only that, but the team has the support of St. Paul's Community Outreach Director, who helps each team improve on tournaments of years past.

**PERSONAL TOUCH** | The St. Paul's coordination team does everything possible to give their event a home-grown, signature flavor. For example, they design and sell tee shirts and hooded sweatshirts that feature a unique design. These have become must-haves on the St. Paul's campus.

**CREATIVE FUNDRAISING** | For students who are up for a duel in the digital world of soccer, St. Paul's organizes a FIFA videogame tournament that takes place the day before the 3v3 PickUP. The finals take place on the big screen in the school's movie theatre.

### COLLEGE // DARTMOUTH COLLEGE

Dartmouth College has a history of putting on big 3v3 PickUPs. In fact, it's where the first 3v3 PickUP took place back when they were called 'Lose the Shoes' tournaments. While that moniker may be gone, Dartmouth's 3v3s aren't. Here's what's made some of Dartmouth's tournaments memorable.

**FOCUS ON FUN** | In order to attract enough participation to raise significant funding or awareness, a 3v3 should be fun. For example, Dartmouth has made costumes an integral 3v3 tradition. Just a few years back, a team dressed entirely in Santa Claus suits barely edged out a group of Teletubbies to claim the spirit award.

**ACTIVATE THE CAMPUS** | Dartmouth does whatever it can to involve student groups and faculty to broaden the impact of their event. One year, four a capella groups performed during the 3v3 PickUP and a professor gave a talk about HIV and AIDS in Africa.

### COMMUNITY // PORTLAND BAREFOOT

Portland Barefoot's approach to 3v3 PickUP Tournaments stands out amongst the rest. The numbers really do speak for themselves, with over \$14,600, \$15,200, and \$20,600 raised at the last three tournaments. Portland has a magic mix and fortifies the basic 3v3 PickUP framework to create a true festival.

**SOMETHING FOR EVERYONE** | There is something for everyone at Portland Barefoot's 3v3. This year, the coordination team brought in a group of professional street soccer players to teach skills and tricks to participants; they organized soccer volley ball; they rented a soccer ball cannon to launch crosses to anyone willing to try their luck at bicycle and scissor kicks; and they had a field set aside for participants to hurl themselves at each other in bubble soccer games.

**INVOLVED SPONSORS** | Portland Barefoot reaches out to local organizations, big and small, to support their event. This year, members of the Portland Timbers, the local MLS team, made an appearance. Lots of other partners also got in on the action: Subway, Golazo Sports Drinks, Bazooka Goals, and the Portland Thorns of the National Women's Soccer League, just to name a few. Each sponsor brings something to the table.

**We can't thank you enough for your initiative, motivation and effort. In many parts of Sub-Saharan Africa, adolescents face significant risks to their health and well-being, but too often lack information and support to access much-needed health services. Your hard work makes it possible for GRS to reach young people with evidence-based programs and connect them with the mentors, information, and health services they need to thrive. Every \$25 your tournament raises empowers one young person. Thank you for choosing to be part of the solution. Together, we can educate, inspire, and mobilize young people to overcome their greatest health challenges and live healthier, more productive lives.**