

Soccer for Peace Mitzvah Project

The table below illustrates potential Mitzvah projects and the considerations specific to them. They are not the only options nor are they mutually exclusive; projects can be combined or others chosen. The intensity, frequency and nature of the projects are illustrative and will depend upon many factors.

The most important thing is that the project be meaningful to the Bar / Bat Mitzvah and supportive of Soccer for Peace's missions and goals.



Project Overview			Intensity			Frequency		Nature		
Concept	Description	Considerations / Requirements	Time Commitment	Financial impact	Visibility	One-time	Ongoing	Individual	Group	
Fundraising	Donation	Donate some portion of Bar / Bat Mitzvah proceeds to SFP	Least effort required with significant potential impact				X		X	
	Traditional fundraising	Raise money from friends, neighbors, relatives, etc through grass-roots campaign	Time honored way of showing support; touches fewer people but with greater effectiveness					X	X	
	Online fundraising	Raise money from anybody via email campaigns, Facebook integration, Twitter mentions, etc.	Less personal though enables great volume; ability to get creative, many tools available to facilitate process					X	X	
	Sales	Sell physical goods (t-shirts, baked items, etc) with proceeds supporting the organization	Requires making something, thus different from other fundraising projects; provides business lesson and can be highly social as well				X		X	X
Awareness building	Prizes / Favors	Hand-out t-shirts, soccer balls, scarves, pencils, etc as Bar / Bat Mitzvah favors	Can be a more meaningful gift than standard favors; requires production of item chosen		N.A		X		X	
	Letter Writing	Contact community leaders introducing the organization	Very thoughtful and potentially helpful; results not tangible, however		N.A			X	X	
	Social Media	Blog, tweet, post, link and otherwise create online buzz	Ability to leverage pre-existing interests / habits; potentially impersonal with risk of losing control over message		N.A			X	X	
Soccer related	Match	Organize a match or scrimmage benefitting the organization	Need field, uniforms, players, etc; very engaging and ultimately rewarding				X		X	X
	Tournament	Organize a tournament benefitting the organization	Same considerations as with a match; more demanding while also more rewarding				X		X	X
	Skills competition	Raise money based on the number of penalties people kick, the amount of time they can juggle, etc.	Less "soccer-y" than match or tournament, but makes for colorful event that can generate massive interest				X		X	X
	Team / League sponsorship	Leverage soccer establishment to support organization through special matches, merchandiseside sales, etc	Doesn't directly involve playing but does tie into soccer world					X	X	