



Fundraising Program



What is RISE?

RISE = **Reach • Inspire • Support • Elevate**

It's a community-driven movement designed to bring athletes, teams, and communities together. Teams fundraise while inspiring others, supporting their peers, and elevating athletics across Colorado.

You can join the RISE Program as a team fundraiser or simply support another team's goals by purchasing through their unique referral code.

Teams earn **20% on every book or coaching session sold**,
and **5% on Altitude Advantage merch.**

All funds will be sent directly to Mines Foundation Accounts

Rewards for 21-40 Player Teams

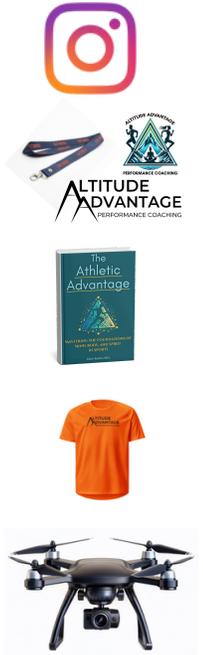
Sales Raised	20% Back	Bonus Reward	Bonus Value (for team of 30)
\$150 in sales (6-11 Books)	\$30	Team social media shout-out	N/A
\$300 in sales (12-22 Books)	\$60	Accessory pack (all previous rewards included).	\$300
\$1000 in sales (37-66 Books)	\$200	\$10 Credit Boost for Every Rostered Athlete on the Team	\$200-400
\$2000 in sales (67-133 Books)	\$400	Exclusive RISE Performance T-Shirt for the entire team (all rewards too).	\$750
\$4000 in sales (150-300 Books)	\$800	Fully compensated promotional video for the team, including drone footage (all rewards too)	\$1,500



"If **30** players on your team each **sold 2** hardcover books, your team would raise over **\$300.**"

Rewards for 0-20 Player Teams

Sales Raised	20% Back	Bonus Reward	Bonus Value (for team of 15)
\$100 in sales (4-8 Books)	\$20	Team social media shout-out	N/A
\$200 in sales (8-15 Books)	\$40	Accessory pack (all previous rewards included)	\$150
\$700 in sales (26-52 Books)	\$140	\$10 Credit Boost for Every Rostered Athlete on the Team	\$200
\$1,500 in sales (56-112 Books)	\$300	Exclusive RISE Performance T-Shirt (all rewards too)	\$375
\$3,000 in sales (112-225 Books)	\$600	Fully compensated promo video (all rewards too)	\$1,500



Rewards for 41-60 Player Teams

Sales Raised	20% Back	Bonus Reward	Bonus Value (for team of 50)
\$250 in sales (10-18 Books)	\$50	Team social media shout-out	N/A
\$500 in sales (19-37 Books)	\$100	Accessory pack (all previous rewards included)	\$600
\$1,500 in sales (56-112 Books)	\$300	\$10 Credit Boost for Every Rostered Athlete on the Team	\$400-600
\$3,000 in sales (112-225 Books)	\$600	Exclusive RISE Performance T-Shirt (all rewards too)	\$1,500
\$5,000 in sales (187-375 Books)	\$1,000	Fully compensated promo video (all rewards too)	\$2,000



Mines RISE Challenge Board

Fall 2025 – Soft Launch Incentives

Celebrate school spirit, creativity, and leadership through the RISE Fundraiser. Complete these campus challenges to earn cash rewards and training bonuses for your team.

1. Presidential Power Play - \$130+

Challenge: Get President Paul C. Johnson (PCJ) to purchase The Athletic Advantage using your team's coupon code.

If your team can also convince him to post about it on Instagram, explaining how Club Sports (not just your team) earns money through each purchase, you'll earn a bonus. Tag @Altitude_Advantage_Coaching

Rewards:

+100% donation of his purchase to your team for a confirmed PCJ purchase. (up to \$200)

+\$100 donation if he posts on Instagram promoting the #RISEfundraiser.

(First Team Only)

2. Blaster Book Drop - \$75

Challenge: Get Blaster the Burro (and his handlers) - OR - Blaster the Mascot to do a photo shoot with The Athletic Advantage, post it on Instagram, and tag @Altitude_Advantage_Coaching. First team for each version of blaster gets the pay out.

Reward: +\$75 donation to your team's fundraising total.

3. Spirit Squad Showdown

Challenge:

Create a team hype video or reel featuring your athletes and The Athletic Advantage. Entries must be posted by December 20, 2025.

Rewards:

+\$50 for the video with the most Instagram shares.

+\$50 for the video with the most TikTok shares.

+\$50 for the Best Overall Hype Video (judged by Altitude Advantage and CSC).

+\$50 for the Best RISE Value Demonstration – show how your team RISEs your sports community through teamwork, leadership, or service.

Rules:

Must have total shares \geq 100% of your team roster size to qualify.

Can be a single video or reel reposted across platforms.

Tag: @Altitudde_Advantage_Coaching on Instagram

4. Elevation Challenge

Challenge:

Have the highest percentage of your roster personally purchase The Athletic Advantage using your team's coupon code.

Must reach at least 33% of your team to qualify.

Reward:

2 free one-hour training sessions (Prevention, Recovery, or Mental Performance Training) with Altitude Advantage.

Proof:

Verified through RISE sales tracking sheet.

Proof Submission Summary

Instagram: Tag @Altitude_Advantage_Coaching in your posts.

TikTok & Other Platforms: Email links or screenshots to
abeattie@altitudeadvantagecoaching.com

Deadline for Entries: December 20, 2025 (Fall Semester Soft Launch).

General Notes

All cash bonuses are donated directly to the team's RISE fundraising total.

Rewards are first-come, first-verified.

Teams may complete multiple challenges.

Winners will be announced publicly on Altitude Advantage and Mines Club Sports social media pages.

About *The Athletic Advantage*

Written by Adam Beattie MEd. ATC, this book is built for athletes, coaches, and leaders.

- Part I – The Body: Physical performance, injury prevention, recovery.
- Part II – The Mind: Focus, motivation, stress management, mental skills.
- Part III – The Spirit: Leadership, team culture, and legacy.

Available in hardcover, softcover, and eBook.

Why Join RISE?

- Earn funding for your team without bake sales or car washes.
- Connect to a community of athletes & coaches striving for mind-body-spirit growth.
- Show your pride through merch, books, and coaching access.

RISE Fundraising Tips & Tricks

Make the most of your referral code.

-Who to Contact

- **Old Coaches & Trainers** – Send them your code and let them know this supports your team directly.
- **Assistant Coaches / Staff** – Ask them to share your code with their peers. One code = many sales.
- **Old Teammates** – Even if they're not at school anymore, they still support you.
- **Family & Relatives** – Parents, grandparents, cousins, and family friends are always proud to help.
- **Community Connections** – Neighbors, family friends, church/club groups, or local businesses.

-Smart Strategies

- **Bundle Sales:** If coaches/staff are buying, encourage them to grab one for assistants or staff.
- **Network Effect:** Ask supporters to forward your code to their network (ex: "Hey, can you send this to 2 other coaches you know?").
- **Social Media:** Post your Canva graphic on Instagram, Facebook, or team group chats. Add a short message like:
 - "Support [TEAM NAME] by getting The Athletic Advantage! 20% goes straight to our team. Use our code: [TEAMCODE]"
- **Game Day Tables:** If allowed, set up a table with a QR code during your games or tournaments.
- **Team Goals:** Work as a group. Ex: "If each of us sells 2 books, we hit 60+ sales!"

-Quick Wins

- Share the QR code or link in group texts for fastest results.
- Reach out personally (text or DM) instead of only posting on social media. Personal messages get 3x more responses.
- Remind buyers that books and coaching sessions are also an investment in their athlete's future — not just a fundraiser.

TEAM CODES

MinesClubBaseball10
MinesClubCycling10
MinesClubEsports10
MinesClubHockey10
MinesClubSki10
MinesClubTennis10
MinesClubTriathlon10
MinesClubMLAX10
MinesClubMRugby10
MinesClubMUltimate10
MinesClubMVB10
MinesClubMWP10
MinesClubWLAX10
MinesClubWRugby10
MinesClubWSoccer10
MinesClubWUltimate10
MinesClubWVB10
MinesClubWWP10
MinesClubSportsCouncil10

If codes are not used, sales are not allocated.