

2ND ANNUAL JUGGLE-A-THON

Coach & Team Manager Q&A

FUNDRAISER LAUNCH

Week of September 7

JUGGLE-A-THON WEEK

September 28–October 3

Use this guide to answer common questions and help your team participate successfully.

What is the Juggle-a-Thon?

The Juggle-a-Thon is La Roca's team fundraising event. Players invite family, friends, neighbors, coworkers, businesses, and other supporters to pledge an amount per juggle or make a flat donation. Players then complete up to 60 juggles during their team's assigned practice.

When is the Juggle-a-Thon?

The fundraising campaign launches the week of September 7. The actual Juggle-a-Thon takes place throughout the week of September 28–October 3. It is not a single-day event.

Where and when will each team juggle?

Each participating team will complete the Juggle-a-Thon during one of its regularly scheduled practices between September 28 and October 3. Coaches and team managers should select the practice and reserve approximately 3–5 minutes.

How does it work?

Players receive access to Anython and create a personal pledge page. They invite sponsors using the prepared email, text, and shareable link. Sponsors choose a per-juggle pledge or a flat donation. During event week, the player completes up to 60 juggles, and Anython manages the pledges and payments.

Do the 60 juggles have to be consecutive?

No. If the ball drops, the player picks it up and continues counting from where they stopped. The maximum counted total is 60 juggles.

How should players solicit donations?

Before launch, each player should collect at least 20 contacts. Begin with people who know and support the player: relatives, family friends, neighbors, coworkers, coaches, service providers, and local businesses. Once the fundraiser launches, enter their emails and phone numbers in Anython and send the player's private pledge link. Players should personalize the request and explain what the money will support.

What can sponsors pledge?

Sponsors may pledge a dollar amount per juggle—up to the 60-juggle maximum—or choose a flat donation of any amount.

Do players need to collect money personally?

No. Pledges and payments are completed through the Anython website, so players, coaches, and team managers do not need to collect cash or checks from sponsors.

PARTICIPATION, FEES & TEAM SUPPORT

How much does Anython keep?

Anython retains 20% of donations until La Roca reaches \$80,000 in total fundraising. Once the club reaches \$80,000, the percentage decreases to 15%.

Can a player participate if the rest of the team does not?

Yes. Individual players may participate and raise funds even if their team does not participate as a group. They will still need help arranging a time and method to complete and verify their juggles.

What if a player has not received an access code or cannot log in?

The player or parent should contact the team's coach or team manager for assistance. Coaches and managers should make sure families know where to find their access information and who to contact if they have trouble.

Should players add a photo or video to their pledge page?

Yes. A personal photo or short player video helps sponsors connect with the fundraiser and can increase participation. Players may briefly introduce themselves, explain the Juggle-a-Thon, state what their funds will support, and ask the sponsor to pledge through the link.

Can players share their page on social media?

Yes. Players may send their personal link by text or email and share it on social media. Direct, personal messages to the player's 20 or more contacts are strongly encouraged.

How will families know what to do?

La Roca will send all players an introductory message, graphic, and video. Seven short videos in total will guide families through account setup, creating and sharing pledge pages, monitoring progress, event-week instructions, challenges, prizes, and the final fundraising push.

Are there prizes?

Yes. Team and individual challenges and prizes will be announced throughout the campaign. Planned prizes may include La Roca merchandise, gift cards, massage guns, recovery boots, and team prizes. Final prize details will depend on availability.

Can teams make the event fun or creative?

Absolutely. Teams may use crazy socks, creative hairstyles, favorite professional soccer jerseys, music, or another team theme. Coaches and managers are encouraged to capture photos or a short video for La Roca's social media.

What are coaches and team managers responsible for?

Help communicate the fundraiser, encourage every family to collect at least 20 contacts, reinforce the instructional videos, assist with access-code questions, schedule the 3–5 minute Juggle-a-Thon during a regular practice September 28–October 3, help count or verify juggles, and submit team photos or video.

What if a player joins late or has not started fundraising?

Encourage the player to begin immediately. They can still log in, create their pledge page, invite contacts, and participate. Even a short, focused final push can make a meaningful difference.

Who should families contact with additional questions?

Families should begin with their coach or team manager. Questions that cannot be answered at the team level should be directed to the designated La Roca Juggle-a-Thon organizer.