

# Case Study: Charitable Leagues

## PINK LADY DART LEAGUES



### What is a Pink Lady League?

A Pink Lady League is a female charitable league, meaning that their league fees and/or winnings are donated on behalf of a charity or cancer patient of their choice.

The primary mission of the leagues is to raise awareness and funds for cancer research. Many leagues, recognizing that cancer affects everyone, have branched out from supporting just breast cancer.

### The History

The concept of a Pink Lady League began in Yankton, South Dakota (TNT Enterprises) in 2010, and took off in 2011.

The first year, the initial league raised \$3,000 in league fees for charity and in March 2014, the Yankton Pink Ladies will be incorporated as a 501 (c)3 organization.

The movement has spread in South Dakota and Nebraska, with enough Pink Ladies to hold an annual tournament with approximately 200 women competing.

### The Process

Operators that have implemented Pink Lady leagues agree the first step is to find one or two people who are committed to the cause, love darts and are willing to get the ball rolling. The right person can reach out to a community you didn't know existed.

The operator's main role is to facilitate the league and lend help in planning dart specific activities. Many of the leagues outside of this run themselves. Often the women will hold monthly meetings to decide on fundraising events and where the money raised should be spent.

The leagues can choose a charity, one specific family, multiple causes, one type of illness -- whatever works, works. There are no set rules or ways to run the Pink Lady leagues.

The key is to trust the women, and let them choose what they are passionate about. One dream of the Ladies, is to have a Pink event at Team Dart within 3-5 years.

### The Benefits

- Operators can choose to receive coin-drop on league play.
- Increases venue traffic due to popularity of the cause and spectators.
- Generates new leagues. There have been male charitable leagues created for other causes, and Pink Lady darters who've begun playing in a traditional league as well.
- Brings in a younger generation of darters.
- Gets the operator's name out in the community.
- Raises interest in general league play and has brought back former league players.
- One operator runs between eight and nine Pink Lady Leagues, giving him reach into communities from 150 to 1500 people in size.
- Some operators and leagues have received news coverage.
- Opens the opportunity for remote Pink Leagues.
- It is a win, win, win for everyone. The operator gets to help in the community and increase business, the women get to learn about the dart world and help others while doing it, and the community benefits from the money raised.

### Steps to Success

Here are some key things to do to make your Pink Lady League successful.

- Find a passionate person to start the initiative.
- Stay local. Use the money raised for local charities or families. This helps with sponsorships and building a community around the darters.
- Use your connections as an operator to promote the women: promotional items, radio spots, flyers around your venue, BRAG on them, etc.
- Make the league about the charity, not the competition. Women will join to have fun for a good cause.
- Create multiple Pink Lady or charitable leagues to increase awareness and create opportunities for tournaments.
- Start a Pink league ASAP!



### Want to Know More?

You may contact Randy Oliver at [randy@tntwagner.com](mailto:randy@tntwagner.com) or Britt Bruner at [britt@santel.net](mailto:britt@santel.net) for tips on running a successful charitable league.