

## FUNDRAISING

Fundraising is a systematic process to secure additional funds to a sport and recreation organisation's operational budget. Generally resources raised through fundraising should not be used for operational expenditure. There should be a separation between the operating budget and funds required for projects, capital or events expenditures.

Raffles, stalls and special functions such as dinners, lunches and dances can very successful ways for groups to raise money particularly if they are for specific projects. However, they can be labour intensive, and there is a lot of competition from a huge number of community groups all making calls on people's generosity.

### Top 10 Fundraising Principles

1. The 80/20 rule applies to fundraising - 80% of your income usually comes from 20% of your supporters. Identify who they are and develop a long-term relationship with them.
2. People give to people. Make sure that your potential donors know the faces behind the names, understand your cause, and can relate to the purpose of your project.
3. Always say 'thank you'. Acknowledge donors in numerous ways - honour boards, annual reports, certificates of appreciation, phone calls and letters from your members.
4. Always let people know how much you would like them to give. It makes them feel comfortable and makes you look competent.
5. Explain what the donor will receive for his or her donation. (A tax deduction and knowing that they are helping sport).
6. Think outside the square! Be prepared to test an idea on a small scale and assess if it works before you go to a lot of expense.
7. Try something different. Fundraising activities need modifying from time to time. Look at how you can make some simple changes to your existing fundraisers. Your idea might be good, just a little tired.
8. KISS - Keep It Simple Stupid! Do not confuse the donor; keep everything simple, clear and easy to understand.
9. Gather some committed volunteers who will support the project through to the end.

10. Always tell the truth. Don't be tempted to make your case stronger than it is.

## **FUNDRAISING IDEAS FOR CLUBS**

- Consignment Sales – the club takes items to be sold on consignment and receives a percentage of the selling price.
- Cake Stall.
- Renting your club rooms to outside groups.
- Selling personalised buttons or pins – button/pin-making kits are commercially available and will enable you to create club souvenirs or promotional items.
- Auction.
- Fete, fair or bazaar.
- Bequests.
- Bingo.
- Selling Products from National Fundraising Companies.
- Bus tour.
- Cocktail party.
- Car wash.
- Wine-tasting gathering.
- Parking arrangements for special events – clubs provide volunteers to direct parking for a percentage of the parking fees.
- Dinner with a high-profile coach/administrator – could also be breakfast or lunch.
- Sports breakfast/lunch/dinner served by celebrities.
- Annual garage sale.
- Personalised coffee mugs.
- Special vintage port.
- Installing a vending machine.
- Sausage sizzle.

- Movie/theatre/concert night.
- Progressive dinner.
- Merchandising campaign.
- Fashion parade.
- Ghost marathon – make-believe marathon sponsored by your club. The cost of participating could be \$20 but no one actually runs/swims/rides because it is a “ghost” marathon. Entrants receive a great t-shirt as a souvenir of their “participation”.
- Dance – Formal Ball/Fancy Dress, Country and Western Dance or Boot scooting with lessons.
- Celebrity autograph and photo session.