



Fundraising

Fundraising is a key function of all clubs to try and create or maintain a strong financial position. The vast majority of clubs need to carry out some form of fundraising throughout a season to ensure player fees are subsidised and member services and benefits can be provided. The majority of this information has been compiled from resources written by the NSW Department of Sport and Recreation specifically for sporting clubs.

Follow the links below for more information on fundraising.

[Where to Start](#)

[Planning your Fundraiser](#)

[Activities and Ideas](#)

[Promotion of your Club](#)

[Return to Contents Menu](#)



Where to start?

Fundraising activities rely on participation from volunteers and generous community donations. The activity you choose should generate enthusiasm and motivation from your members, more importantly it needs to be attractive enough for people to buy tickets or attend an event.

Here are some ideas to consider when choosing an activity:

- **Fundraising committees**
Form a fundraising committee for the club if there isn't one already. Allocate duties within the committee and agree to meet at regular intervals to decide on activities and monitor progress. Always take minutes and distribute these to committee members. This keeps everyone informed and acts as a handy check list of things that need to be done before the next meeting.
- **Amount to raise**
Determine how much money you want to raise. This will help decide the scale of the fundraising activity required.
- **Time frame**
Work out when you need the funds by, how soon this is, will affect the type of fundraising activity you choose? If money is required in two weeks, a celebrity hockey match would be next to impossible while organising a raffle is a feasible option.
- **Past successes**
Review past fundraising activities. If it has been successful before then there's probably no reason to change the activity.
- **Enthusiasm counts**
Discuss what you (your committee and club members) would all enjoy selling or participating in. If you're enthusiastic about something, you'll be more motivated to sell and get people involved.
- **Hidden talents**
Find out the hidden talents and resources of club members, friends, relatives and associates. A child's mother may be an event organiser, another's uncle a sports personality or a next-door neighbour could own a catering company. Utilise what you can to cut down on costs.

[Return to Fundraising Menu](#)

[Return to Contents Menu](#)



Planning your Fundraiser

Here are some tips to help you plan your fundraiser:

- **Develop a plan**
Put together a plan and schedule the event. Determine what needs to be done, when it needs to be done and who will do it.
- **Start planning early**
Planning early is particularly important if you're booking facilities, requiring insurance, applying for permissions or inviting a guest speaker. These may take time. You will also be prepared if something crops up that wasn't scheduled.
- **Ask for help**
Invite family and friends to help at each stage of the event.
- **Promote your activity**
Promote your activity widely through a variety of methods.
- **Permissions and regulations**
Make sure you get all the necessary permissions and have covered all regulations. Examples include:
 - i. For all activities check if you need to register or apply with your Department of Gaming and Racing.
 - ii. If the event is not on the club's premises, check with the local council for permission to use a public facility or area.
 - iii. If you're serving food you'll need to comply with health and food regulations.
- **Give thanks**
Remember to thank everyone. People are giving up their time and resources to help.

[Return to Fundraising Menu](#)

[Return to Contents Menu](#)



Activities and Ideas

Here are some ideas to get you started. Be as creative as you can within your limits. Decide on an idea or combine a number of ideas into a one-day event.

Bike ride	Organise a sponsored bike ride around your local area. Map out a safe and appealing route. Get a local sponsor to provide drinking water and other refreshments at the end.
Themed ball	Dress up a local hall with a theme for an evening of dinner and music. Check your local costume hire place for ideas or base it on a movie such as Moulin Rouge. Requires time to plan and a budget.
Book fair	Everyone has books they'll never read again. Collect books from the area and hold a book sale. Donate unsold books to charity or a local nursing home.
Dog walk	Organise a sponsored dog walk around your clubs local area. Map out a route that's good for the dogs and their owners. Have a BBQ and sell refreshments at the end.
Hockey/football/netball/cricket match	Organise a match with local businesses or schools. Perhaps invite a celebrity or two. Each team member can be sponsored and charge admission to the field.
Quiz/trivia evening	Hold one-off events or a regular series with a prize for the winners. If you have the budget, there are trivia kits available or professionals that will run the night for you. Ask at the local hotel or check the internet for suggestions.
Training or coaching sessions	Provide training classes, clinics or coaching sessions to members and non-members for a fee.
Fetes and market stalls	Sell donated items and local produce. Hire space at the local markets as a one-off event or on a regular basis if you have willing volunteers.
Cow drop	Any large area (a hockey field?) is marked off in equal squares. On the day the cow is let loose on the field and the winner of the grand prize is identified when the cow makes its "dropping" on a specified square on the field.
Barbeques and refreshment stalls at matches	While people love a sausage sizzle, do some research. You may find one or your members or their families can produce a tasty alternative. Or approach a local shop or two to donate in return for free advertising on the stall and in the newsletter.

[Return to Fundraising Menu](#)

[Return to Contents Menu](#)



Promotion of Your Club

Promotion is the most visible aspect of marketing and is the major focus for most sports clubs. Your promotional activities should be consistent, develop a distinctive image for the club and be different from your competitors.

There are several types of promotional activities you can use to promote your club:

- Sponsorship
- Advertising
- Publicity/media
- Other promotional ideas
 - Websites
 - Newsletters
 - Signage
 - Club Logo
 - Flyers and Brochures
 - Merchandise and Uniform

[Return to Fundraising Menu](#)

[Return to Contents Menu](#)