



Work Area:	Sport Development
Revision Number:	SPD-0062.A
Last Modified:	May 2016

### Fundraising

Fundraising is not only an excellent method for raising additional funds for your club, but also to increase awareness and potentially club membership numbers.

#### Fundraising recommendations:

1. Establish exactly what the funds raised will be used for, how much is required and investigate whether fundraising is the most efficient and feasible way to raise the funds. ie. is there a grant available?
2. Entire club commitment: Fundraising should not be left up to one member, but should be planned by a fundraising committee and conducted by the entire Club.
3. Establish a realistic time schedule that allows ample time for planning, meetings, resource gathering etc. (always include deadlines).
4. If you require venue space, make sure you reserve the space that will meet the needs of the activity prior to the event.
5. Publicise the event in multiple channels: Please refer to the 'Marketing and Promotion' guide for more details.

#### Fundraising Ideas:

Below are a selection fundraising ideas that clubs may wish to use to increase revenue. Be creative to think of new events or ideas not listed.

- *Friendly Club Match*
- *Car Wash*
- *Karaoke Night*
- *Cinema nights*
- *Dress up theme events*
- *Auctions*
- *BBQ / Sausage Sizzle*
- *Tipping competitions*
- *Fantasy League Competitions*
- *Raffles*
- *Cadbury Chocolate Drive*
- *Rebel Sport Club Rebate Program*
- *Merchandise*
- *Sponsorship*
- *Trivia Nights*

#### Marketing and Promotion:

A fundraiser will not be successful without adequate marketing and promotion of the event. Below are some common methods of promotions that will boost the amount of money received from your event:

- Social Media (Facebook, Twitter, Instagram)
- News release to local media
- Print advertising
- Banners and Signage
- QR Codes
- Photography
- Partnerships with sponsors or other clubs

#### Managing Fundraising Donations:

The Sport Club Committee is responsible for drafting any standard thank-you letters. The thank you incorporates and references the specifics of the gift.

Tax receipts are mailed separately as the coordination of the receipt with the thank-you letter may not be handled in an efficient or timely manner. Tax receipts are not issued until the gift has been processed successfully which may result in a lag time of up to two weeks from receipt of the gift to the processing of the tax receipt. Not all thank-you letters require the enclosure of a tax receipt, a manual process would be therefore necessary to include the receipt with all relevant letters.

#### Banking

Sport clubs should count and bank any money received as soon as possible to avoid funds going missing. Cash handling processes should be discussed prior to ensure all money is accounted for and received.