

FUNDRAISING IDEAS



*Information & Suggestions
To Help Your Club Fundraise!*

This guide is to help direct you in the right direction for fundraising ideas. Most students need to develop a plan to supplement the funding they receive, keep in mind that all fundraising money can be carried over from year to year.

Fundraising needs to be creative. Creativity in fund raising efforts will ensure that you will have the financial resources to make your trip a successful venture. Therefore, fundraising by non-profits should include seven basic sources of financial support. Those seven area are through the writing of grants, major gifts, support from companies and corporations, federated campaigns, mail appeal, gifts-in-kind and special events.

Before committing to a specific fundraiser, it is important to have support. The next step will be involving others to ensure that all policies and procedures are adhered to as you move forward.

As you browse through the pages, be creative and do not limit your activities to what is included in this document. Remember that your success will ultimately depend on the participation of everyone!

Alumni & Parent Events

This may include games, homecoming weekend activities, and/or banquets:

Designate a date and time when alumni/parents will be invited to campus to compete against current club members in a game/competition, or to participate in a “season kick-off” or “year-end celebration.” Secure a facility and decide if officials are needed in case of a game.

This event can be a “friendly” meeting or contest where the goal is to establish good alumni relations by distributing newsletters and donation cards.

Or, a fee may be charged to cover expenses and/or include some small team token (i.e. t-shirt, key chain, water bottle). The fee charged may be able to garner a small profit.

Be cautious with mark-up. These are alums and parents, many of whom have given/will be giving to the program in the future.

Also, recognize that these events do not have to be overly elaborate because most of the alums and parents are just excited to see each other and/or the team.

Keep it simple. This will keep your cost down and increase your chances for profit.

Time Required: Moderate; 2-10 hours, dependent upon event

Risk: Minimal

Profit: Dependent upon charge and # of donations

Auction

Auctions can be conducted in two ways – live or silent. Preparation for each of these is very similar and we recommend holding this type of fundraiser in conjunction with another event (e.g. a banquet or homecoming reunion, etc.):

The keys to hosting a successful auction are securing donations and drawing people to the event. Donations for the auction can vary from clothing to gift certificates to tickets to an athletic event. Try to secure a wide variety of prizes to appeal to a larger variety of people.

Set a date and time for the event and invite numerous people to attend.

In a silent auction, the items are placed on tables throughout the room with information on the item, sponsor, and estimated value. Individuals bid by placing their name, phone number, and bid on the sheet corresponding to each item. After a designated time, the bids are closed and the highest bidder wins the prize. Bidders may bid as many times as they wish on items.

For a live auction, a captive audience is necessary. Try to secure an auctioneer or someone with a large personality to host the event and add to the atmosphere. People place bids by raising their hand. Prize goes to the highest bidder.

Time Required: 5-10+ hours; dependent upon solicitation of prizes

Risk: Minimal; mainly time investment

Profit: Approximately \$500; dependent upon numbers and value of prizes

Calendar Opportunity Drawing

Pick a month of the year and sell “calendars” that advertise a raffle winner each week day:

Prizes generally are cash but donated items, such as restaurant gift certificates, game tickets, or donated merchandise, may also be included.

In addition, merchants that donate prizes may place a corporate logo/contact phone number on their date to encourage participation.

The calendar’s selling price (i.e. \$5, \$10, \$20) should be determined based upon the value of the prizes.

Example:

1 \$10 Cash Prize	2 \$20 Gift Certificate to Bookstore	3 Free Team T-Shirt	4 \$20 Gift Cert. to Restaurant (Logo Here)	5 \$25 Cash Prize	Time Required: Minimal to Moderate; dependent upon # of donations and # of sales each member is required to fulfill Risk: Moderate to High Profit: Varies; dependent upon number & amount of cash prizes and calendars sold
8 \$10 Cash Prize	9 Free Floral Arrangeme nt (Up to \$30)	10 Free Team T-Shirt	11 \$25 Cash Prize	12 2 Tickets Athletic Event	

Continue for the remainder of the month with a prize for each day.

Can Drive

The state of California charges a deposit on recyclable aluminum cans and some bottles (i.e. soda cans, other beverages). This 5 or 10 cent charge, depending on size of beverage container, is added each time you buy these products in CA and can then be collected and redeemed. This can be a fundraiser for your club!

There are two approaches to this type of fundraiser:

#1 – Similar to a “tag day,” you can gain permission from locations where recyclables can be returned (mainly grocery stores) to stand outside and ask shoppers to donate their cans to the club. The team can station 2-3 individuals at different stores on one day (i.e. a Saturday from 9am – 1pm) and appeal to a large number of people. Members wear uniforms or something identifying them as a member of the club and should have small “thank you cards” to distribute to those that donate.

#2 – Your team can also solicit can donations from neighborhoods or organizations. The team prints up and distributes flyers in advance of the can drive – can be distributed on car windshields or in mailboxes – and requests that people collect their cans for donation. A date is given for collection at certain locations (grocery stores with permission or for neighborhoods). The flyer can also request that people bag their items and leave them on a porch for collection. A great time to do this type of collection is around the Super Bowl – many celebrations = many recyclables. Again, team apparel should be worn and thank you notes distributed.

Time Required: Minimal

Risk: Minimal; mainly time investment + small amount of supplies

Profit: \$100 - \$500; dependent upon number of collection locations and amount of recyclables collected

Car Wash

Secure permission to use a location that is water accessible for use.

Determine a date for the event. Ideally, try to secure a weekend day from 10am – 2pm in a high traffic area. Do a bit of research in determining the location and date. For example, consider Saturday morning grocery shoppers, youth athletic league practices and competitions, or football games. You want to choose times and places that draw a good number of people.

In case of rain, have another day scheduled in advance.

Borrow or purchase a hose, nozzle, buckets, and rags. Purchase soap.

Decide on amount of the donation (~\$5 per vehicle).

Make flyers to distribute and signs to advertise your event and your club sport.

Time Required: Minimal

Risk: Minimal; mainly time investment + small amt. of supplies

Profit: \$100 - \$300 is expected; dependent upon weather conditions

Clinics/Camps

Hosting youth, age group, or high school clinics/camps can be a great fundraising tool and help in recruiting students/athletes as well!

Determine the type of clinic that you would like to host (skill level, age group(s), etc.) and dates. Secure the site and facilities necessary.

Compile a budget and staff (team members and volunteers). Advertising is a key element in the success of these events. Advertise at local schools and athletic organizations via flyers and brochures, place newspaper ads if possible; website information is also very useful. Get the word out in advance!

Other considerations include: parental release forms, athletic training needs, appearances by well-known/award-winning athletes at the camp, and/or complementary items to be distributed to participants (consider t-shirts, hats, water bottles). Also, the team may consider selling concessions and/or merchandise to raise additional funds.

Time Required: Moderate; dependent upon type of clinic, # of days, and # of campers (camp will require more time than a clinic)

Risk: Minimal to Moderate; dependent upon expenses

Profit: Varies based on # of participants and fee assessed, but can be rather profitable if marketed properly

Grant Writing

Grant awards can be a wonderful way to raise funds, usually for specific purchases, events, or educational opportunities.

There are two major components of grant writing:

The first is researching organizations that may offer grants in areas that cater to your club's mission – this can be a very diverse group and thorough research is vitally important. Places to begin include university affiliated organizations that offer money to groups providing educational opportunities outside the classroom, national governing bodies pertaining to your sport, groups promoting women's participation in sport, etc.

Once research has been conducted and a list of potential organizations has been compiled, the second challenge is to meet all of the criteria of the grant application itself. This includes details such as type of information provided (e.g. mission statement, budget, members, etc.), format of the presentation, number of copies provided, and deadline dates. These details can be crucial in whether or not your organization is awarded a grant so advance planning is necessary.

Some grants are one-time awards and others can be given once in a specified period of time, so make sure to apply for grants wisely. Applying for \$1000 this year when next you will need \$3000 may be unwise – do your research!

Time Required: High; dependent upon amount of research and type of grant

Risk: None

Profit: Determined by the grant proposal and the terms of grant

Hosting a Tournament/Competition

Hosting a tournament or competition for your sport club can raise money and increase awareness of your activities on campus.

The first step in hosting an event is to secure permission to host the event, reserve the facilities, and begin staffing the event. Use as many volunteers to staff the event as possible and then hire the personnel (referees, athletic trainer, etc.) that you are not able to provide.

After the date and staffing needs have been determined and reserved, contact teams to participate. A team entry fee should be charged to cover tournament expenses (site rental, awards, staffing). Work the numbers in advance to determine the maximum # of teams that can be accommodated and the minimum # of teams necessary to break even on expenses.

Once the participating teams have been determined, a tournament game schedule should be distributed to all participants and advertising of the event can occur. Advertising of the event will increase spectators and add to the overall atmosphere of the event. Don't forget to market the event to local high school or club teams. A gate fee can be charged to those attending to increase revenue, but we recommend making the event free to fellow students. Other revenue possibilities include: a tournament program (sales and/or ad space), concessions, and merchandise (both team and/or tournament specific gear are options).

Time Required: High

Risk: Moderate; dependent upon fees for rentals/staff and marketability of the event

Profit: Varies; dependent upon many factors

Letter Campaign

Letter writing campaigns can be a very effective fundraiser for all types of clubs.

When undertaking letter writing campaigns, first determine the target audience for the letter. Generally, it is wise to target individuals that have connections to the club through participation, such as alums, family, friends, or mentors and coaches of current club members.

When designing the letter, have a specific financial goal in mind: funding a trip to nationals, a spring break training trip, etc. In addition, make sure to mention that the donation will be tax deductible.

The letter should be sent on CSUF letterhead with a tear-off on the bottom including mailing instructions.

There are ways to make letter writing campaigns more successful:

- 1) Require everyone on the club give 5-10 names & addresses of people that they would like to contact – aunts/uncles, former coaches, grandparents, alumni they know.
- 2) Suggest that individuals write a small hello on the form letter – it really personalizes the request and takes very little time or effort. The note can just be “hi, really miss you, school/season is great, thanks,” and a signature.
- 3) Challenge each class (if mailing to alumni) to raise the most money – the class that raises the most \$\$ gets a free t-shirt for each individual or a thank you page in a media guide, etc.
- 4) Offer team merchandise to anyone donating over a certain amount – t-shirt, hat, water bottle, etc.

Time Required: Minimal

Risk: None

Profit: \$200 – Unlimited; dependent upon # of people solicited and how much each person donates

Media Guides/Event Programs

Media guides and event programs can be profitable in addition to serving a useful purpose for your team. Media guides, which list player's names, number, position, hometown, or other relevant information, can be distributed for free at all home events.

Advertising space is sold to local merchants who may include an ad or coupon in the media guide which is distributed to the fans that attend the home events. The fans can more easily follow the players on the field and the merchants gain exposure. Ad space may also be sold to parents, family members, or alumni. In addition, a "booster page" can be included for those who have donated a smaller amount (\$10-\$15 determined by the club) to have their name listed.

Event programs are similar in nature to media guides although they serve one event/tournament rather than an entire season. Event programs may include the tournament schedule, each team's roster, rules of the games, etc. Again, advertising space is sold to profit the team. With advance planning, personal messages can be offered to parents, friends, alumni of the team's that will be attending as well. In addition to the potential for advertising revenue, event programs (for large enough happenings, e.g. conference championship) can be sold at a small price (\$1 - \$2) to raise money as well.

The complexity of the programs or media guides can be determined by the individual team and/or the amount of money raised. For example, including a color cover, a team photo, or printing a simple double-sided sheet are all options.

Time Required: High

Risk: Minimal

Profit: \$200 – \$2,000+

Newsletters

Newsletters can serve the dual purpose of keeping people informed about the happenings of your club and also raising funds. Newsletters can also be distributed to a larger audience than specific fundraising letters. The first step in developing a newsletter is to identify a target group. This can include alumni, parents, interested community/university members.

Once this target group has been determined, decide the number of mailings per year. Newsletters can take the format of a "yearly round-up," "where are they now," or semester/quarterly updates. Do not be afraid to start off small with a mailing once a year – as your audience and club grows this can easily be expanded to encompass more news or editions. Also, consider an e-mail option for your club newsletter if you have more e-mail contacts than residential addresses. The e-mail option could also keep cost down a bit and is a much "greener" option. Newsletters can include such information as articles from coaches and/or club leaders, season schedules and results, the web site address of the club, or alumni happenings.

All newsletters should include a tear-off form for a "donations accepted" section. Keep the newsletters succinct, catchy, and informative for best results

Children's Day Care/Day Camp

This is a fundraiser which offers a child-care service for community members for a particular day and time frame. The planning for such an event requires:

- 1) Determine the date & time – pick a date that child care will be in high demand or will assist parents – e.g. Valentine's Day, a Sat. in early December for holiday shopping.
- 2) Determine the max number of children, age of children, & price. Keep the ratio of children to supervisor low to have parents feel comfortable and the ratio will also be dependent on the children's ages. In addition, keep the service affordable with normal child care costs.
- 3) Secure facilities and activities for the children. Reserve space, equipment that will be necessary for the day/time. Think of possible activities. Is open skate an option? What type of activities are you planning? All gym games or small craft as well? The amount of time will also determine activities.
- 4) Advertise! Get the word out – you can try a campus faculty/staff mailing, flyers at a community rec. center, or other central locations, posting on web site, etc.

This can be a successful way to make a good sum of money in one afternoon/evening but remember taking care of other people's children is hard and serious work. Much of the time and labor required will be in the prep work of this fundraiser that is necessary to provide an efficient and safe service for everyone.

Time Required: Moderate to High; dependent upon prep time

Risk: Minimal; dependent upon cost of activity (if any) and possibly snack

Profit: Average \$200 - \$1,000; dependent upon # of children and available caregivers

Percentage Sales

Various businesses, usually restaurants, offer percentage-of-sales programs.

Some businesses in the area that have offered this type of program are 4th Street Pizza, Pizza My Heart, Smoke Eaters, and Iguanas. There are plenty of others as well. Do not be afraid to approach management with the suggestion of such an event.

This type of fundraiser is a mutual relationship between the club and a business. A date and usually a timeframe is determined jointly by the club and business. Some businesses will only agree to this type of promotion certain days of the week that are typically slower times. The team then receives a percentage of all food sales for that day and time period.

The percentages of sales can vary from 5 – 30% depending upon the business. The idea is to publicize the event to team members, family, friends, alumni, etc. and to generate as many sales as possible. This benefits the business and also the percentage of sales for the club as well.

Coordination of this fundraiser with an alumni event or competition can elevate sales and greatly increase the amount of money raised.

Time Required: Minimal; dependent upon terms of agreement & publicity/marketing time

Risk: None

Profit: \$100 and up; dependent upon the percentage of sales agreed upon and # of customers

Phone-A-Thon

To be successful, a phone-a-thon requires organization, a clear goal, and a sufficient number of volunteers. Secure a location and phones available for use on the day(s) and times that you would like to conduct the phone drive. Weekday and evenings are best to reach the greatest number of people at home. Determine a list of people to be called and obtain phone numbers for alumni.

Prepare a script to be read for each phone call that will be placed. Include a place for the caller's name; identify the club, and the goal of the fundraiser. The phone-a-thon must be fully staffed with club members.

Time Required: Moderate

Risk: Minimal; must pay for long distance charges (can be minimized with usage of free minutes on cell phone plans – after 7 or 9 pm)

Profit: May be upward of \$1,000; dependent on target group

Opportunity Drawing

Drawings can be conducted with donated or purchased items. In addition, another option is to offer cash prizes to be deducted from the total amount of sales at the conclusion of the Drawing. Also, the tickets and stubs must be printed by the Club Sports office.

The tickets will be sequentially numbered and the members must agree on the donation amount per ticket in advance (\$1, \$2, \$5, or \$20 each dependent upon the prize). In addition, the team must decide on the number of tickets each individual in the club will be responsible for selling.

All tickets must be signed out and members must return all unsold tickets, stubs, and money before the pre-determined drawing date.

On the drawing date, the winner(s) will be drawn and notified of the prize won.

Time Required: Minimal – more if soliciting prizes to be donated than if offering cash prizes

Risk: Minimal – Moderate

Profit: \$100 - \$1,000+

Sales

The two most popular forms of sales are merchandise or concession/bake sales.

#1 Merchandise - Sales can include T-shirts, sweatshirts, shorts, hats, water bottles, car decals, etc. To organize a sale of merchandise, decide on what item you would like to sell and design a logo or screen to be placed on the item. Once the item and design has been determined, determine the cost to purchase the item and the target sale price. Keeping the design or logo simple typically keeps costs down. Consider the option of the screener placing a small logo somewhere on the item in exchange for a lower cost per item to maximize your profit.

#2 Concession/Bake Sales –For concession sales, supplies must be purchased (shop in bulk to save \$\$), while for bake sales the items are prepared and sold by club members. Set prices in advance and advertise the existence of the sale date. Seek volunteers to sell items at the given date and time. Try to coordinate with another larger event to maximize sales. Examples include: a hosted tournament, a campus event such as a holiday craft or garden show, or a guest lecturer, etc.

Time Required: Moderate

Risk: Minimal – beware not to overbuy for any type of sale

Profit: \$100+

Special Events and Labor Force

This option may encompass a variety of different tasks – use your imagination! This is providing a work force for an organization or company during a peak period of time or for event and being compensated in return. This compensation can be either per individual or at a flat rate for the team. Options for fundraising in this area include:

- 1) Working in areas such as concessions or program sales at an arena for one or a specified number of games. Contact a large venue such as the Honda Center or Angel Stadium. If working in concessions or program sales, compensation may be offered in the form of a % of total sales. In this case, it is useful to wear club clothing and promote the fact that a percentage of sales are being donated to the club – it may boost your business.
- 2) Providing labor for an event(s) that occurs once or a few times a year. Examples would include dorm move-in or out, a pool opening or closing, stadium cleaning after home or play-off games. Research what is in the area, where help is needed and contact the organizers.
- 3) Assisting with holiday help. There are some businesses that have a rush during a certain time of year. This requires extra help. Think of delivering trees or wreaths or gift wrapping during holiday time, delivering flowers around Valentine's or Mother's Day, working at a campus event during a break period (winter or spring).

Time Required: Minimal

Risk: None – realize that doing a great job could turn into an annual fundraising opportunity for your club

Profit: \$200+

Sponsorship or Corporation Matching

Corporate sponsorship or matching can be a very profitable form of fundraising in the correct circumstances. This type of sponsorship exists primarily in two forms:

- 1) Financial. An example of this would be the club agreeing to display a business' logo/name on the team jersey, sweats, or t-shirts in exchange for financial support.
- 2) Product. Product sponsorship would include an exchange of merchandise (could range from athletic equipment to gas, lodging and/or food for travel) for advertising of the business on the piece of equipment donated or team apparel.

This form of fundraising requires approaching a national or local business to sponsor your club for a specified period of time. In the beginning of the relationship, a 1-year commitment is reasonable. Both parties must agree on the terms of the sponsorship e.g. value of donation, type of merchandise, length of time or # of contests, size of logo on apparel or merchandise, exclusivity, etc.

When approaching a business for this type of sponsorship, a professional approach is expected. Be prepared to be specific about the club's needs and goals. Also be prepared to furnish the business with press releases regarding the club, past results, current schedules, etc. Usually many contacts are needed to establish this relationship.

Time Required: High

Risk: Minimal

Profit: \$500+

Tag Day

This type of fundraiser requires face-to-face solicitation. Gain permission from a business, such as popular restaurants, banks, or stores, to stand outside and ask shoppers to donate to the club.

Station 2-3 individuals at different locations on one day (e.g. a Saturday from 9 am – 1 pm) or weekend and appeal to a large number of people. Spread out at different door locations.

Team members should not stand together only speaking to one another. Be animated and have fun! Try to appeal to the largest number of people possible. Coordinate a “tag day” with an event. For example, consider back-to-school at stores such as Target or Wal-Mart, a home football/hockey game or homecoming/parents weekend, or popular shopping destinations during the holidays.

Team members should wear a uniform, jacket, or something identifying them as a member of the club and should have small “thank you cards” to distribute to those that donate. Also, team members should be prepared to answer questions regarding the club. How will the money be allocated – travel to Nationals, new equipment, etc?

Time Required: Minimal

Risk: None

Profit: \$100 - \$500+ depending on number of locations

Tournament/Outing for Community

Hosting an event for the public can generate interest and raise money for your club. Think about golf or tennis tournaments or outings, a casino night, or a Texas Hold ‘em tournament, etc.

The first step in this process is to determine the costs involved. Contact the necessary facilities and/or obtain numbers on what rental fees are for your event. The break-even point and registration fees for the event need to be determined by the costs.

Determine a date for the event and then advertise, advertise, advertise! This is especially necessary for a new event. Contact parents, alumni, university faculty/staff, and community members to assist in advertising. It is important to have club members recruit entries to achieve the ideal number of participants.

An event of this type may combine a number of fundraising opportunities including sponsors, selling of merchandise, raffle, etc.

Time Required: High

Risk: Moderate – choosing the correct event and date and advertising are key factors!

Profit: \$500 - \$2,000+

Work Weekend

This fundraiser uses team members as a “labor force for hire.” In exchange for services, a fee is collected.

Determine a date for the event and include a rain date. Usually those who contract team members are looking for assistance with outdoor tasks. These may include: raking leaves, painting, cleaning windows, stacking firewood, assistance in boxing items, etc.

In addition to a date, the length of time must be determined.

- Will the fundraiser last for 1 or 2 days?
- Will you offer $\frac{1}{2}$ and full days of labor?

Then, determine the fee that will be charged and the number of “jobs” your work force will be able to complete successfully.

Advertise the work weekend throughout campus and the community. Once the work orders begin to be submitted, a work schedule and driving plan can be determined.
Additional donations/tips for services above and beyond may be accepted.

Time Required: Moderate – High

Risk: Minimal

Profit: Unlimited; dependent upon # of workers and days of fundraiser

Student Union Bowling

Along the same lines as the “Percentage of Sales” this fundraiser will allow you to receive 50% of revenue made off of regular bowling rates on Mondays. You would invite your team, fans, and supporters to attend a pre-arranged Monday night bowling in honor of your team.

A check then will be cut to your team from the Student Union bowling Center. In order to set this up you must contact the Club Sports Coordinator or make an appointment with Sharon from the Student Union Bowling Center.

Time Required: Moderate – High

Risk: Minimal

Profit: \$100 - \$500+ depending on time/amount of bowlers.