

Fundraising

Fundraising is an important way for Rugby clubs to increase revenue.

Clubs need to complete a realistic budget for each fundraising activity, and account for all likely expenses and realistic income. Set a "goal" - an amount of revenue the club would like to raise from fundraising, and each fundraiser.

It may be best to select fundraising activities with minimum cost outlay to set up, thus making a return on this investment easier for the club to achieve.

Remember: Don't over commit your resources. One great fundraiser can raise as much money as three mediocre fundraisers!

Here are some simple steps to consider to begin fundraising at your club.

1. Appoint a Fundraising Convener
2. Establish a Fundraising Committee - Put out a general call for volunteers for committee, invite individuals you think may be interested/valuable, be pro-active and asked them to be involved
3. Fundraising Committee Meeting – Hold an initial meeting to discuss options for fundraising activities, giving consideration to resources (i.e. financial, volunteers) available at the club.
4. Draft budgets for preferred fundraising activities - Budgets must be realistic for both estimated expenses and revenue.
5. Provide recommended fundraising activities (and budgets) to board/committee for approval.
6. Begin planning for fundraising activities.

Below are some fundraising activities/ideas gathered from other clubs –

1. Consignment Sales: the club takes items to be sold on consignment; and receive a percentage of the selling price.
2. Renting your Club House / Facilities to outside groups.
3. Selling club merchandise.
4. Auction / Silent auction.
5. Trivia night.
6. Car Wash.
7. Parking arrangements for special events: Clubs provide volunteers to direct parking for a percentage of the parking fees.
8. Dinner with a profile player / coach / administrator: could also be breakfast or lunch.
9. Sports breakfast / lunch / dinner served by celebrities.
10. Personalised coffee mugs.
11. Club Golf Day.
12. BBQ/Sausage sizzle.
13. Movie/Theatre/Concert night.
14. Dance.
15. Themed Party.
16. Junior Coaching Clinic / Holiday Camp.
17. Selling advertising space at the Club.
18. Publishing a club calendar.
19. Raffle, BBQ and a major sporting event viewed in a big-screen TV.

Good luck!