

FUNDRAISING SMARTS

FOR YOUR
GOOD SPORTS CLUB

PART 4

COMMUNITY
FUNDRAISING



INSPIRING A HEALTHIER SPORTING NATION

PART 4

COMMUNITY FUNDRAISING

Community Fundraising really should be called Raising Funds from Your Community.

These days, it covers everything from classic raffles and cake stalls, to much more sophisticated campaigns using web-based technology to help you expand your audience and income.

There are plenty of community fundraising options for your club and it's easy to come up with a clear and compelling reason why people should support you.



COMMUNITY FUNDRAISING CAN BE BROADLY CATEGORISED INTO TWO OPTIONS:

1 FUNDRAISE WITHIN YOUR CLUB

This is where you might run a gala dinner, car boot sale or obstacle course to raise funds for the club. You'd mostly expect club members, players and their friends/family to participate.

This type of fundraising is usually low-tech but can require a lot of time and human resource to run successfully.

Opportunities:

- create an annual activity or a signature event that grows/repeats over the years
- integrate with other fundraising and club activities
- promote your club story in the local community and reinforce connection
- report back on the impact of fundraising over the years and thank all supporters and donors
- involve club VIPs and community leaders
- online – use club website or external online platform to support you
- collaborate with other clubs to maximise outcomes
- retain tight control over activity, message, timing, participants and promotion.

2 FUNDRAISE TO A WIDER AUDIENCE – PROBABLY USING A THIRD-PARTY PLATFORM

This type of event might be a 'peer-to-peer' event, where the people who take part are expected to fundraise for you. For instance, it might be a fitness challenge, virtual bike ride, read-a-thon or dare where participants are sponsored to complete the event or sponsored per kilometer/book, etc.

There is a big choice of third-party technology providers who make this type of fundraising easier. Raisely, Fundraisin and Go Fundraise are widely used.

These platforms typically provide a fundraising page for participants, and handle things like managing the money raised. It is higher tech but it means you can reach a lot of people without using a lot of your own human resources.

What are the benefits?

- extends community connection and take your club message to new audiences (beyond your own members and their immediate connections)
- can earn you a very good return on investment
- minimal resourcing required – endorsement, logo, in-kind
- online – use club website or external online platform
- less control over control over activity, message, timing, participants and promotion, but not as much work for club members.



WHAT TYPE OF COMMUNITY FUNDRAISING IS BEST FOR YOUR CLUB?

Start by asking these questions and considering the implications for your club.

1. How much are you likely to raise?

It's easier to estimate this when your event is contained. If you charge a per-person or per-table ticket price for a gala dinner, you know broadly what the income is likely to be. If it's a fun-run, or a cupcake-stall, there's a fairly finite ceiling on the probable income.

If you run a virtual cycle challenge, where participants ask their friends and family to sponsor every kilometre they ride, your income will depend on a very large number of variable factors (as the graphic shows). The number of variables means the likely income will be harder to estimate.



EVENTS BY NUMBERS



2. What will it cost you?

Costs to run and promote a community event vary widely but must be factored in when you're thinking about potential profit. Consider venue hire, cost of permits or insurances, merchandise costs, equipment hire, costs of marketing and promotion.

The hours spent by your club members should also be considered a 'cost', although it won't necessarily show up in a profit and loss statement.

Once you have thought about all the costs involved, think about the people and businesses in your community that could help you out with cheaper (or free) hire e.g. venues.

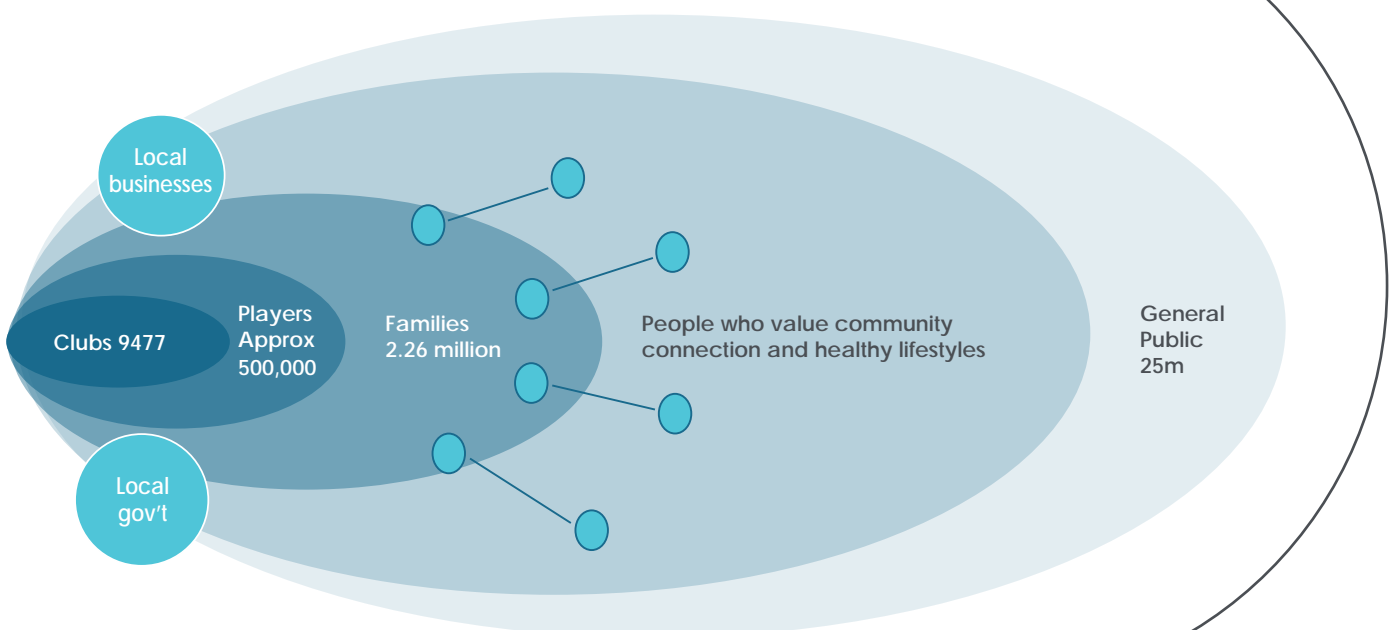
3. What audience should you target?

People closer to you tend to be more motivated by your cause (and therefore likely to put more effort into your fundraising success and outcomes). People further away tend to care less about you, and more about themselves/their interests.

Importantly, the number of people you can reach makes a huge difference to your community fundraising success. The benefits of a much bigger audience may outweigh the fact that these people don't care as much about your club.



AUDIENCE PROXIMITY



HOW TO CRAFT YOUR FUNDRAISING MESSAGE

Follow these guidelines for creating your main message. Using at least five of these six guidelines at a time, you have the essentials for a strong fundraising message. It should be repeated consistently over the life of your event.



What do do

By when

To achieve...

The target to aim for

Why

And how

You will end up with something like:

Donate online here to help build a new gym at the club.

We need \$92,000 by Christmas to give our town a healthier new year.

Or

Sign up for the virtual Tour De Force by October 30.

Help raise \$92,000 to build new club facilities.

ADJUSTING THE MESSAGE THROUGHOUT YOUR CAMPAIGN

Adjust this message slightly for **different** audiences. Think about their likely motivation for taking part in something. Do they care about the impact? Or is it more about an enjoyable experience for them?

If you are talking to club members, you might say **"your club"**.

If you are talking to parents you might say **"support healthy activities for our kids"**.

If you are talking to people in the community, you might talk about **"getting fit"**, or **"having a laugh and a great day out"** for instance.

You can – and should – also adjust this message slightly for **different** times over the course of your activity.

You might run a teaser: **"Keep an eye on your in-box. And clear January 23 in your calendar. We're launching a massive fundraiser to build a gym at the club."**

A reminder: **"Don't forget to sign up for your virtual Tour de Force cycling event. Entries close October 30."**

An encouragement or milestone: **"Half way there! We just hit \$46,000 raised. Great effort, now let's finish the job."**

Finally, **always thank and report back**. And don't worry about communicating too often. Better to give people lots of information, encouragement and feedback than to leave them wondering about things or allowing their interest to fade.

TIPS TO HELP YOU GET YOUR MESSAGE ACROSS

Channels: Prioritise Facebook (paid ads and posts on your club's Facebook page) and email. But go old-school too: use posters, call up local newspapers and radio stations, ask people to spread the word about your fundraising efforts.

Use imagery: Use photos taken on your phone, use 'royalty free stock images', and record short videos (again on your phone). There are many free and inexpensive design resources such as Canva and Animoto you can use.

Content: Plan out and brainstorm the content for your event. Don't get caught short! Set dates for key phases in your campaign and gather as many images, stories, ideas etc. as possible in advance.

Have a bit of fun: Humour and humility go a long way.



Community fundraising can do more than simply raise money for your club. It's a lovely way to bring people together around a common cause, shared interest or for an enjoyable community experience.