

# FUNDRAISING SMARTS

FOR YOUR  
GOOD SPORTS CLUB

**PART 1**

FUNDRAISING  
FUNDAMENTALS



INSPIRING A HEALTHIER SPORTING NATION

# PART 1

## FUNDRAISING FUNDAMENTALS

Good Sports clubs provide the community with so much – healthy activities, the chance to connect, family-friendly venues and the opportunity to be part of our welcoming Aussie sporting culture.

Fundraising is a way to make sure your club is well resourced, and able to meet the changing needs of the community you serve.

Australia has a great charitable culture. In 2016, eight out of ten adults gave to charities, and individual giving raised \$12.5 billion.\*



\*Giving Australia 2016



## WHY WOULD PEOPLE GIVE TO YOUR CLUB?

According to the Australian Sports Foundation 2017 Research Report, giving to sport:

- gives supporters a powerful psychological reward
- engages emotional heart and rational mind
- affects people's emotional wellbeing
- connects with people's personal commitments to the sport/club
- enables donors/supporters to be present in the experience.



## WHY SHOULD PEOPLE GIVE TO YOUR CLUB?

Good fundraising is about finding the place where your organisational values connect with the values of donors.

Start by trying to understand the motivations of potential supporters.

A good portion of them will already be club members or associated with a sport, so here are some of the reasons that donating to a Good Sports club can be incredibly rewarding:

- Your club supports the individual sports that people love and enjoy. Many Australians are grateful for sport in their own lives and want to do something in return.
- Sport helps people of all ages be and stay healthier. Good health benefits families and communities.
- Sport gives young people a healthy activity that builds their skills, teaches them valuable life lessons, and gives them a support network outside of their families.

- Sport is a great leveller – encouraging diversity and inclusion.
- Successful sportsmen and women can become wonderful ambassadors for a community or cause.
- Clubs build community; they bring people together and strengthen social connections.
- Clubs can be a force for good, helping people who are less well-off and encouraging positive behaviours and values.

**By fundraising for your club, you can give people a way to express their values and be part of something positive and rewarding.**



## WHAT IS YOUR STORY/PROPOSITION

Your Story

Unique Outcomes

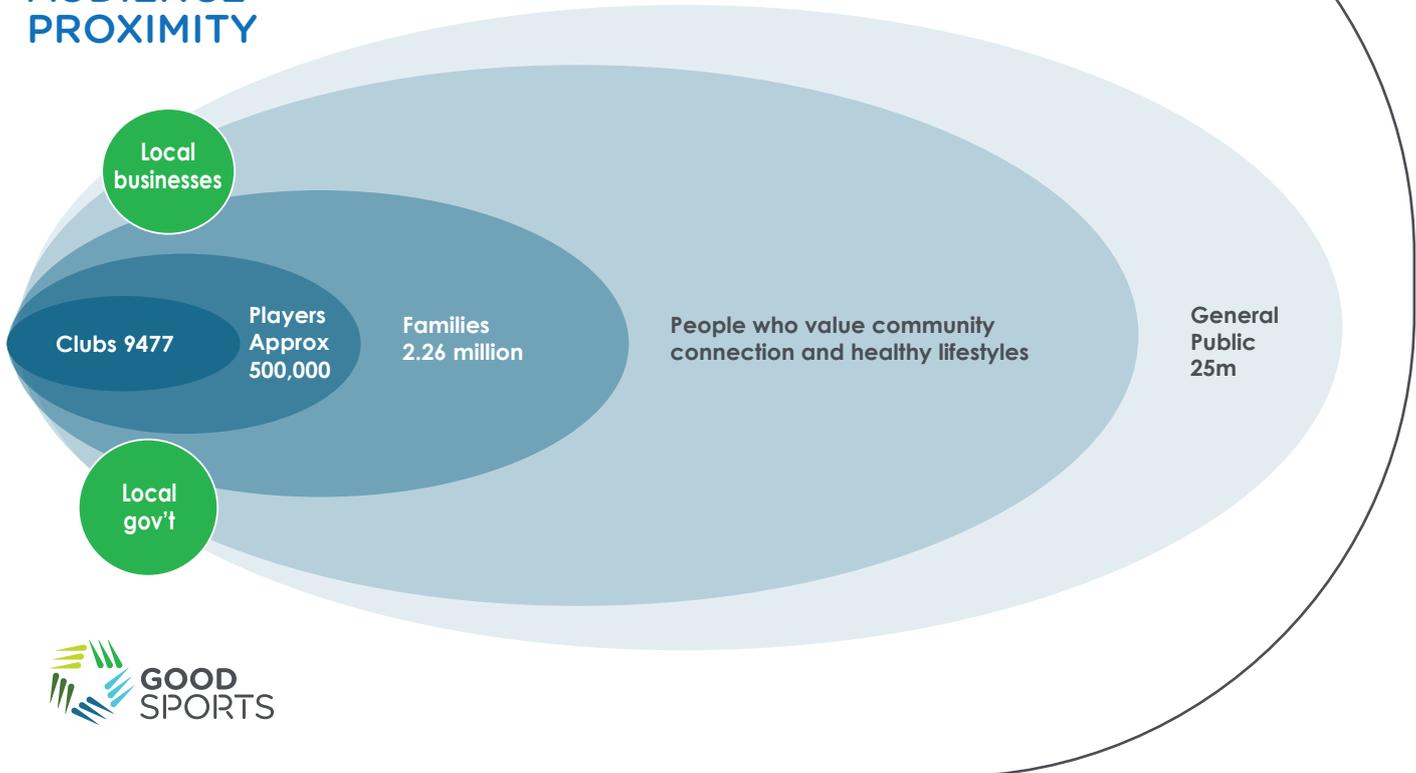
Audience Insight

Emotional territories



# YOUR AUDIENCE

## AUDIENCE PROXIMITY



## YOU CAN FUNDRAISE THROUGH:

- events - including 'challenges' that people can do on their own, group events and one-off occasions like dinners or auctions
- individual giving – just asking people
- corporate/business sponsorship which might be financial or by providing a gift in kind
- major donors - these are often people willing to give a big value gift for a specific item, or even pay for an entire item
- grants
- gifts in Wills
- sales - of merchandise, cakes, donated goods etc.
- lotteries and raffles.

**You can generate funds through any or all of these but consider each has an up-front cost (of time and/or money), and each has different potential risks and returns.**

## TERMINOLOGY

**Donors** – people who give you a donation

**Fundraisers** – raise funds on behalf of your organisation

**Beneficiaries** – people or causes that benefit from money raised

**Cash donations** – single one-off donations

**Average gift** – the total amount divided by the number of people who gave

**Regular giving** – recurring gifts, such as a monthly donation

**Major donors** – usually people who give a large amount towards a specific item or impact

**Peer to peer fundraising** – when people raise money from their friends/families/contacts on behalf of your organisation.



## THINGS YOU CAN FUNDRAISE FOR:

- new facilities
- upgrade of existing facilities
- new programs
- coaches/referees
- equipment
- transport
- venue hire
- operational expenses
- and more....

**Most clubs have no trouble identifying what they could fundraise for but need to prioritise what they should fundraise for.**

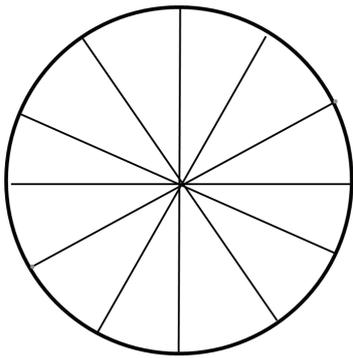
Start by asking questions such as:

- What will help create the most impact?
- What does your community need most?
- Will this item generate income and patronage in the future?
- Can you reasonably raise the amount needed for this?
- Will this item cost you more in the future (and can you reasonably cover these costs)?
- What will help or engage the most people?
- Is this an easy thing to explain to people?
- Is it something you think people are likely to happily support?

**You'll have greater fundraising success if potential donors can easily see how their money will make a positive difference.**

## YOUR STEP-BY-STEP GUIDE TO GETTING STARTED

### CREATING A FUNDRAISING COMMITTEE - COMMUNITY WHEEL



- Families
- Government – Council, MPs, Agencies
- Schools
- Universities
- Media
- Agriculture
- Retail
- Medical facilities
- Church Groups
- Service Clubs
- Support Groups
- Financial Institutions
- Clubs/Associations
- Corporations

**1. Establish a fundraising team** (or 'committee' or 'working group'). Invite people who are known do-ers, and who might have relevant experience from their professional life.

You might involve someone with accounting, marketing or event production experience for instance. Also invite people who are well connected (See community wheel and ensure all key groups are represented by a member of your

committee) and who have good inter-personal skills.

Most importantly, put together a team of people who genuinely care about the health and success of your club. Give them a job to do and support them.

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- 2. Decide what you're going to fundraise for**, how much you need to reach your target, and what your deadline is.
- 3. Decide how you're going to fundraise.** Consider what resources you have and how much time people can contribute to fundraising efforts.
- 4. List the likely motivations of donors.** If you can connect to their values and motivations in your fundraising campaign you are likely to have more success.
- 5. List out potential connections and collaborators** from your broader community, such as businesses, organisations or media that might support you.
- 6. Write up a timeline** and assign tasks and deadlines to each person.
7. Even at this early stage, start to thank people, involve people, and tell people what you are doing. The most sophisticated **fundraising is about relationships** – it is essential to say thank you.



# SO HOW DO YOU PUT ALL THIS TOGETHER AND ASK FOR DONATIONS?

By creating a fundraising 'proposition'.

A proposition is usually a problem, solution and a job for the supporter to do, all wrapped up into a short statement.

You need a proposition so there's clarity about what you are asking for and why.

Some people find it hard to ask for money, and the good thing about a proposition is that it's never about the person asking. Instead, it's about the need and the impact so it's easy to tell your story. A good proposition should give you greater confidence and fundraising success.

## 1. Start by defining the 'problem' (which must be about the beneficiaries, not you).

For example: We don't get many women – especially mums – using our gym and fitness centre.

## 2. Then clearly state the 'solution'?

For example: A new kids' play space next to the gym, and a paid child-minder there three mornings a week.

## 3. Define the 'offer' to potential supporters?

This should be 'how your money will help change something for the better'.

For example: Help build a 'Little Gym Buddies' facility at the club for the health of the mums in our community.

Once you have these elements defined, you can consider adding some backup such as:

- A target amount, e.g. \$80,000
  - A deadline, e.g. by Christmas
  - Rational benefits, e.g. this will help get more families into the club, it will improve the physical and mental health of mums in our community, it could lead to more women getting involved in our sporting teams.
  - Emotional support, e.g. mums with pre-school kids often give up their own fitness and health, and with it, their connections to other people. Or, you can help inspire more kids in our community to take up healthy habits – it starts when they see their parents looking after their health.
- ## 4. And don't forget the most important thing – the 'ask'. E.g. "Please donate" or "Will you give \$10?" or "Come to the club fair" or "Attend the gala dinner" or "Take part in our Walk-a-thon to..."

**Get the proposition right to start with, express it clearly and consistently, then repeat.**





Fundraising is not really about raising money. It's about giving people the opportunity to support their local community sporting clubs and most importantly it is about relationships. Once the building blocks are in place the fundraising ask becomes easy.

