



CLUB SPORTS FUNDRAISING HANDBOOK

Website: [www.siue.edu/
crec/clubsports](http://www.siue.edu/crec/clubsports)
Phone: 618-650-3274

**Please contact the Club Sports Graduate Assistant
with questions about material contained in this
handbook.**

INTRODUCTION

This Fundraising Handbook is designed to assist and inform sport clubs of fundraising opportunities. It is recommended that each club establishes a fundraising officer to be responsible for keeping things organized and efficient. Fundraising is one of the most important responsibilities of a sport club. Before organizing a fundraiser or soliciting funds from various donors, clubs must contact program staff for approval and support. An officer duty description should include responsibilities such as:

- o Deciding upon and implementing various fundraisers for the club and club members.
- o Obtaining approval for fundraisers.
- o Communicating with the Club Sports Graduate Assistant (GA) regarding fundraising activities. This Club Sports GA may be able to help with publicity generating ideas.
- o Communicating with your club treasurer to determine the club's financial needs.
- o Planning ahead for potential financial needs. (i.e. National Championships)
- o Delegating responsibilities of fundraising to other club members. (i.e. sub-committees)

We strongly recommend that clubs look further into the companies they plan on working with by contacting them and/or visiting their website. More details on the products or services a club is interested in can be found at a company's website. By researching specific companies, a club might discover many new products and services perfect for fundraising.

Website: www.siu.edu/crec/clubsports

**Club Sports GA email: clubsports@siue.edu
Club Sports GA phone: 618-650-3274**

For more information on clubs see the [Club Sports Handbook](#)

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Donations/Sponsorships



LETTER WRITING CAMPAIGN

Family, Friends, Alumni, Companies, etc.

Approximate Time Required: ***3 Weeks or More***

Number of Club Members Needed: ***All Club Members***

MATERIALS REQUIRED

- o Address of Businesses
 - o Letterhead
 - o Envelopes
- o Typed address labels

PROCEDURE

1. Create a professional, polite letter including the club's mission statement and what a donation can help the club achieve. Remember this is a REQUEST
2. Have the letter proofed and approved by the Club Sports GA.
3. Print the final copies on department letterhead, which can be found in the Club Sports Office.
4. Obtain addresses of as many businesses as possible. Have Club members obtain addresses from their hometown and from local businesses.
5. Type addresses onto labels and affix to Recreational Sports envelopes.
6. Give completed letters to Club Sports GA to be mailed.
7. Keep track of donations and send thank you letters.

Example Letters on following pages.

FRIENDS/FAMILY LETTER EXAMPLE

Date

Dear Friends & Family:

The Women's Lacrosse Club at XYZ University has been experiencing success beyond anyone's expectations in the past two years. In May of 2001, the club accomplished what they had only dreamed of in the past. They won the National Championship by defeating ____ in St. Louis, Missouri. This year's squad is working to maintain this standard of excellence. They were ranked as the #1 club in the nation by US Lacrosse magazine in January, with the prediction that they would repeat the victory. So far the club has made great strides toward meeting this challenge and has received a bid to represent the Women's Lacrosse League.

With this great honor comes a financial commitment. The Women's Lacrosse Club at XYZ University does not have the funding of larger university sports programs and must find other sources to support the club's efforts. The club needs to raise approximately \$11,000 to cover airfare, hotels, car rentals, and entry fees for Nationals this year. On top of this we need to be raising money for next year's club.

We have asked each woman on our club for the information of people who might be willing to donate money to our program. We would be thankful for any help you could give. All donations are tax deductible. Our Club is largely self-supported and has exhibited dedication, club work, sportsmanship, and hard work to become the best in the nation. Please help us to continue our success.

Thank you for your support!

The Women's Lacrosse Club at XYZ University

-
- o Please make checks payable to: "Name of Organization", Memo: "Women's Lacrosse"
 - o Please mail donations to our club treasurer:

Jane Lacrosse
Women's Lacrosse
Department Name
University
City, State, Zip

ALUMNI/COMPANY LETTER EXAMPLE

Date

[(for companies)
Lacrosse, Inc.
17330 Condo Street
Austin, TX 02128
ATTN: John Sport]

Dear Mr. Sport (or ABC Alumni):

Thank you for your consideration of this sponsorship request. I firmly believe that the ABC Club at XYZ University embodies the best in collegiate sports today. They have learned to go above and beyond the requirements of normal athletes in order to become a top Division II club in the ____ Sport League.

[(for companies) We believe our club is one of the best men's clubs at the ____ university. The leadership must schedule their own games, develop practices alongside volunteer coaches, manage their budget, raise funds to support the club for the year, plan travel arrangements, and reserve/line fields before practices and games. They have held leadership roles and have been a major influence with the Sport Club Program at _____. A large number of the rookies who play have little or no experience with Lacrosse during pre-season. They practice on average 14 hours a week with matches and tournaments on the weekends. Men's Lacrosse is largely self-supported and has shown dedication, teamwork, sportsmanship, and hard work to become one of the best in our Division.]

The Men's Lacrosse Club at XYZ University does not have the funding support of larger university sports programs and must find other sources to support club efforts. Approximately X percent of our budget is subsidized. The players themselves support the remainder of the budget through player dues, donations, sponsorships, and fundraising activities. They are required to provide their own transportation, travel funding, uniforms, and equipment. The majority of the subsidized funds are dedicated to the clubs dues, tournament entry fees, and official's costs.

[(for alumni) One of our traditions is to host an annual alumni weekend. This is a time for past players to come into town, see old friends, and meet the current players. The alumni weekend is the club's most important fundraiser of currently soliciting items for the auction. The club also puts out a program for the event. We are asking fifty dollars from advertisers in return for a business card sized ad in the brochure. Most of the alumni will be in town with their families, and will be looking for places to shop and eat Friday morning to Sunday afternoon. We encourage all of the participants to support our advertisers and beneficiaries.]

There are two ways [Lacrosse, Inc. or you as an alumni] can help Men's Lacrosse at XYZ University perform to its potential. First, we are requesting sponsorship to acquire essential equipment and funds to travel to more competitive tournaments. Second, we would appreciate any contributions [your company or you] can offer. All contributions are tax deductible (Tax ID#). Once again, the Men's Lacrosse Club at XYZ University thanks you for your consideration of our request, and we look forward to discussing our options with you in the near future.

Sincerely,

_____, Club Sports President,
Men's Lacrosse Club

_____, Program Director,
Campus Recreation

Address
City, State, Zip
Phone
Email

_____ University
City, State, Zip
Phone
Email

T-SHIRT SPONSORSHIP

Approximate Time Required: ***2 Weeks to Collect Sponsors***

Number of Club Members Needed: ***All Club Members***

MATERIALS REQUIRED

- o A letter explaining what the sponsorship is supporting and how the company will benefit.
 - 1. Sponsor receives two shirts.
 - 2. \$80 of the donation is tax deductible
(\$20 is subtracted due to the value of the t-shirts the sponsor receives)
 - 3. Sponsor receives advertisement throughout community
(Via club program and flyers)
 - 4. The IRS requires the department to deduct the value of the member benefits from the amount of the gift for tax purposes
(Ex. The \$20 for the two-shirts)

PROCEDURE

1. Each member of the club should collect a minimum of one sponsor who donates at least \$100. Be sure to acquire the company's artwork when they sign up for the sponsorship.
2. Design a high quality shirt with sponsors' artwork placed on the back.
3. Remember program specifics such as logo placement.
4. Have the design cleared by the Club Sports GA.
5. Take design to a local t-shirt printing company and have them make the desired number of shirts your club would like to print out.
6. Deliver the t-shirts and tax deduction forms to the sponsoring companies.

RESTAURANT SPONSORSHIP

Approximate Time Required: *4 Weeks*

Number of Club Members Needed: *All Club Members*

MATERIALS REQUIRED

- o Fundraiser Kit
- o Promotional Materials

PROCEDURE

1. Contact the restaurant to set up a meeting time with the manager.
2. At the meeting, set a date that is available. Discuss issues regarding money and number of participants required. The manager will give the club direction at this point.
3. Pick up fliers and distribute to as many people as possible. Consider making additional copies of the flier. E-mail it to friends and other students. Pass fliers out to as many students as possible. Post them in classrooms and let other club sports know of the fundraiser.
4. Meet with the restaurant managers to collect money and offer any assistance needed.
5. The club will usually get a percentage of each participants bill.

Events



CAR (BOAT, DOG, ETC.) WASH

Approximate Time Required: *1 Day, 1 Week to plan and publicize*

Number of Club Members Needed: *30 Members*

MATERIALS REQUIRED

- 2– 3 Hoses
- Unlimited supply of towels for drying
 - At least 8 large sponges
- Large jug of car washing soap (environmentally friendly)
- 4 buckets for soapy water
 - Cash Box
 - Change
 - Hats
 - Sunscreen

PROCEDURE

1. Choose date and time. Weekends are usually best.
2. Contact a facility to sponsor your event. They will provide the area and water (gas station, grocery store, etc.)
3. Organize enthusiastic volunteers in shifts to wash cars.
4. Create flyers and advertise via radio, newspaper, word of mouth, etc.
5. Create large posters to rally on the sidewalk during the event.
6. Work efficiently and be friendly.
7. Be mindful of where the soap flows/drains and conserve water.
8. Show respect to club and patrons.

BOWL-A-THON

Approximate Time Required: *1 Month*
Number of Club Members Needed: *All Club Members*

MATERIALS REQUIRED

- Bowling Alley
- Information and Donation packages

PROCEDURE

1. Determine date of the event, location, time, and reserve facilities.
2. Create a sponsorship form.
3. Decide the length of the event in order to obtain sponsorship.
4. Before asking for sponsorship, decide how many games will be bowled and anticipate any other specific questions.
5. Seek sponsorship from community through flat donation or by pin count.
6. Bowl the pre-set number of games and print out scores.
7. Collect donations from sponsors based on pin count or flat donation.

BINGO NIGHT

Approximate Time Required: *1 - 2 Weeks*

Number of Club Members Needed: *All Club Members*

MATERIALS REQUIRED

- Bingo Game Supplies
 - Bingo Cards
 - Publicity

PROCEDURE

1. Obtain a facility for the event.
(Ex. Local Veterans Hall, Campus Dining Facility, a park etc.)
2. Publicize the event to the campus population and the community.
3. Develop some sort of incentive for people to come.
(Ex. Cash prizes, gift certificates from local businesses, a date with a member on the club, etc.)
4. Find a personable and enthusiastic caller.
5. Play Bingo...

Note: Consider adding things to the event such as a BBQ, and/or softball game at the event to generate even more money.

COIN DRIVE

Approximate Time Required: *1 Month*

Number of Club Members Needed: *Varies*

MATERIALS REQUIRED

- o Jars for collection
- o Advertising

PROCEDURE

1. Prepare the collection cans by displaying information.
(Club Sport, mission statement, etc.)
2. Decide on secure locations for the collection cans.
3. Obtain permission for placement of cans from appropriate parties.
4. Determine how long the cans will be out and how often the money will be picked up.
5. Publicize the event.
6. Coordinate the collection of cans with the management of the facility.

GARAGE SALE

Approximate Time Required: *2 Weeks*
Number of Club Members Needed: *All Club Members*

MATERIALS REQUIRED

- An ad in the local newspaper
- Garage sale donations from club members family
 - Stickers for pricing
 - Cash Box

PROCEDURE

1. Determine a location, date, and time of the garage sale.
2. Apply for a permit (if applicable with the city)
3. Place an ad in the local newspaper.
4. Have club members drop off their garage sale items the day before the event.
5. Price and tag all items before the sale begins.
6. Set up signs around the neighborhood/campus advertising the sale.
7. Set up early for the garage sale and have club members work throughout the day.

Note: This is also a good time to sell your club t-shirts and other paraphernalia.

BEACH VOLLEYBALL TOURNAMENT

Approximate Time Required: **2 - 3 Weeks**
Number of Club Members Needed: **15 Members**

MATERIALS REQUIRED

- o Reservation for outdoor courts (work with the GA)
 - o Balls
 - o Score Keepers
 - o Tournament Board
- o Officials (Club Members)
 - o Prizes for winners

PROCEDURE

1. Determine where and when the event will be held, reserve venue for the event.
2. Establish tournament structure
(single-elimination, double, round robin, etc.)
3. Determine and organize the registration process including a sign up sheet with general information. (Name, contact number, etc.)
Suggested price per team: \$25
4. Advertise the tournament rules and date(s).
5. Work with Campus Recreation and Club Sports GA to develop assumption of risk/liability waivers.
6. Organize the brackets and inform participants of starting time the day of the tournament.

RUNNING EVENTS

Marathons, Biathlons, Triathlons, Fun Runs, etc.

Approximate Time Required: ***6-8 Weeks***

Number of Club Members Needed: ***25 or More Members***

MATERIALS REQUIRED

- Facility
- T-shirts
- Cash Box & Change
- CPR and First Aid Certified Responders
- Chalk for Course
- Race tags & Race Clock
- Waivers
- Orange Vests for Course Marshals
- Flyers
- Prizes
- Refreshments (Water)

PROCEDURE

1. Choose date and time and reserve facilities a minimum of six weeks prior to the event.
2. Determine map of the race.
3. Create promotional material (theme) at least three to four weeks prior to the event and have approved by the Club Sports GA.
4. Have course approved by: Campus police, local police, city officials (if off campus).
5. Organize volunteers as course marshals, set-up & clean-up crews.
6. Clearly mark the course including any hazards the day of the race.
7. Order t-shirts (order extras for on-site registration workers).
8. Organize check-in to accept on site registration.
9. Arrange for awards ceremony and the distribution of goodie bags.

HOST A WEEKEND

Alumni, Parents, Family, etc.

Approximate Time Required: ***3 Months***

Number of Club Members Needed: ***All Club Members***

MATERIALS REQUIRED

- Invitation Materials
- Registration Materials
- Attendance Incentives (ex. T-shirts)
- Possibly schedule on Weekend with home club game

PROCEDURE

1. Determine date, time, and location.
2. Reserve Facility if necessary.
3. Plan and develop weekend events.
4. Design Invitations & Registration forms and have them approved by Club Sports GA.
5. Gather addresses for attendees and mail out invitations and registration forms.
6. Create T-shirts as attendance incentive (if desired) and have approved by Club Sports GA.
7. Organize a meal. Potluck or BBQ for Saturday evening and/or Sunday morning breakfast or use a local restaurant.
8. Hold a game between current club members and attendees.
9. Recognize attendees before, during, or after home club game (if applicable).
10. Sell club t-shirts and other paraphernalia throughout the weekend.

Note: Many things can be added to the weekend to make it more inviting such as a Sunday morning golf tournament or silent auction during the meal (Ask club member's parents to bring auction items)

SKILLS CLINIC/SPORT CAMP

Approximate Time Required: ***3 Months***

Number of Club Members Needed: ***All Club Members***

MATERIALS REQUIRED

- Publicity
- Facility
- Club Members to help teach
- Equipment for the Clinic
- Possible Attendance Incentives (ex. T-shirts)

PROCEDURE

1. Plan date, time, and location.
2. Reserve facilities.
3. Determine target market.
4. Develop publicity materials and have approved by Club Sports GA.
(flyers, website, etc.)
5. Develop a waiver in conjunction with Club Sports GA.
6. Develop an itinerary for the clinic including drills and games to encourage fun and skill development.
7. Create attendance incentives (if desired).
8. Generate database of clinic attendees.
9. Provide lunch for a day long clinic.
10. Use club members as coaches for the clinic.

See Club Sports GA for potential suggested price per participant.

Note: Sell club t-shirts and other paraphernalia before, during, and after the clinic or camp to generate more money.

HOST A TOURNAMENT

Approximate Time Required: *6 Months*

Number of Club Members Needed: *All Club Members*

MATERIALS REQUIRED

- o Promotional Flyers
- o Equipment for Games
 - o Local Sponsors
 - o Prizes or Trophies
- o Tournament apparel to sell

PROCEDURE

1. Work with the campus recreation department to schedule a weekend in which staffing and facilities are available.
2. Communicate with Club Sports GA to develop the details of who, what, when, where, and how. *
3. Invite clubs and include a breakdown of the tournament including entry fees. (See Club Sports GA for suggested entry fee amounts)
4. Contact local businesses for sponsorship or donation opportunities.
5. Follow up with clubs interested in participating. This includes providing directions, hotel registration, and an itinerary of the weekend.
6. Sell tournament and club apparel and other paraphernalia.
7. Conduct tournament.

* *Tournaments can be held for leagues, IFC, campus clubs, or informal recreation.*

Note: This is a large project. A committee must be developed. The entire club must commit to assisting with this event.

EVENT STAFF (CLUB OFFICIALS)

Approximate Time Required: *2 Weeks*

Number of Club Members Needed: *All Club Members*

MATERIALS REQUIRED

- o Officiating equipment at tournaments or other games

PROCEDURE

1. Contact local officiating association, event host, sporting arena and find out if officials or temporary workers are needed.
2. Contact association running the event (Intramurals, Youth Sports, or professional sporting arena).
3. Determine payment.
Suggested Payment Request: \$15.00/game or hourly
4. Make sure everyone involved has all the right equipment if necessary.
5. Conduct brief training with the organization prior to officiating or working the event.
6. Work event/Officiate games.

Sales



CANDYGRAMS

Approximate Time Required: ***3 Weeks***

Number of Club Members Needed: ***10 Members***

MATERIALS REQUIRED

- o Candy (appropriate for season/holiday)
- o Notes to be attached to candy

PROCEDURE

1. Decide what type of candygram to sell.
2. Plan time, date, and location.
3. Develop a delivery plan prior to selling grams.
4. Create a candy gram request form and have approved by Club Sports GA.
5. Set up booth and pre-sell candygrams. Reserve the location with appropriate approvals.
6. Customers will pay for the candygram to be delivered on a pre-set date.
Suggested price per candygram: \$3.00
7. Once candygrams are all created deliver them to recipients.

APPAREL WITH CLUB LOGO SALES

Graphic Design and Screen Printing

Approximate Time Required: *3 Weeks*

Number of Club Members Needed: *Varies*

MATERIALS REQUIRED

- o Printer and Designer for apparel

PROCEDURE

1. Create the design for your apparel. Work with Club Sports GA for approval.
Apparel Possibilities: t-shirts (short sleeve & long sleeve), sweaters, hats, polos, jackets, totes, banners, decals, stickers, plaques, awards, etc.
2. Call screen printing companies and obtain quotes to determine most economical.
3. Place the order.
4. Sell merchandise at games, tournaments, Open House, in campus bookstore, and to friends and family members.
Possible Price for T-shirts: \$5-\$10 per shirt
See Club Sports GA for additional suggested pricing.

BAKE/CANDY SALE

Approximate Time Required: *1 month +*

Number of Club Members Needed: *Varies by quantity ordered*

MATERIALS REQUIRED

- o Baked Goods or Cases of Variety Pack Candy to be sold
 - o Cash Box
 - o Change

PROCEDURE

1. Decide variety and quantity of candy or baked goods the club will be selling.
2. Order candy or baked goods or obtain from club members.
3. Host a sale at a single location or distribute to club members to sell.
Have club members pre-pay for the candy that they are selling.
4. Sell the baked goods or candy at games, tournaments, club promotional booths and in classes.

Note: For this fundraiser to be possible, it may be necessary for the club to have enough money to order the candy or baked goods to be sold which will pay itself off as the goods are sold.

CANDLE SALES

Approximate Time Required: *2 Weeks*
Number of Club Members Needed: *Varies*

MATERIALS REQUIRED

- o Candle Brochure
- o Order Forms
- o Change

PROCEDURE

1. Determine company for candle sales.
2. Order candle brochures and order forms.
3. Have members pre-sell candles and collect money for the orders sold.
4. Place a time limit on orders and ensure customers of arrival date for the candles, 2-3 weeks.
5. Determine profits and send payment to the candle company.
6. Receive ordered candles and distribute.

Suggested Price per candle: \$8.00 - \$26.00

“SPECIAL DAY” ROSES

Approximate Time Required: *4 Weeks*

Number of Club Members Needed: *10 - 20 Members*

MATERIALS REQUIRED

- o Roses
- o Change
- o Location for Sale
- o Tags for Messages on Flowers
- o Pens

PROCEDURE

1. Contact a local florist to buy the flowers at a discounted price.
 2. Obtain permission from campus facilities to set up a booth for sales.
 3. Arrange for club members to staff the club booth throughout the day.
 4. Pick up the flowers the evening prior to the morning the club begins to sell. Talk to the florist as to the best way to store the flowers prior to selling them.
 5. At the booth have tags tied to each flower for the customer to write a quick note to his/her special person before giving them the flower.
- Suggested Price per flower: \$2.00

CALENDARS

Approximate Time Required: *1 month*

Number of Club Members Needed: *At least 12 Members*

MATERIALS REQUIRED

- o Photographer
- o Club Members
- o Publishing Company
- o Graphic Artist

PROCEDURE

1. Plan to have the calendars finished a minimum of 3 months prior to the new year.
2. Decide the type of calendar this is to be produced.
(Club Photo, Individual shots, 12 month calendar, etc.)
3. Decide where, when, and to whom calendars will be sold.
4. Hire photographer and check references for experience.
5. Obtain at least 3 quotes from local printers to find the most economical.
6. Select photos that will be displayed in the calendar and submit to the Club Sports GA for approval.
7. Create the layout for the calendar.
8. Submit to printing company.
9. Sell calendars accordingly. (Look for opportunities at campus bookstore)
Suggested price per calendar: \$12