

# Sport Clubs Fundraising Handbook

UC Davis

Sport Clubs

Sport Club Fundraising Handbook

*“Talent wins games, but teamwork and intelligence  
wins championships.”-Michael Jordan*

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## **MARKETING & PUBLICITY**

A top priority of any organization should be the development of an informed and supportive audience or fan base, and there are several ways to do this. Hosting quality programs that are well produced and promoted are a great way to build a personal connection and market your sport club.

### **1. Building an Online Presence**

If you really want to fundraise, your sport club must have presence online. To start any campaign, whether it be fundraising, awareness, or to build a fan base for a home game, you need to establish a primary website. It should be easily updated with news and important details. It should be streamlined so visitors can quickly navigate to the content they want. Websites also serve to recruit future team members and involve community members in fundraising efforts.

If you have multiple websites, pick one main site to redirect your fans and visitors to (avoid outright deletion of any pages, as this could cost you many followers). This main site should be able to feature video and daily updates while competing. Keep track of all online and social media accounts and make sure future officers will be able to take over administrative duties.

## **ALL CLUBS MUST ADHERE TO THE UC DAVIS AND UC E-GUIDELINES.**

1. Facebook Page - every club should have a page to generate fans and make it easier for everyone to find your club. Use Facebook as your sport club page while posting or updating.
2. Twitter and Instagram Accounts - the short messages and photos are perfect for updates during competitions! Stay on topic and keep it clean. Live updates are a great way to involve supporters in team events.
3. Website - Use our main website: most clubs will need a website to be able to do more things, like have online event registration, email/newsletter lists, etc. Make sure to include your club goals and aspirations, along with past accolades and awards. This is your chance to give a legitimate, professional impression to donors and future students alike.
4. YouTube Channel - a video is worth a million words. You can link videos to the club's main site to increase online presence. Make sure to get permission to post it online from everyone in the video. Videos are also a great opportunity for governing bodies to highlight specific teams on a national level.

## **ALUMNI & DONATIONS**

This should be a huge component of fundraising for your club. Past members feel a connection to your club before you even contact them, whereas the general public will be difficult to capture. Alumni will donate money and time because they already have a personal connection to your club. Whether you simply ask for donations with a letter or host an event-packed Alumni Weekend, past members appreciate recognition for their time and money. Alumni may be interested in being involved by funding or partially funding a scholarship.

### **a. Reaching Out**

The reality is that most alumni aren't in touch with your club. An alumnus will be much more likely to donate than a fan or parent and you should reach out to them immediately. Your first contact should be professional and include a personal touch with captivating news. Newsletters or Quarterly Team Updates are a great way to keep in touch with alumni and past donors. All donors appreciate if their donations are allocated to a certain area, whether it go towards equipment, travel expenses, competition entry fees, etc. You might want to include answers to these questions:

1. How did the club do last season?
2. What does the club aim to accomplish short and long-term?
3. Is there one moment or play that could be a good story to include?
4. What will the club do with funds donated by alumni? Is there a specific goal?
5. Is there a tiered donation recognition system in place?

### **Collecting Donations**

The easiest way to collect donations is online. Each club can use their Campus Recreation website to get people to donate: <https://cru.ucdavis.edu/content/385-20162017-clubs.htm>

A reminder that the University takes 6% of each donation, but the donor receives a tax deduction from the University. It is easy to have a donation campaign using this link during UC Davis Give Day (typically in the Spring.)

Checks must be made out to *UC REGENTS*. Checks should be given to Angie Adame in the Sport Club office.

### **Recognizing Donors**

Donors like to feel appreciated and recognizing them appropriately will encourage them to become repeat donors. Here are some easy ways to give them credit for making a donation:

1. Post a picture or video showing off your new purchases, giving credit to specific donors or groups of donors
2. Update your website with a page dedicated to donors
3. Create a tiered system to categorize donation amounts (For example: \$500 Gold Club, \$100 Silver Club, and \$10 Bronze Club)
4. Host an alumni tournament using 100% alumni-donated funds. Make it a fundraiser tournament and double the money you invest!
5. Businesses and alumni may be interested in sponsoring a scholarship especially if they are given naming rights to the scholarship.

### **Go Fund Me**

Teams can set a Go Fund Me page through their website. After the page has been set up the team can share the link on their social media sites. This encourages family, friends, and possibly even alumni to donate to the team.

## **Crowd Funding**

Much like Go Fund Me a Crowd Funding website can be set up through the program at UC Davis. In order to be involved in crowdfunding, you must submit an application and be selected by the crowdfunding committee.

Crowdfund UC Davis, under the direction of the Annual & Special Gifts Program (ASGP), in its sole discretion, will determine the eligibility of participating projects. Crowdfunding at UC Davis is currently managed via the ScaleFunder platform at [crowdfund.ucdavis.edu](http://crowdfund.ucdavis.edu). Crowdfund UC Davis may discontinue an active fundraiser at any time because of a project's failure to comply with these guidelines.

Gifts received must be used for the project's stated purpose. Individuals are strictly prohibited from keeping any portion of the funds raised as a profit or compensation. All projects must be non-profit in nature. A Crowdfunding Contract, which outlines how the money will be spent, is a required agreement to be signed by the project lead before the Crowdfund UC Davis page will be activated.

Projects must support UC Davis programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit. UC Davis cannot act as a "pass-through" entity to provide funding to other charities.

When applying for Crowdfund UC Davis, Project Leads agree to provide the following:

- Project description and case for support
- Video (it is the Project Lead's responsibility to create, film and edit) *\*not required\**
- Images for description, social sharing and crowdfunding home page
- Project leader bios and photos
- Budget breakdown (how donations will be spent)
- Non-monetary perks for donations at multiple increments
- Signed Crowdfunding Contract (must be signed before the project can begin fundraising)
- Project updates throughout the campaign
- Ongoing outreach to promote the project after launch
- Personal thank you messages after the campaign concludes to thank donors and let them know of their project progress

Projects should have specific goals and be driven by tangible accomplishments – for example, purchasing new equipment, funding travel fees, or providing student workshop opportunities. Projects without a specific goal are generally less successful and may not qualify for their own project page.

It is up to the project teams to market their campaign and provide outreach. The larger the crowdfunding project group, the more likely they will succeed. Groups should consist of at least 5 people that will focus on marketing and outreach. Groups that are able to achieve 30% of their goal within the first 48 hours of a campaign are more likely to achieve their total goal.

Project Leads are responsible for promoting their campaigns via social media, email, phone calls and on-campus, when appropriate; preparing personal thank-you messages to donors; and submitting regular updates on their project.

Most gifts will be raised online through [crowdfund.ucdavis.edu](https://crowdfund.ucdavis.edu). Some offline funds may be used toward the project's goal. This includes, but is not limited to, cash, checks, gifts of stock and other funds awarded or received during the crowdfunding campaign. Crowdfunding projects cannot count gifts from pledges, bequests, gifts already allocated to another fund, matching gifts, or money raised through sales, such as bake-sales, car washes, or other "give-to-get" fundraising. All gifts must be collected prior to the project's deadline.

Projects will be hosted on the Crowdfund UC Davis platform for a pre-determined amount of time, typically a one-month-long period. Shorter campaigns tend to drive urgency and perform strongly. The same group may not fundraise in consecutive campaigns but may be eligible for future crowdfunding efforts.

If the project is not fully funded within the allotted time frame, any monies raised will still be allocated to the project. All funds, even without meeting the goal, should be spent to offset the cost of the promoted project or utilized to the group's best ability. Projects should notify their donors and inform them how their donations will be spent.

UC Davis is a 501(c)3 non-profit educational institution with a mission of teaching, research and public service that reflects a passion for critical inquiry, debate, discovery and innovation, and a deep commitment to contributing to a better world. All projects must comply with the institution's mission. Projects cannot violate any laws or UC Policies. UC Davis reserves the right to decline any project based on content or discontinue an active campaign at any time due to changes in the group's eligibility status.

For questions regarding these guidelines, please contact [crowdfund@ucdavis.edu](mailto:crowdfund@ucdavis.edu).

Applications may be submitted here: <https://crowdfund.ucdavis.edu/submit-application>

## **LIVE EVENTS**

Each sport club should host at least two live events per year. Getting your club out in public is a good move, even if you break even on the financial side. Sport clubs can conduct fundraising events on- or off-

campus, provided the project is consistent with the purposes of the student organization and in agreement with University policy. Below is a list of event ideas that will get you thinking about your own fundraiser.

There are thousands of ways to fundraise, so be creative and run it by the Sport Club Coordinator.

Good production demands paying extra attention to the details of an event. Effective promotion includes developing channels of communication with your audience and using these channels properly. In order to build an audience in the long run, credibility and consistency are crucial.

Only publicly promote events once they are confirmed.

For the sake of publicity, the following items should be on all publicity for student organizations hosting events

1. The full name of your organization
2. Date, Time and Venue of the event
3. Contact information
4. Admission charge (if any)

### **Alumni & Parent Events**

As a club, you can't deny the importance of strong alumni and parent support. Catering events for them is a great way to bring them all together. 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." This may include games, homecoming weekend activities, or banquets.

Secure a facility and decide if officials are needed for 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).

Be very cautious with mark-up. These are alums and parents, many of whom have given or 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 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 you should hold this type of fundraiser in conjunction with another event (e.g. a banquet, homecoming reunion, tournament, home game, etc.):

The keys to hosting a successful auction are drawing people to the event and securing donations.

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 the largest variety of people.

Set a date and time for the event and invite numerous people to attend. Advertise with flyers and posters around campus and around town if you really want a crowd.

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:** 10-20+ hours; dependent upon solicitation of prizes

**Risk:** Minimal; mainly time investment

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

### **Car Wash/Bike 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. The location and date are a top priority. 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 large number of people.

1. In case of rain, have a rainy day scheduled in advance
2. Borrow or purchase a hose, nozzle, buckets, and rags. Purchase soap
3. Signs are good but energetic people are best. Strategically place people with signs around the area and triple your impact! Ex: Club gymnastics “We flip for tips!”
4. Decide on amount of the donation - around \$5 per vehicle
5. Make flyers, Facebook events etc. to advertise your event and your sport club
6. **Remember: Every event is a new promotional opportunity, don't miss out!**

**Time Required:** Minimal

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

**Profit:** \$100 - \$400 is expected; dependent upon weather conditions



## **Hosting a Club Competition**

Hosting a tournament or competition for your sport club can raise money and increase awareness of your activities on campus. The #1 goal of your club's debut tournament should be to establish the event as an annual competition, so teams return in the future. It is possible that you may break even financially, but you will establish credibility as a club if your event runs smoothly and you can make a profit in the future. Keep detailed records of how you do things so future officers can follow your lead.

A gate fee can be charged to those attending to increase revenue but make the event free to fellow students or they won't come.

Other revenue possibilities include:

1. Tournament Program- provides space for sales, ad space, donor/sponsor recognition
2. Concessions- if your team is competing, you could have another sport club take care of concessions and split the profit
3. Merchandise- team and tournament gear are options, but make sure they don't hurt your budget

Hosting a tournament:

1. Set a date that works in your league. Don't compete with a well-established tournament just a few hours away. Timing is everything, so do the research to come up with the best date (and an alternate date).
2. Meet with the Sport Club Coordinator to get the ball rolling
3. Secure permission to host the event, reserve the facilities, and begin staffing the event, using as many volunteers as possible. Hire the additional personnel (referees, athletic trainer, etc.) needed.
4. Contact teams to participate. A team entry fee should be charged to cover tournament expenses (site rental, awards, staffing, insurance, refreshments). 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.
5. Solicit sponsors with a letter in person. Contact University Development for more information on the letter.
6. Produce a tournament game schedule and send 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 and club teams.

**Time Required:** High

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

**Profit:** Varies; dependent upon many factors

## **Letter/Email Campaign**

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

When undertaking letter 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 alumni, 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.

Here are some ways to make letter 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 “Thanks for your help” 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, a quick blurb on the website, 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. They are especially effective if you already have a fan base that attends games, but they can also be a way to increase your fan base.

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) to have their name listed.

1. Media guides, which list player’s names, number, position, hometown, or other relevant information, can be distributed for free at all home events. The complexity of the programs or media guides depends on your preferences. For example, including a color cover, a team photo, or printing a simple double-sided sheet are all options.
2. 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 game, etc. Again, advertising space is sold to profit the team. 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.

**Time Required:** High

**Risk:** Minimal

**Profit:** \$200+

## **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 and 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.

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.

Keep the newsletters succinct, catchy, and informative for best results.

**Time Required:** Moderate. Writing the articles can take some time.

**Risk:** None

**Profit:** Varies; dependent upon number of editions per year and size of target group

## **Percentage of Sales**

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

The percentages of sales can vary from 15 – 30% depending upon the business. Some businesses have a tiered system, and your percentage increases if they make over a set amount. Many businesses will require a flyer with purchases but try to get around this as many people lose them and they cost money to print. If you can negotiate with the management, take a lower % in order to forget about the flyers.

Publicize the event to team members, family, friends, alumni, and to generate as many sales as possible.

Coordination of this fundraiser with an alumni event or competition can elevate sales and greatly increase the amount of money raised. Make it a monthly event and rake in much more funds to balance your budget.

**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

## **Raffle**

Raffles can be conducted with donated or purchased items and can be done at an event or as a weeklong activity. Sport Clubs cannot offer cash prizes, but gift certificates are an option.

The tickets will be sequentially numbered, and the club must agree on the donation amount per ticket in advance. Normally, small prizes call for \$1 raffle tickets and large prizes increase accordingly. Most raffles hold separate raffles for large prizes (trips, cars, etc.) and throw all the small prizes (less than \$25) into one category.

In addition, the team must decide on the number of tickets each individual in the club will be responsible for selling.

1. Raffle at an event (small-ticket items): There must be many people present with great prizes to make a profit at an event. The prizes should be displayed attractively and with an easy way to deposit tickets. (make sure tickets cannot be taken out by a sneaky participant- have a lid with a slot cut for tickets)
2. Extended raffle (big-ticket items): Sell tickets to parents, relatives, students, etc. over an extended period of time and have a drawing date. 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+

## **Recycling Drive**

At 5 or 10 cents apiece, aluminum cans are an under-utilized source for fundraising. All you need is large garbage bags and some cargo room to haul the cans. Find out where the nearest recycling center is to make sure it is worth the trip.

There are two approaches to this type of fundraiser:

1. Your team can solicit can donations from neighborhoods, organizations, or other clubs. Print out and distribute small flyers and distribute on car windshields, front porches, or directly to people – and request that people collect their cans for donation to your club. A date is given for collection at certain locations (residence halls, grocery stores, or neighborhoods). The flyer can also request

that people bag their items and leave them on a porch for collection on a certain day. A great time to do this type of collection is around the Super Bowl – many celebrations = many recyclables. Again, team apparel should be worn.

2. 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. You 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. Make sure to wear uniforms or something identifying them as a member of the club.

**Time Required:** Minimal

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

**Profit:** \$100 - \$500

## Sales

The two most popular forms of sales are merchandise and concession

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, decide on 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 their small logo somewhere on the item in exchange for a lower cost per item to maximize your profit.
2. Concession - For concession sales, supplies must be purchased (shop in bulk to save money). 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 Labor Force

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. You must contact the Sports Club Coordinator prior to doing this, as liability is an issue. 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. 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 that occurs once or a few times a year. Examples would include the Mondavi Center events, residence hall 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+

## **COMMUNITY/CAMPUS EVENTS**

### **Tournament or 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! 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.

Delegate tasks to different people, as a full event can be a daunting task.

**Time Required:** High

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

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

### **Fill the Hat, Boot, etc. (something that can hold donations) by Jason Peck**

This type of fundraiser requires face-to-face solicitation and part of the donations will go to a charity as well as your club. (One example is a charity for Muscular Dystrophy, but you could choose whatever you want).

Stand on a busy street corner and ask for donations. 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 street corners around Davis. Team members should not stand together only speaking to one another and should be in uniform

Try to appeal to the largest number of people possible. Farmers market, sporting events, and live concerts will have the most people to appeal too.

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.

Team members should be prepared to answer questions regarding the club and what the money is going towards.

### **Judo Jugs:**

Clubs can use this idea from the Judo Club to raise money in their classes. The clubs can decorate Gatorade bottles with photos of them practicing, team logos, and other visuals that represent their team. Then team members take the “jugs” to class and ask their professor to give a quick speech at the beginning of their class. The speech entails the team’s successes and the out of pocket cost for the team to travel. Then the team member passes the jug around the room to see if they would like to donate to their team.

**Time Required:** Minimal

**Risk:** None

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

### **Aggie Packs by Jason Peck**

This type of fundraiser requires organization and proper planning.

Aggie Packs can consist of different items that will enable fans to donate and get something in return. It could also benefit new players who have no gear and want to ensure that they match the rest of the team.

There would be different levels of donations, each increasing with value:

\$15 - Hat

\$50 - Hat, Shirt

\$100 - Hat, Shirt, Sweatshirt, socks, belt

\$200- All of the above + signed piece of equipment

\$500- All of the above + special treatment at a game

Try to appeal to the largest number of people possible. However, most of the success will come from family members and incoming players

You should have small “thank you cards” to distribute to those that donate.

Team members should be prepared to answer questions regarding the club and what the money is going towards.

**Time Required:** moderate

**Risk:** Excess products that can be sold anytime

**Profit:** \$200-500+ depending on number new players

### **Lift-A-Thon/Jog-A-Thon by Jason Peck**

This type of fundraiser requires organization and proper planning.

This would require athletes to accumulate sponsors to make a donation based on performance. Lift-A-Thon could be the total combined weight of 3 lifts (examples: squat, bench press, deadlift) and the athlete gets sponsored for 5 cents per pound or the donor can have the option of making a flat donation. A Jog-A-Thon would be similar in that you get a donation based on number of laps on a track.

This kind of fundraiser would promote fitness and competition within the team. You can try to lift more or run more or try and get more sponsors.

In addition, sponsors who make a minimum donation of \$25 could get a shirt in return or something similar.

**Time Required:** moderate

**Risk:** Smaller teams may have a hard time getting a large number of sponsors

**Profit:** \$200-500+ depending team size

### **Exhibition/Game by Valerie Chang**

This type of fundraiser requires organization and proper planning.

Set a time and location for people to attend a demonstration/game/race. If you have enough athletes, create two teams that will play against each other in a game of your sport.

If your game is played on grass/turf, there should not be a fee for using field space as any school field or park will suffice.

Advertise the game on a facebook event and/or via email, word of mouth, flyers, and on other social media. Tickets should be sold as this is the primary source of income. This event will be a good place to sell team merchandise and advertise future team games/competitions thus increasing profits and team support.

This is a great way to demonstrate your sport for people who might not have participated before. This is able to be adapted to your particular sport, equestrian clubs may do an exhibition show, lacrosse can have a scrimmage, xc/track can have a race/events challenge, table-tennis can have a round robin tournament type of event.

Remember to clean up the field space or location after the event!



**Time Required:** moderate

**Risk:** Profit based on public attendance.

**Profit:** \$100-\$300

### **Team Calendar Sale**

The timing of this event will determine its success. As many people purchase a calendar before a new year begins, around December or January, selling custom made team calendars is a good way to generate substantial income.

There are several customizable calendar services via the web and stores that use photos of your choice to create a yearly calendar. Either photos from the team throughout the year or posed photos taken at one time in the year ex: 3 Day Event Teams Horses and Hunks Calendar and Men's Rugby Calendar.

Sell and distribute these calendars throughout the holiday season, price suggestion: \$8+amount it cost to produce one.

**Time Required:** moderate

**Risk:** Profit based on sales efforts.

**Profit:** \$500-\$1000

### **Krispy Kreme Donuts by Vivian Li**

This type of fundraiser requires organization and proper planning.

This is a good way to be able to attract many students all over campus and generate income if done in an organized manner.

Advertise the fundraiser on a facebook event and/or via email, word of mouth, flyers, and on other social media. Create a google form to have students sign up and let you know ahead of time how many dozens of donuts they would like.

It may require more effort as an officer or member will need to drive to pick up donuts and deliver them back to Davis. There is no need to rent a place to meet up and pass out donuts. One can simply meet at the MU to pick up the donuts and pay there too. Lastly, make sure to call Krispy Kreme ahead of time to make sure they have enough donuts for when you pick them up.

Price suggestion: \$10 per dozen of glazed donuts

**Time Required:** moderate

**Risk:** Profit based on sales efforts.

**Profit:** \$100-\$150

### **Youth Clinic by Nick Tolfa**

This type of fundraiser will require organization and proper planning.

A great way to give back to the community, it's also a way to get kids excited about playing your sport.

Pick a weekend to host a day-long clinic of teaching your sport. Advertise with flyers, on Facebook, word of mouth, and other social media targeting kids of all ages to come learn from college players. Depending on your sport, you may have to reserve a large field like Russell, or a court such as the Pavilion.

On the day of the event, set up tables to get everyone signed in and paid for. Split the youth up by age groups and divide them into teams to teach basic skills and then play games against each other.

Charge per player for learning how to play from your clinic.

\*All players involved would need to be fingerprinted before being allowed to work with youth on campus.

**Time Required:** moderate

**Risk:** Profit based on interest in your sport

**Profit:** \$100+

### **Clinics with local competitors, coaches etc. Ex. Equestrian Event Team Fundraising Clinics with High-level Competitors**

Invite local or national high-level competitors and coaches to come and teach the team and community members. This is both a good way for the team members to learn and improve themselves and make money. Clinics are offered at "break-even" rates to team members and slightly elevated rates to community members typically \$50-100 more than team members. Host a Q and A for the team and community members (community members pay \$50 fee for Q&A + food provided by the team where Olympic level competitors and coaches will detail their strategies, practices etc.

**Time Required:** moderate

**Risk:** some, dependent on the number of people interested in participating; breakeven is typically around 10 participants a day

**Profit:** If successful \$500-\$1000+

### **Jersey Sales by Nick Tolfa**

Parents love being able to get the cool gear their children wear while playing sports. In order to cater to this interest, you have a couple options. When ordering jerseys for your team, give players time to ask their friends and family if they are interested in purchasing jerseys, then order extra gear as needed.

Additionally, you could simply purchase extra jerseys with your order, and offer these for sale at your tournaments, games, or other events.

This can be a great way to generate interest in your team, and a great way to draw more attention to your cool gear.

Make sure to charge enough to generate a profit by selling your jerseys.

**Time Required:** Low

**Risk:** Profit based on interest in your jerseys

**Profit:** \$100+

### **Alumni Wager by Nick Tolfa**

Alumni are a wonderful resource to utilize to help keep your club running. While they are often willing and eager to offer donations to your club, a great way to keep building a strong relationship with them is to get competitive.

Set a day for a game against an alumni team. Make sure they have enough time to get organized, and that they can come out to play you. Then, set a wager: for example, if you win, each member of the opposing team has to donate \$10. If they win, you have to give them all a foot massage.

This may not net your club a huge profit, but it is a good way to strengthen your relationship with your alumni network, who will then be more willing to donate to your team, and is a fun way to give an exhibition game and introduce your rookies to this valuable resource.

**Time Required:** Low

**Risk:** Depends on the skill of your alumni

**Profit:** \$200+

### **Hair Cut Fundraiser by the Rugby Team**

For the haircut fundraiser, each player has to post on their Facebook account, telling their friends and family that they will get whatever haircut the highest bidder would like to see them have. The players are required to keep the haircuts until the day of the game. It requires very little effort, as we do the haircuts ourselves.

**Time Required:** Low

**Risk:** Low; looking funny for a few days

**Profit:** ?

### **Why fundraising is important:**

Most important thing to remember is that lots of fundraising means more opportunities for teams to travel, learn and compete. Additionally, fundraising is important in terms of receiving allocation. The amount of

requested allocation must be no more than 20% of the clubs' total fundraised amount, in other words, the more you fundraise the more you can ask for in allocation.

Fundraising as a team also promotes:

- Commitment to the team
- Connections within the community in Davis and within the sport
- Professional Development - Experience with marketing and managing large scale events