



# FUNDRAISING PACK



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**Prior preparation prevents a potentially poor performance!!!**



## Why Fundraise?

- To make the club self sufficient
- To create new links and partners within the community
- To ensure the provision of Ladies Gaelic Football for all girls in the area
- To promote club identity and market the club
- To provide a social aspect to the club

## Firstly....

- How much money do the club need to raise?
- How much time do we have to reach my target?
- Who can help with the fundraising?
- What do we want from them—money, goods, services, prizes?

## Steps..

1. Decide what type of club you are: club on own, club joined with men's, club with men's but separate committee
2. Set out a business plan for your club: ongoing expenses for the next 12 months – how many teams in the club? Cost of registration, referee fees, buses etc for the year. Business plan less important if using men's club.
3. Match the income ® find the deficit
4. Funds needed for immediate running of the club ® future plans for the club
5. Set out fundraising ideas for club



## Fundraising Ideas

Ideas depend on amount of money needed to match the deficit and also future plans.

- ✦ Registration: where to pitch registration? Add a layer to registration to add to club funds
  - ✦ Training Costs: Charge every player for training session (e.g. €2, every other sport charges per session)
  - ✦ Schools coaching: Kids charges €4 per session for after school coaching. 2 teachers and 1 coach take this coaching and divide funds
  - ✦ Summer Camps: cost of child minder far more expensive so can afford to increase cost of camps to make profit for club.
  - ✦ Sponsorship: individual business for entire club, separate businesses for every team. Sponsors for camps, leagues etc
- Others:* Social – Night at Races, Golf Classic, Quizzes, Who wants to be a Thousandaire?, Church gates collection, Club draws, Lottos, Syndicates etc..

**Fundraising Calendar** – Tie in your fundraising with the time of the year.....

*Some ideas:*

<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>
Unwanted Presents – arrange a post Christmas sale Fake Wedding	Valentine’s ball/ speed dating/ blind date Pancake race – get flipping The Oscars/ Brits – glamorous awards show	St. Patrick’s Day Party – folk music, shamrocks and lucky leprechauns Mother’s Day flower sales
<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>
The Grand National – always something to bet on Marathon events – all night football	Fete – reach the community with raffles, lucky dips, cake sales, sponge throwing and other stalls	Wimbledon sweepstake – put the names of all the players in hat
<b>JULY</b>	<b>AUGUST</b>	<b>SEPTEMBER</b>
BBQ BBQ cook off – teams compete for prizes and everyone else can pay to sample 7-a-side tournament	Music Festival (local bands) Mini-Olympics Family Fun Day	Foreign coins – people donate left over holiday coins Back to school themed party
<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>
Halloween Fancy dress party Table Quiz Fireworks display	Night at the Races Banquet/ Dinner Dance	Xmas card Hangover fines!! Church collection



## EVENTS in detail



### Organising an auction

**From Lovejoy to Del Boy...it doesn't matter what it is - if you can get it, then auction it.**

- Try to get a sizeable venue, preferably with a podium or stage
- An experience auctioneer will get people bidding against each other quickly. Failing that, try and get someone who's well-known locally and who's got repartee and one-liners to get people's attention and keep them entertained
- As well as 'material' lots, try to get 'promise' lots—when someone agrees to do a task, like decorating, cooking a meal or, the ever popular, being a slave for a day.
- If possible try to produce a programme in advance to get some early bids in, and get people interested



### Treasure Hunt

**A tried and tested idea, whereby competitors follow cryptic clues that lead them to a hidden prize. Why not plan something new and exciting that everyone will remember? It could be an absolute treasure of a fundraiser!**

- Charge an entrance fee and offer prizes for the teams who get back to base first. You could use the clubhouse or local pub as base and have entertainment there for further fundraising.
- Give the teams clues to take them to various locations. For extra points, get them to find items and take photos along the way.
- Clues may be visual, historical, anecdotal, technical, cunning, cryptic or humorous. However you write them, it's vital that they guide the teams to the next location.



### Karaoke Evening

**The Robbies, the Sinatras, the 'I will survivors'....they're out there, so go get 'em**

- Try to find a pub/club that already has the equipment so you can save on hire expenses. You may need entertainment and liquor licences if you set up in a venue that is not equipped for either.
- Try to encourage people to sign up. Then you could say that only if they make a donation can they sing their song or you can charge an entrance fee.
- Offer token prizes at the end of the evening for the best, the worst, the funniest etc.



### Quiz Night

**Table Quiz, Who wants to be a Thousandaire? , Find the weakest link and give them the weakest drink. Always have a fun booby prize as well as a range of (hopefully donated) prizes.**

- Pubs, clubhouses or small local halls are usually good venues
- Decide on a sensible entry fee - either for teams or individuals.
- Quiz night books with a wide range of questions are readily available from most good book shops. Try to cover as many topics as possible so that everybody gets involved.
- Encourage as many teams as possible as it encourages a healthy sense of competition.

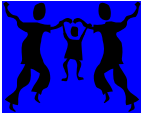


### Supermarket Fundraising

**Collect at door or organise a bag packing day.**

- Station yourself with a collection tin at the entrance/exit of your local supermarket or in the car park. You must get permission first and if need a permit.
- You could also station yourself at the checkout and arrange bag packing the groceries for customers.
- Make the area look appealing and try to make yourself stand out.
- You could set up a car washing service in the car park if have access to water while there.





## Family Fun Day

### **Festival fun for all the family!**

- An ideal opportunity to get new and existing members into your club.
- Try and base the day at your club.
- Include as many variations of activities as possible.
- Put a fee on individual activities at stands (eg. Sponge throwing, target throwing, penalty shootout, sweets in jar, sweet stall, bouncy castle, tug of war, kick fada, face painting, races, BBQ, Ball in the Bucket, Tin can alley etc.)
- Have some spot prizes (again preferably sponsored prizes).
- You can vary activities for indoor if day takes place during winter.
- You can include a registration stand to encourage new members to sign up on the day
- A club merchandise stand to get your club colours in the area



### **Special points of interest:**

- ☺ Try and make the fun day an annual event
- ☺ Using bank holidays may increase your numbers
- ☺ Incentives for registering on the day will encourage all members to register early
- ☺ Think about the time of the year to run the event (i.e. start of season if looking for new members)



## Club Shop

### **Get your club colours into the community... the more variety the better!**

- Tracksuits, t-shirts, jackets, jerseys, shorts, hats and much more....
- The more variety you have the better. Try to cater for all the community (i.e. babygrows/bibs for younger age, schoolbags/pencil cases for school children, shirts/ties for adults)
- Locate the shop at easily accessible area of your club (e.g. room near entrance)
- Have special offers for different times of year (e.g. Christmas—kids pack (tracksuit, t-shirt, ball, gloves))
- Shop around - prices vary from supplier to supplier. All items do not have to be bought from one place.
- You can use your own embroidery company to put your club crest on items. This may save money for your shop.

### **Making an extra euro**

- ⇒ Collect loose change in buckets not tins
- ⇒ If running fun event, don't stop until hit your target
- ⇒ Pass around pint glass to be filled with coins
- ⇒ Seek out sponsorship for food, music or events
- ⇒ Produce souvenir programme
- ⇒ Auction off unclaimed prizes
- ⇒ Hire photographer to take and sell photos of guests
- ⇒ At any of events you can have a bottle in centre and get people to toss a euro coin. Person nearest wins a prize. Collect the coins.



# A to Z for Everyone

Abseiling  
Antique Fairs  
Art Exhibitions  
Astrology Evenings  
Auctions  
Athletic Meetings

Baby-sitting  
Balloon Race  
Barbeque  
Barn Dance  
Bazaars  
Beard Shaving  
Bike Tours  
Bingo  
Book Sale  
Bridge Drive  
Bring and Buy Sale  
Bungee Jumping

Car Cleaning  
Car Rally  
Carol Singing  
Casino Night  
Christmas Day Swim  
Cinema premiere/charity screening  
Coffee Parties  
Concerts

Dance  
Darts  
Dinner Dance  
Discos  
Dog Show  
Dress Down Day at Work

Easter Bonnet Competition  
Embarrass the Management/Teaching Staff  
Exhibitions  
Expeditions

Fancy Dress Ball  
Fashion Show  
Festivals  
Film Show  
Five-a-Side  
Flower Show  
Football Match  
Fortune Telling

Gala Evening  
Garden Party  
Golf Tournament  
Good as New Sale  
Greyhound Meeting  
Gymkhana

Halloween Party  
Hill Walking

Individual Gifts

Jumble Sale  
Jamboree

Lawn Mowing  
Luncheons  
Lunch Runs at the Office

Marathons  
Masque Ball  
Mountain Climbing  
Music Recitals

Payroll Deduction  
Pet Show  
Parachute Jumps  
Plant Sale  
Pub Quiz

Quizzes

Race Night  
Races  
Raffles  
Rag Weeks

Sponsored Events eg. -Slimming, Silence  
Sleep-Out  
Sports Day  
Street Collections (Don't forget you need a Garda permit)  
Swimming Gala

Tea Party  
Talent Competition  
Tennis Tournament  
Theatre Premiere or Gala Evening  
Theme Evening  
Tombola  
Treasure Hunt  
Treks  
Tug-o-War

Vegetable Sale  
Veteran Car Rally

Walks  
Whist Drive  
Who Wants To Be A Millionaire?  
Window cleaning  
Wine Tasting  
Wine & Cheese Party  
World Record Beating

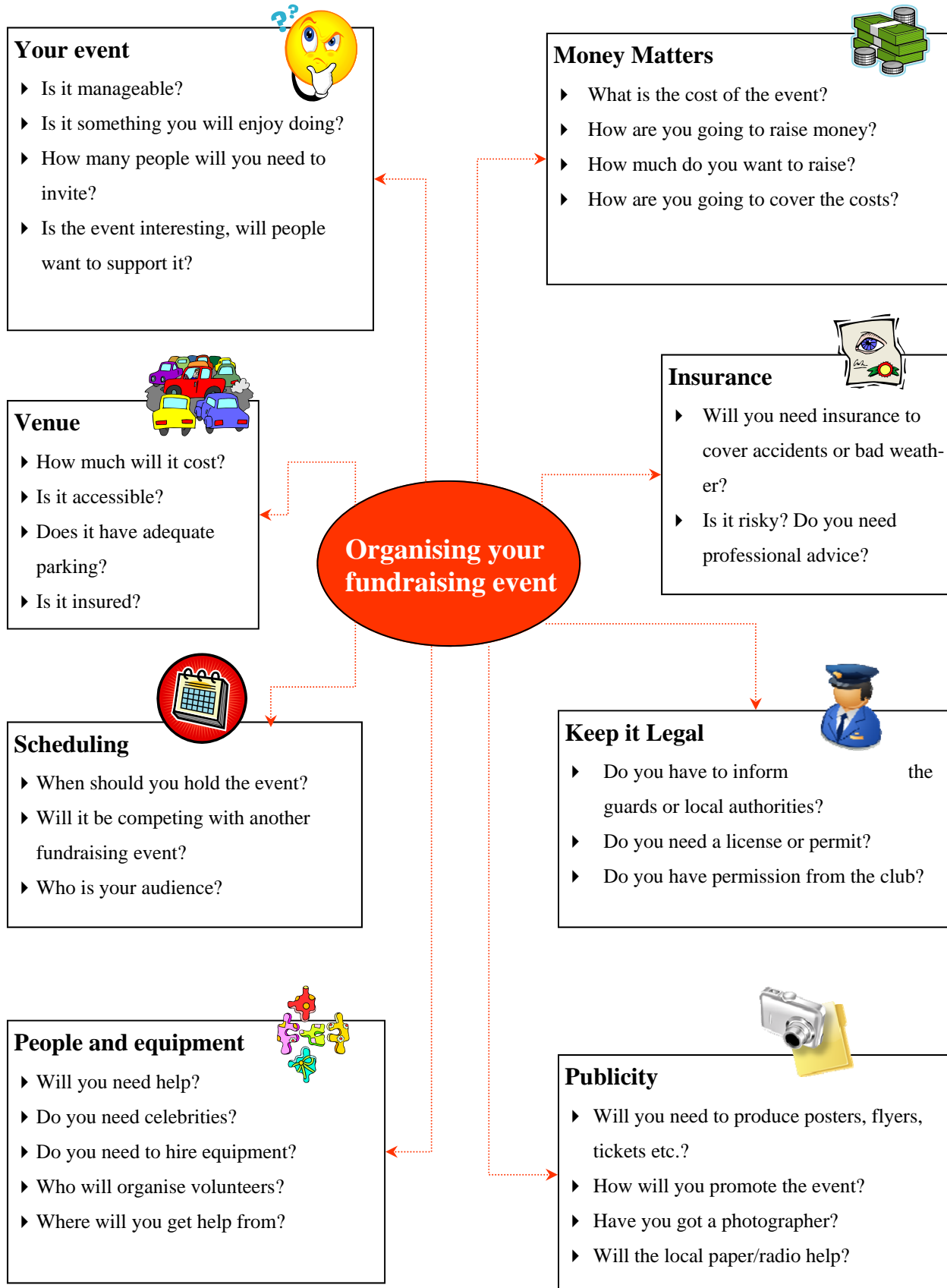
Your own thing!

Zany Ideas



# Organising your fundraising

The planning of any fundraising event is vital, no matter how simple or complex it is. The diagram below outlines the main areas to consider.





# Publicity

## Tell the press

Contact your local press and ask them to support what you are doing for the club. Local newspapers and local radio are always looking for stories and details of what is happening in the community. Publicity is a great way to encourage people to support your fundraising and to raise awareness of your club in the area.

It is important that you prepare well before forwarding details to the press and you need to make your fundraiser sound interesting. Press releases should be addressed to the correct person, so phone first and ask for the 'news desk' to find out who that person is.

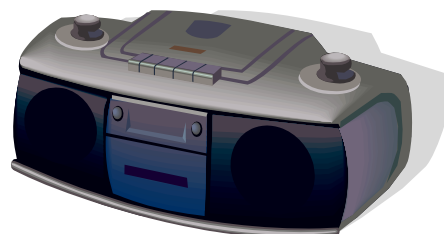
When you write your press release remember always communicate the 'five Ws':

- **Who** you are
  - **What** you are doing
  - **When** it is happening
  - **Where** it is happening
  - **Why** it will be fun
- Arrange a photocall
  - Send information to journalists
    - ◆ Make sure that you put the most important information in the first two paragraphs, with more detail and background information coming later on in the text
    - ◆ Give them details of the challenge you are building towards

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### Special points of interest:

- Encourage each member of your team to spread the word to family, friends, co-workers and neighbors
- Decorate your area with flyers and posters - local shops, church bulletins, school or club newsletters etc



# Fundraising and the law factsheet

## Always remember these points:

1. If you are not sure something is legal, always check
2. Tell us what you are doing
3. Always be aware of safety – both yours and other people's
4. Depending on what you are organising, think about whether you need insurance or a licence – if you are unsure, ask
5. Enjoy yourself while fund raising money, but don't take any unnecessary risks or cause distress to other people

## *Raffles, Lotteries and Collecting Money*

- ◆ Check age you can sell lottery tickets too
- ◆ Check use of logos
- ◆ Check legal minimum age for collecting money
- ◆ Get permission for collecting on private property from the proprietor
- ◆ Obtain a permit from the Gardaí to collect in a public place

