



Section 4 **FUNDRAISING & SPONSORSHIP**

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FUNDRAISING AND SPONSORSHIP

Introduction

Fundraising and sponsorship are necessary for the survival and growth of a football club. Ensuring the club has sufficient funds to cover or exceed running costs annually results in financial security. Once the club can operate in this manner, it can start the process of directing funds to specific projects such as facilities, coach education, etc. This section provides information on raising funds and attracting sponsorship.

Setting up a Fundraising Subcommittee

Fundraising and sponsorship management is ongoing and can drain time and energy from the committee. Therefore, a club may opt to start a fundraising subcommittee. The subcommittee is empowered by the committee to investigate fundraising and sponsorship avenues.

A fundraising subcommittee is chaired by the Treasurer of the club and has clear guidelines on its role and responsibilities. The establishment of a subcommittee allows the club an opportunity to invite other members with particular links and skills in fundraising and sponsorship to participate. The fundraising subcommittee should be assigned an annual target identified in the budget and reported on at the AGM. The Treasurer should report back regularly to the committee on the progress of the fundraising subcommittee.

Fundraising Ideas

Organising fundraising events in the locality of the club can raise funds and also promote the club locally. There are many ways to raise money, and a club should start with the methods that require the least effort and work their way up to more complicated projects depending on their goals. The table below identifies some ways a club can use to fundraise.

| Fundraising Ideas | |
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| National Draw | The National Draw is run annually by the FAI as a fundraiser for clubs. The club buys tickets for €1.50 and sells them for €10. The FAI provides a number of great prizes. On an annual basis, the draw raises upwards of €1million for clubs. For more information, please visit the FAI website or email nationaldraw@fai.ie . |
| Summer Soccer Schools | FAI organised summer camps. A percentage of the fee charged to each participant goes directly to the club. Visit camps.fai.ie |
| Membership Fees | Membership fees and subscriptions are a starting point for every club. To be part of a club, every member should contribute. Clubs set different memberships fees depending on the age of the member, playing status and family memberships. |
| Bag Packing | This can be a great way for the underage section of the club to assist with fundraising. A link with the local supermarket is essential. This may also provide an opportunity to get more parents involved. |

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| Table Quiz | Easy to organise fundraiser. Prizes can be donated by local business. Charge teams per table. A raffle can also be run on the same night. |
| Race Night | Best held on a licenced premises. This may be available for free if you can guarantee enough customers. All the equipment can be hired. Each horse can be sponsored, and horses in the last race can be auctioned off. Betting can also take place on each race. |
| Sponsored Walk | A fundraiser that relies on agreeing a route, printing sponsorship cards and distributing these through members. |
| Coffee Morning | Can be run every Saturday, selling tea coffee and cakes made by volunteers. |
| Club Lotto | Can be run on weekly basis and sold to members and non-members. A licence may be required from the district court. |
| Other Ideas | Golf Classic, Fashion Show, etc. |

TIP – Each project can be coordinated by a member of the fundraising subcommittee. A club should try however to involve different volunteers in the work that is being carried out e.g. The nursery parents may get involved in organising the coffee morning on a Saturday, the underage section may take the lead on bag packing, the adult section may run the Race Night and committee members may organise the Lotto/National Draw. This also helps to target a different audience with different fundraisers. Also, speak to your insurance company before trying any fundraising activities.

Sponsorship

Sponsorship is another form of revenue for clubs. Clubs may get their jerseys, events, match programmes, etc. sponsored. Note that sponsorship is not the same as a donation and that the sponsor may require a return for their investment. This may be in the form of publicity, free tickets, access to facilities, etc. However, some sponsors may just want to support their local team. Steps to take to attract a sponsor include:

1. Assigning sponsorship to the fundraising subcommittee or a sponsorship coordinator.
2. Identifying potential sponsors in the area, especially those that the club may already have a contact with and that align with the club ethos statement.
3. Develop a sponsorship package highlighting what the club can offer a sponsor, the profile of the club and what the club expects in return.
4. Write a sponsorship letter. The purpose of the letter is to attract the interest of the business, to get a meeting, rather than to sell the sponsorship there and then.
5. Create a presentation for your potential sponsor that outlines the profile of your club, your plans and the benefits to the sponsor for getting involved.
6. Once a sponsor has invested in your club, it is essential the relationship runs smoothly. This will help to cultivate a long-term relationship.
7. Treat the sponsor well. Promote their sponsorship and business at your events and honour the commitments you agreed to at the meeting stage.
8. Evaluating the sponsorship deal will provide you with information and knowledge to help you in any future sponsorship applications. It also demonstrates to the current sponsor that their investment is valued.



Sponsorship Proposal

Creating a sponsorship proposal allows the club to focus on their unique attributes and highlight all the areas in which they can benefit a business. The sponsorship proposal should include:

- Your past success. For example, an annual report or favourable press cuttings.
- Your future objectives. What you need from them and what you intend to do.
- Why the company should sponsor you and what they can expect in return.
- How you fit in with their business objectives and how they will be achieved.
- A plan for the sponsorship funding.
- Contact information.

It is important that the details of how and when the sponsor is to pay or give goods is included. The club should also provide details of dates when the sponsorship will start and finish.

Sponsorship Key Points

- People give to people (build relationships).
- People give because they are asked.
- People respond to their peers.
- People respond to a winning cause.
- People's enthusiasm for a cause is contagious.
- Appropriate recognition is essential.
- Planning and patience are key.