



**GOOD SPORTS**

# **CLUB FUNDRAISING RESOURCE KIT**



**2007**

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## Fundraising

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**Fundraising:** Put the Fun back in Fundraising

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Sometimes it's difficult to see the 'fun' side of 'fundraising' - coming up with an innovative idea, finding out where to start, what's available – this can all waste valuable time and money.

Good Sports has put together some ideas and listed some contacts that may save your sanity and help your club raise those much needed dollars.



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## Event Ideas

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### Club Gift

Invite your members and opposition clubs to participate in a running race or 'Club Gift'. Hold a variety of races to accommodate all ages and levels (senior, junior, male, female). Organise a BBQ and other activities to encourage families, friends and supporters.

### Free car wash

Organise a free car wash for your local community. Encourage each of your members to find sponsors for the car wash (local businesses) at \$20-\$50 each. When your members wash the cars they can provide brochures and business cards for the Sponsors to each of the drivers. They can also hand out a brochure promoting your club. Try to get washing products donated and have a BBQ for the drivers while their cars are washed.

### Piggyback your club event

It can sometimes be hard to attract a crowd. Try piggybacking your club event with a national or well known local event. Events such as Melbourne Cup, NRL/AFL Grand Finals, World Cup Soccer/Rugby/Cricket, Christmas, Easter. Hold a function at your club rooms and provide food and drink. Hire a big screen TV to encourage more people. Run competitions or sweeps throughout the day for winner, winning margin, first goal, most runs/wickets made.



### Easter Egg Hunt

This can be a great seasonal fundraiser, especially for clubs with lots of children. Buy chocolate eggs in bulk and hide them around your facilities. Sell 'hunting licences' to the children and give them baskets to find the eggs. Accompany the hunt with an Easter Bunny, face painting and a BBQ for parents while the children are 'hunting'.

You can also adapt this idea to Christmas, with a special visit from Santa or a present hunt.

### Karaoke night

Hire a Karaoke machine, charge an entry fee or a 'per song' fee. Have prizes for the best song, best duet, best 60's/70's/80's/90's song etc. Invite members of opposition clubs. This event could be developed into an annual event with fierce competition between and amongst clubs!

**Cinema night**

Cinemas such as Hoyts and Village sell discounted movie tickets for group bookings. Depending on numbers you can even have the cinema to yourself. Tickets are sold to your club for about \$7/\$9 each and can then be sold for \$15+ for your fundraiser. Selecting a movie of interest is important, either a Blockbuster or a sports themed movie such as Bend it Like Beckham, Remember the Titans. Select new movies to increase the number of people that will attend. Contact your local cinema for more details.

**Dress up night**

At a regular function, or a special dress - up function select a theme for the night. Ideas include 60's theme, 80's theme, school, famous faces, sports uniforms, club colours, or choose a letter of the alphabet e.g. Batman or Barbie for the letter 'B'.

**Hold an Auction**

Encourage each member of your club to get a prize donated for the Auction. Obviously the better the prizes, the more money you will make. If you have a number of smaller prizes you can put packs together to make them more appealing.

**Slave Auction**

Are your members a talented bunch? Encourage your members, their families, and local businesses to donate their services to the club. For example a masseuse may offer a free one hour massage to the highest bidder. Other donations could include washing cars, mowing lawns, walking dogs. As well as being lots of fun, it also provides a great opportunity for members and local businesses to promote awareness of their services and generate future customers.

**Garage Sale**

Encourage all of your members, family and friends to bring their old goodies to the club rooms for a mega club garage sale. Remember someone's trash is another person's treasure! A BBQ is a good idea to attract more people and encourage them to stay longer.

**BBQ/Sausage Sizzle**

Sausage sizzles are a great way of encouraging people to stay around and socialize after training or games. Alternatively, community organisations, such as Bunnings, may give your club the opportunity to hold a BBQ outside their store. It's a great way to advertise your club and make some money. Try and get sausages, bread, sauce etc donated to create more profit.



### **Flight Night**

Host a fun evening at your club by taking an adventure around the world. Set up some chairs, imaginative props and invite people to buy an airline ticket to step aboard your fictitious jumbo jet. Your pilot and crew will set you off for an adventure to several wonders of the world. Provide food and beverages from the different continents you visit. Sip milk from coconuts in Hawaii, dance the Samba in Brazil and nibble on a hot dog in the USA. The more creative, the better!



### **Suitcase Dinner**

Organise a donation or purchase a weekend travel package at a discounted rate. Use this as a major prize for a suitcase dinner. Sell numbered boarding passes as tickets to the dinner and make sure everyone attending brings along a suitcase with enough clothes for a weekend away. Give every boarding pass a number and when one lucky number is pulled from a hat, the winner receives a genuine boarding pass for a weekend away leaving that night (or the next day).

### **Instant Party**

Sell raffle tickets with the winning prize being an instant party. The winner gets to choose the location of the party i.e. club rooms, house or an alternate venue. The club members or team mates will act as hosts for this party, providing the food service and entertainment. The proceeds of the raffle can be used to pay for nibbles and drinks.

### **Giddy Up**

You can recreate your very own Horse Racing Competition, using six members of your club. Mark out a large area with six lanes, alternatively you can use small surface such as a table and place toy Horses on the track. Invite people along to place bets on the Horses, who will progress through the field via a dice toss. When one dice lands on a number, this corresponds to a horse in the field. The second toss of the dice corresponds to how many pace the Horse will move through the field. Prizes are given for first, second and third positions.

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## Other initiatives

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### Footy Tipping Competitions

Run a tipping competition for any sporting league such as the AFL/NRL/NBL. Clubs may even want to hold a tipping competition for overseas leagues such as the NBA/Major League Baseball/English Premier League. To reduce administrative time, get participants to tip for all games at the start of the season.

### Fantasy competitions

While this competition requires a bit of organisation it is lots of fun. You can create a fantasy competition using players at your club or use the AFL/NRL/NBL/Australian Cricket Series. People are asked to choose their 'ultimate' team and points are rewarded when players on their team make a run, kick a goal, taken a wicket, goals kicked, marks taken etc. The person whose fantasy team has the most points at the end of a season wins.

### Balloons with \$\$\$

As part of your next function blow up some balloons and put money (preferably notes) in some of them. Sell the balloons to members and if they pop one with the money in it they get to keep it! Use a blindfold to ensure the selection of the balloons is random.

### Lucky Key

Collect a load of "lucky keys" or numerical combinations to sell to participants. Only one key or combination will be able to open a special prize. This prize could be a mini bar, a key to a car boot full of sporting goods, a sports bag full of prizes, a trailer of firewood etc.



### Delivering Yellow Pages

Yellow Pages contracts out the delivery of their annual books. Contact them and see if your club can be paid to deliver them. It would be a great way to keep fit and a delivery day could even replace a training session.

### Business Trade Directory

Create a Yellow Pages type book or calendar, which advertises local businesses of both members and other local businesses. Charge a reasonable price for businesses to advertise so that cost of production is covered and a profit can be made.

**Jackpotting weekly cash**

This is a great idea to encourage people to stay back either after training sessions or matches. At the start of the season give each member a number. About an hour or so after the completion of training or a match draw out a number from a hat and if the person is still there they get a cash prize (maybe start it at \$10 or \$20). If the person is not there, the money jackpots each week.

**Coin Toss**

At your next function hold a coin toss where people throw coins at a prize (make it fairly small so it's harder to hit) and the closest to the prize wins it. People can throw as many coins as they like and the club gets to keep all coins that are thrown. You can also auction off the rights to toss the coin at your next home game!

**Raffles**

Contact local businesses and try and get as many prizes donated as possible. Everything from a meat tray, to hampers, shopping vouchers, petrol vouchers, a load of firewood, chooks, memorabilia and cars can be raffled. Some community organisations hold a raffle that other clubs can be a part of. For example your local Rotary Club. They usually have great prizes up for grabs (cars and holidays). They usually offer 50% profit margins (\$1 for every \$2 ticket sold).

**Community Voucher/ Coupon Booklets**

Local communities often develop booklets that incorporate a wide range of offers and deals from a number of local businesses. These booklets can be purchased by the club and sold on to members for a profit.

**Rebel Sport - Club Rebate program**

Rebel Sport has developed a club rebate program to help schools and sporting clubs. It's free to register your club. Inform club members, friends and families of your unique club number. When making a purchase your members will receive a 5% discount off any full priced item. As well as this saving, your club will get 5% of your total purchases back in a cheque at the end of the year. Contact you nearest Rebel Sport for more information.

**Trophy Donations**

Get local businesses to donate the cost of individual trophies. Reward the sponsors by inviting them to the club presentation night or provide them with signage or recognition on the night.

**Yabbi/ Snail/ Ferret Race Meets**

Do you know someone who has access to any of these creatures? Bring one along to the club, name it and encourage people to place bets and watch it fly to victory.

**Group Trips**

Organise a group bus trip to major sporting events, movies, shopping tours or even organise a mystery trip. Charge members enough to cover costs and make a profit for the club.

**Merchandise**

Team merchandise is a great way to make money and create team unity. Items such as t-shirts, shorts, hats and key rings can be bought in bulk with club logo and sponsors logo. These can be sold to club members and supporters.

**Club Investments**

For bigger sporting clubs investment properties can be a great source of income with rent payments. Shares can also be a good source of income especially if a member of your club is a stock broker. Ensure you receive sound advice prior to any investment.

**Individual sponsors**

Share the load and get all players to find a personal sponsor for the season. Establish a board in your club rooms to acknowledge these sponsors.

**A Different Approach to Gaining a Major Sponsor**

Encourage each of your members to gain a Minor Club Sponsor for \$50. Provide members with Club Sponsor certificates and/or stickers for the businesses to display. Invite all Minor Sponsors to a club game or function where one of the sponsors will get drawn out of the hat to become the 'Major' sponsor of the club. Provide the Major sponsor with additional signage and advertising space at the club and on websites and newsletters.

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## Event Hosting Organisations

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### Legends Trivia Australia

Legends Trivia is an Australia wide company that can host your trivia night for you or provide a Questions Package to run your own trivia night. Both options make the task of organising your trivia night much easier. The trivia night can run for two and a half to four hours. Team sizes are usually between four and ten people, and prizes are in form of donations, cash and or gift certificates. One hour quick quiz prices start from \$30.00 with themed questions packages up to \$85. Themes include Music, Entertainment and Sport

**Contact Details:**

**Phone:** 1800 005 438

**Fax:** (07) 3870 4813

**Email:** [info@legendstrivia.com](mailto:info@legendstrivia.com)

**Website:** [www.legendstrivia.com.au](http://www.legendstrivia.com.au)

### Personalised Trivia

Personalised Trivia have developed trivia kits which help you to conduct a well-organised, fun-filled and entertaining trivia night. The kit costs \$66.00 (plus \$5.00 postage and handling) and provides details on raising revenue as well as the all important trivia questions!

Requirements: To successfully run a trivia night, you will need one or two people to ask the questions, correct the answers and one or two people to organise food and drinks for the evening.

**Contact Details:**

**Phone:** (02) 9418 3749

**Email:** [personalisedtrivia@bigpond.com](mailto:personalisedtrivia@bigpond.com)

**Website:** [www.personalisedtrivia.com.au/](http://www.personalisedtrivia.com.au/)

### Murder Mystery Fundraisers- NSW, VIC & QLD

Murder by Design are an interactive murder and mystery production company, providing casts of professional actors, entertainers and comedians to perform the entertainment for a function with a difference. The entertainment is suitable for an audience of 50 to 200 guests.

**Requirements:** All evenings are customized to your group. One or two people are needed to give the "low-down" on your guests, and it is worked into the plot!

**Contact Details:****Phone:** (02) 9975 5564**Email:** [murder@murderbydesign.com.au](mailto:murder@murderbydesign.com.au)**Website:** [www.murderbydesign.com.au/](http://www.murderbydesign.com.au/)**Shopping Tours**

Organise a range of shopping tours throughout your capital city. Shopping tours are a fun and easy way to shop for bargains with family and friends while raising valuable funds for your club. Visit some of the best factory outlets and save up to 55% off normal retail prices. 5-10% commissions on purchases made throughout the tour are paid to your club!

**Requirements:** One person is needed to organise this fundraiser, to contact the Shopping Tour company to organise a suitable date then advertise the fundraiser within your club. Talk to people about their interest and suitable dates beforehand then make sure everyone comes and brings their family and friends. Allow plenty of notice to ensure everyone can attend.

**Contact Details:****Melbourne Shopping Tours****Phone:** (03) 9748 4999

1800 134 181 (free call)

**Website:** [www.melbourneshoppingtours.com.au/](http://www.melbourneshoppingtours.com.au/)**Shopping Spree Tours****Melbourne****Phone:** 03 9596 6600**Fax:** 03 9596 6388**Sydney****Phone:** 02 9360 6220**Fax:** 02 9332 2641**Website:** [www.shoppingspree.com.au/](http://www.shoppingspree.com.au/)**Brisbane Shopping Tours****Phone:** 07 3821 0438

1800 804 720 (free call from QLD country areas)

**Website:** [www.brisbaneshoppingtours.com.au/](http://www.brisbaneshoppingtours.com.au/)

## Drives

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Fundraising can be a great way to get your club involved in the local community. You can approach local businesses to supply goods to your club at a special fundraising price and then re-sell the items to club members to raise some funds your club. For example, you could approach your local bakery to organise some donuts, muffins or cakes. Alternatively you can contact the following organisations:

**Requirements:** When planning a drive, timing is very important. They take about two-three weeks to run, but by using the seasons and special events to your advantage, you can hold several drives during the year and get those profits really adding up. A minimum of two people to organise the drive, the more sellers the better to make the most of this fundraiser. Set a two to three week selling period so there is enough time for products to be sold but not too long for people to forget. Allow another two weeks to collect money and remaining products.

### Cadbury Fundraising

Cadbury offers:

- Fantastic products
- Simple to organise
- Great customer and support service from local fundraiser consultants

A Stock & Cash Bonus Program that will help you make even bigger profits more easily. Buy chocolates for \$2.00 but sell for \$3.00. Raise much needed funds for your club.

**Contact Details:**

**Phone:** Free call 1800 809 444

**Email:** [sales@cadbury.com.au](mailto:sales@cadbury.com.au)

**Website:** [www.cadbury.com.au/fundraising/](http://www.cadbury.com.au/fundraising/)

Maltesers, M & M's, Mars Bars and Dove chocolates. They offer free delivery, you can swap products, return unsold products and they offer outstanding rewards. No upfront payment required and big profit margins. Buy Mars Bars for \$1.00 and sell for \$2.00.

**Contact Details:**

**Phone:** 1800 035 000 (free call excludes mobile phones)

**Fax:** 1800 687 989 (free fax)

**Email:** [marsfun@marsfundraising.com.au](mailto:marsfun@marsfundraising.com.au)

**Website:** <http://www.marsfundraising.com.au/>

**Fundraysia Fundraising**

Fundraysia is the 'one-stop fundraising shop' with products for sale ranging from lamingtons and fairy cakes, scrumptious slices and dessert cakes, lollies, personalized cups and cleaning products. Fundraysia provide risk-free, profitable fundraisers that earn profits of \$1.00 to \$2.00 on all products.

**Contact Details:**

**Phone:** (03) 9357 0898

**Email:** [info@fundraysia.com.au](mailto:info@fundraysia.com.au)

**Website:** <http://www.fundraysia.com.au/>

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## Programs and Organisations

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### The Fundraising Group

Fundraisers include a Holiday Raffle Program and a Sunblock Australia package. Selling sunscreen is a great idea, especially through the summer months, and with a 33% profit margin and incentive prizes to be won this is a great fundraiser. Everyone would love to win a holiday and the Holiday Raffle is another fundraiser run by the Fundraising Group with excellent returns. For more information on any of these fundraisers contact The Fundraising Group.

#### Contact Details

**Phone:** (03) 9877 7999

**Fax:** (03) 9877 5255

**Email:** [info@thefundraisinggroup.com.au](mailto:info@thefundraisinggroup.com.au)

**Website:** [www.thefundraisinggroup.com.au/](http://www.thefundraisinggroup.com.au/)



### Memorabilia Australia

The people at Memorabilia Australia are experts in organising and supplying memorabilia items for fundraising events. They have everything from sporting and entertainment items and autographs to trading cards and framed prints.

#### Contact Details

**Phone:** (08) 9529 1717

**Email:** [sales@memorabiliaaustralia.com.au](mailto:sales@memorabiliaaustralia.com.au)

**Website:** [www.memorabiliaaustralia.com.au/memaus.htm/](http://www.memorabiliaaustralia.com.au/memaus.htm/)

### My Class Portraits

This novel approach provides the added bonus of a treasured gift to remind you of your child's sporting club involvement. The project involves having children draw their self portraits. The child's name is printed under the drawing by the child or an adult and the drawings are then returned to 'My Class Portraits' for printing onto a large quality linen or linen/cotton tea towel.

#### Contact Details

**Phone:** (02) 4566 4441

**Email:** [teatowel@zipworld.com.au](mailto:teatowel@zipworld.com.au)

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## Hints

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### Coordinating with other clubs

If you want to build your club but don't think that you have the resources to do what you want, why not join forces with another club in the area and draw on an even larger section of the community, this could greatly improve attendance and make sure that your event idea remains viable for years to come.



### Email Tagline

If your club sends out regular emails to your members at the end of the email, advertise your upcoming social functions so that members are constantly reminded about them.



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## Grants- National

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### Grantslink

[www.grantslink.gov.au/](http://www.grantslink.gov.au/)

### Australian Government Regional Information Service (AGRIS)

Assistance is available through the Australian Government Regional Information Service (AGRIS)

**Phone:** 1800 026 222 (free call) 9am-6pm Mon-Fri AEST

### ourcommunity.com.au

Helping all community groups find money. Share in billions of dollars of Federal and State Government funding. For more information visit

[www.ourcommunity.com.au/](http://www.ourcommunity.com.au/)

**Phone:** (03) 9320 6800

**Email:** [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au)



## Grants- State

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### Victoria

Sport and Recreation Victoria

[www.sport.vic.gov.au/web9/dvcsrv.nsf/headingpagesdisplay/grants+&+funding/](http://www.sport.vic.gov.au/web9/dvcsrv.nsf/headingpagesdisplay/grants+&+funding/)

**Phone:** (03) 9208 3333

**Fax:** (03) 9208 3520

**Email:** [info@sport.vic.gov.au](mailto:info@sport.vic.gov.au)

Department for Victorian Communities

[www.grants.dvc.vic.gov.au/](http://www.grants.dvc.vic.gov.au/)

**Phone:** (03) 9208 3333

**Email:** [information@dvc.vic.gov.au](mailto:information@dvc.vic.gov.au)

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### NSW

Community Builders Grants

Sport & Recreation funding program

[www2.communitybuilders.nsw.gov.au/funding/programs/browse.html?category=sport\\_recreation/](http://www2.communitybuilders.nsw.gov.au/funding/programs/browse.html?category=sport_recreation/)

**Phone:** (02) 9716 2964

**Fax:** (02) 9716 2850

**Email:** [webkeeper@communitybuilders.nsw.gov.au](mailto:webkeeper@communitybuilders.nsw.gov.au)

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### Queensland

Sport and Recreation Queensland

[www.srq.qld.gov.au/funding/funding.cfm/](http://www.srq.qld.gov.au/funding/funding.cfm/)

**Phone:** 1300 656 191 (free call)  
(07) 3237 0098

**Fax:** (07) 3235 4723

**South Australia**

Office for Recreation and Sport

[www.recsport.sa.gov.au/](http://www.recsport.sa.gov.au/)**Phone:** (08) 8416 6677**Fax:** (08) 8416 6675

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**Tasmania**

Sport and Recreation

[www.development.tas.gov.au/sportrec/grants/index.html/](http://www.development.tas.gov.au/sportrec/grants/index.html/)**Phone:** 1800 252 476**Email:** [sportrec@development.tas.gov.au](mailto:sportrec@development.tas.gov.au)

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**Western Australia**

Department of Sport and Recreation

[www.dsr.wa.gov.au/programs/2006funding/index.html/](http://www.dsr.wa.gov.au/programs/2006funding/index.html/)**Phone:** 9492 9700

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**Northern Territory**

Sport and Recreation

[www.dcdsca.nt.gov.au/dcdsca/intranet.nsf/pages/SR\\_Grants/](http://www.dcdsca.nt.gov.au/dcdsca/intranet.nsf/pages/SR_Grants/)Grants Coordinator- **Phone:** 1800 045 678.Sport and Rec Office- **Phone:** (08) 8982 2358**Fax:** (08) 8982 2399**Email:** [sportandrec@nt.gov.au](mailto:sportandrec@nt.gov.au)

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**ACT**

Sport and Recreation

[www.sport.act.gov.au/development/grants/fundgrnt.html/](http://www.sport.act.gov.au/development/grants/fundgrnt.html/)**Phone:** (02) 6207 2111**Fax:** (02) 6207 2071**Email:** [sport.act@act.gov.au](mailto:sport.act@act.gov.au)**Web:** [www.sport.act.gov.au](http://www.sport.act.gov.au)

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If you require any further information or have any ideas you would like to share, please contact Good Sports:

**GOOD SPORTS**

**An initiative of the Australian Drug Foundation**

### **Good Sports**

**Address: 55 Pelham Street,  
Carlton Vic 3053**

**Phone: (03) 9667 9200**

**Fax: (03) 9662 2858**

**Email: [goodsports@adf.org.au](mailto:goodsports@adf.org.au)**

