

A framework for a fundraising plan

Here is a simple fundraising plan:

1. Set clear goals:

Decide what you want to achieve. Are you trying to just improve your club's finances, or do you have a specific project you want to raise money for?

2. Identify your primary target audience for each strategy, for example:

- If you want to boost canteen sales, figure out how to reach more players, families and spectators
- Approach local businesses that might sponsor your club
- Invite senior players and their partners to an annual trivia night
- Spectators at events for raffle ticket sales, and so on.

3. List your best ideas:

- Put together a budget and plan based on what resources you have (like volunteer time, money for event logistics, technology, marketing, merchandise, etc)
- Prioritise which fundraising strategies are most likely to work best with your community and give you best 'bang for buck'.

Examples include:

- Selling more food and drink at the canteen or bar
- Hosting special events, like a carnival, presentation day, gala dinner, fundraising lunch or trivia night
- Selling merchandise like team shirts, training jerseys and beanies
- Organising off-season activities
- Changing your game to appeal to a different audience, like corporate competitions
- Running a raffle (making sure you keep records according to the requirements of the Charitable and Non-Profit Gaming Act 1999)
- Hiring out your facilities/equipment (e.g. hire out space in your clubhouse to other community groups or businesses through the week - subject to your lease agreement)
- Drives (e.g. lamington drives, pie drives)
- Sponsorship (see the Sponsorship Guide for more information)
- Starting an online fundraising campaign such as Go Fund Me

4. Try it out:

- Take your best ideas and give them a try
- Make changes as needed
- Understand that fundraising takes time and effort – for example it may take a few years for a big trivia night to gather momentum, so stick with it!



5. Review:

- What worked and what didn't? The real test is how much money you raised compared to what it cost (time and dollars) to raise that money.
- Can you do it more efficiently next time?
- Did anything need more promotion?
- Did you collect stories and imagery for future promotions?
- Do more of what worked well and drop or fix what didn't.

Finally, use your imagination and don't be afraid to give things a try - but you don't have to do everything at once!