

Fundraising for ▶ Sports Clubs

For Ulster Rugby, Irish FA and Ulster GAA

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niFundraising

Sports funding workshop agenda

- ▶ the fundraising game plan
- ▶ Who's asking?
- ▶ What are you asking for?
- ▶ In what ways are you asking?
- ▶ Some top tips for every club

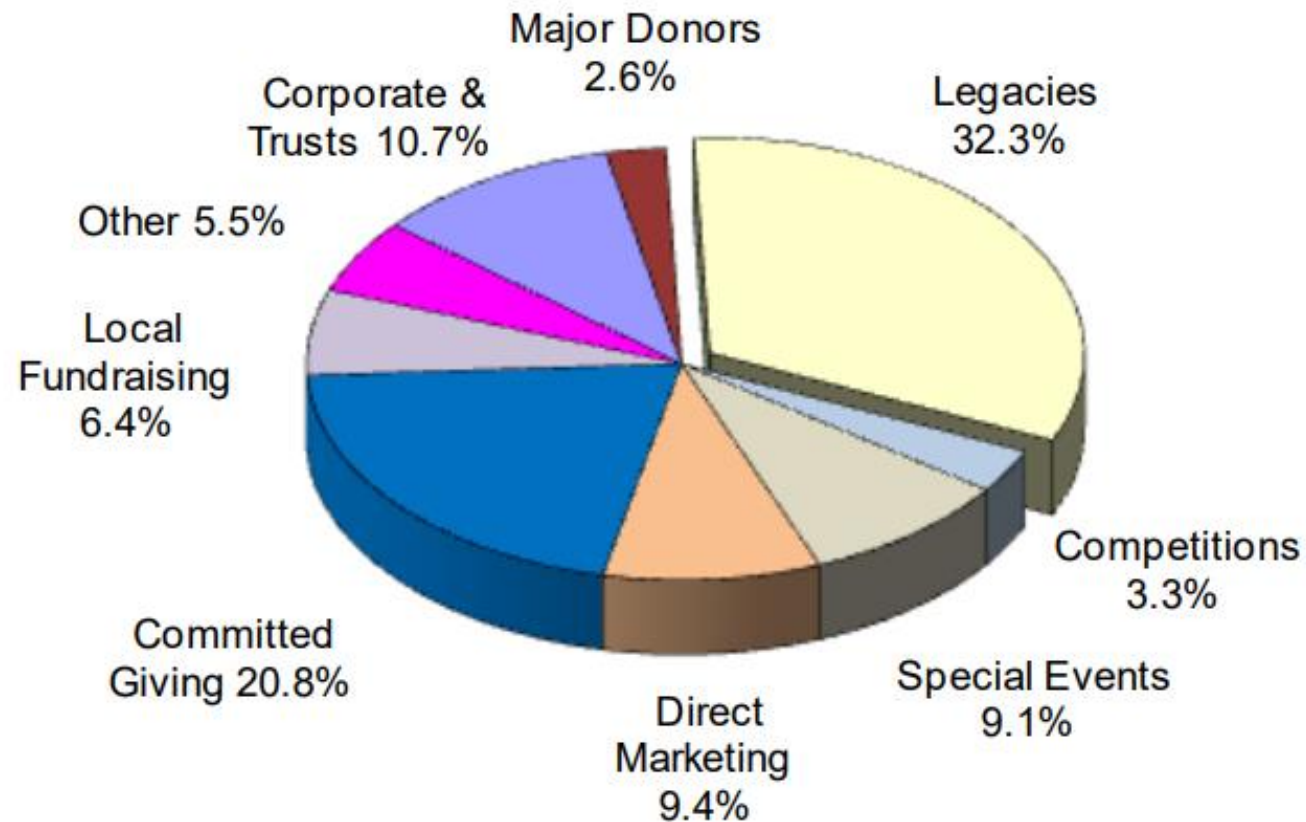
The fundraising game plan

- ▶ What do you want to achieve with your fundraising: avoid relegation, mid-table, Champions?
- ▶ How does the fundraising team and playing surface look? What resources do you have?
- ▶ Have you set fundraising goals? How much do you expect/need to raise?
- ▶ How much are you prepared to spend for success?
- ▶ How far ahead are you looking? 1, 3, 5, 10 years + ahead or just to the next thing you do?

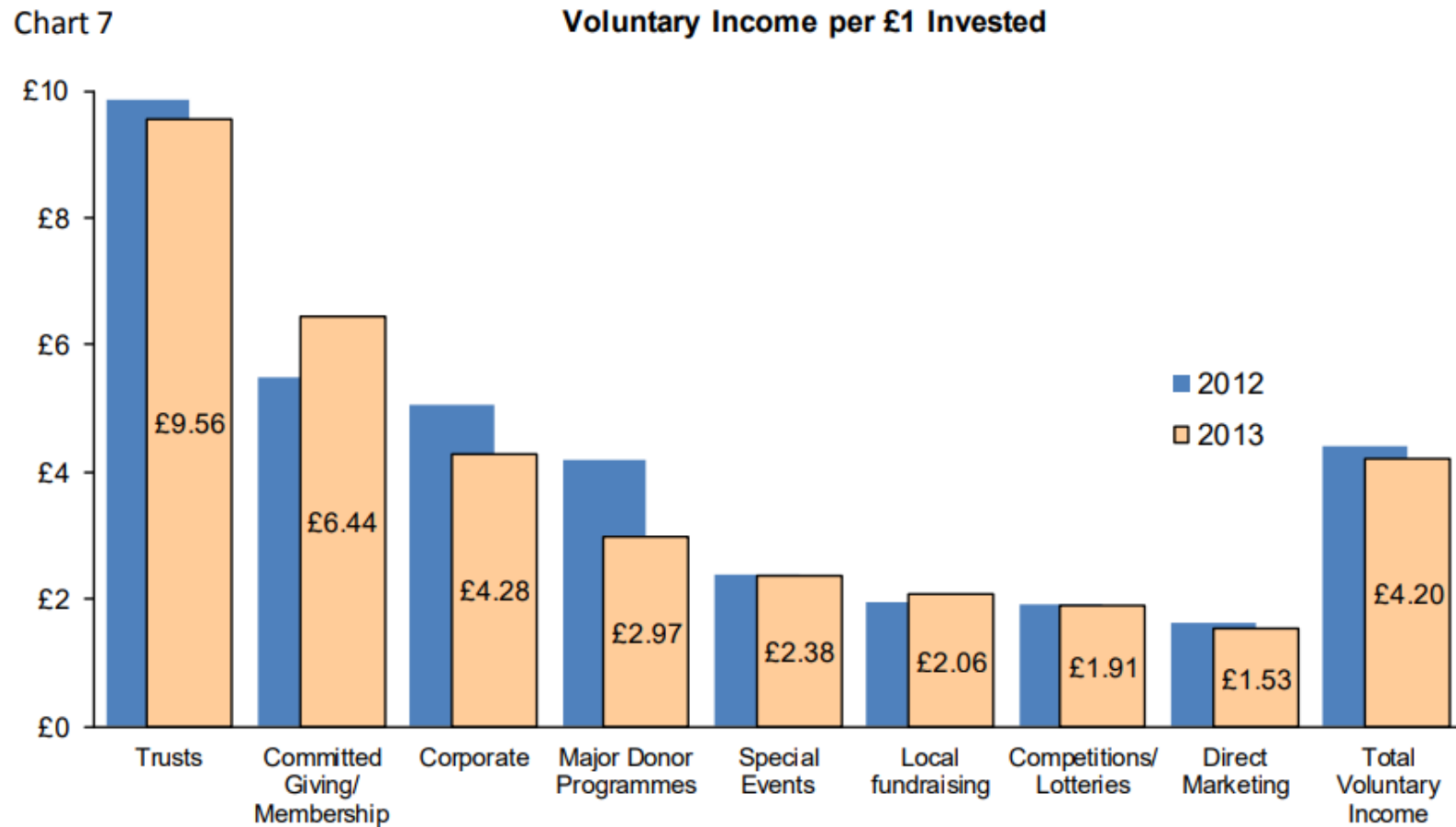
Where does the money come from?

Chart 1

Sources of Voluntary Income



What does it cost to make money?



What you will need to really succeed at fundraising

- ▶ A Governance model for fundraising
- ▶ A fundraising strategy
- ▶ A fundraising budget
- ▶ Fundraising Products / Mechanisms / Appeals
- ▶ A fundraising support group / office / sub-committee
- ▶ Fundraisers
- ▶ Being able to deliver on the strategy

But don't forget

The Law and Code of Practice

The Fundraising Regulator

The Charity Commission for Northern Ireland

The Police Service for Northern Ireland

The Information Commissioners Officer

Who is doing the asking?

Community Amateur Sports Club

Charity

Trading Company

Registered with HMRC?

Your brand and your case for support

- ▶ How is your organisation seen by the people or organisations you are asking money from?
- ▶ You may consider developing a fundraising appeal name and brand

APPEAL MASCOTS



What are you asking for?

Youth & Community programmes

Grounds Maintenance

Clubhouse Build or Improvement

Sports Equipment

Coaching

Overheads (heat, light, electric, insurance)

Travel & Competition Costs

How are you
▶ currently asking?

How are you
currently
raising
funds?

Membership / Subscriptions

Entry Fees

Sport NI

Sponsorships

Clubhouse income

Fundraising Events

In what ways can you currently receive money?

Cash

Cheques

Credit/Debit
Cards,
Contactless

Bank Transfer,
Direct Debits or
Standing Orders

SMS Text
Donations

Offline and
Online

Some of the tools used to receive money

Collection boxes

People collecting

Cash and Cheque Paying in locations

Gift Aid Envelopes

Sponsorship forms

Standing Order Instructions

Some more tools used to receive money

Online Donation, sponsorship Btmydonate

Sales Website Wix.com

Events Website - Eventbrite

Card Readers - Square / iZettle

SMS Payment Account - justtextgiving

Funding applications

Some more tools used to receive money

Charity Shop

Merchandise

Bar & Restaurant

Raffles, Ballots, Lotteries

Gifts in Kind

4 ways to increase your income

1

Increase the level of donation or fee?

2

Increase the numbers of donors or people paying

3

Increase the frequency of giving or paying

4

Increase the longevity of giving or paying

Some sample fundraising areas for sports clubs to develop

- ▶ Appeals Development and Marketing: Annual fundraising week
- ▶ Membership [including major donors]
- ▶ Events Fundraising: Special and traditional fundraising events
- ▶ Trusts and National Lottery (and statutory). Grant applications and administration

Some sample fundraising areas for sports clubs to develop

- ▶ **Community Fundraising:** Support groups, local societies, friends of, schools, company workforce, raffles, collections, challenge events
- ▶ **Corporate Partnerships:** sponsorship and partnerships, charities of the year, challenge events
- ▶ **Trading Arm:** Gym, Bar, Fitness Classes, Courses, Summer Schemes, Sports clothing

Some Big Tips

Contactless Donations

Gift Aid

Funding Applications

Raffles, Lotteries and Ballots

Contactless Donations



Gift Aid

Are you asking for and claiming Gift Aid whenever you can?

Are you using the Gift Aid Small Donations Scheme?

Are you adding Community Buildings Top-ups (charities only)?

Are you asking supporters for a gift in their will?

Gift Aid

Free Draws

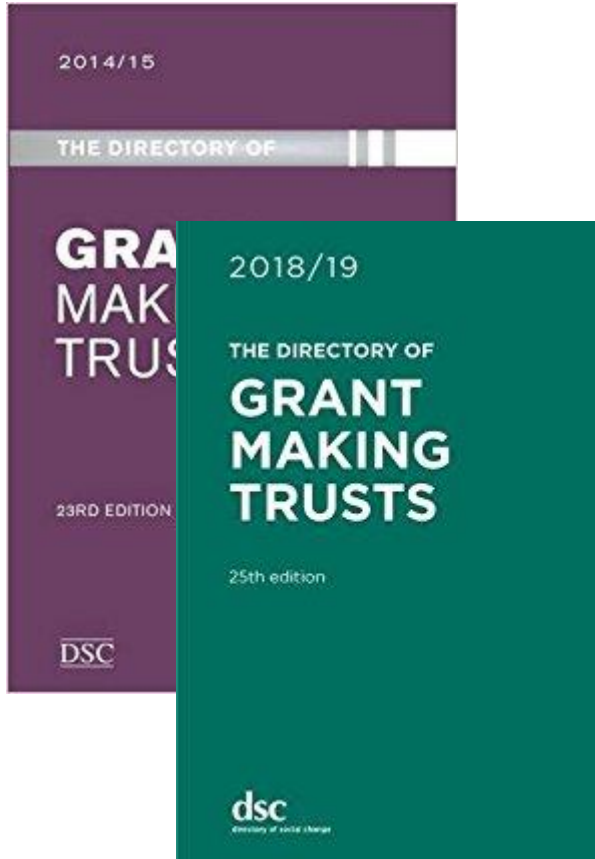
Trustees and Volunteers Expenses

Converting Gifts in Kind to Donations

Maximising Small Donations Scheme

Membership Schemes

Funders



★
**AWARDS
FOR ALL**

Northern Ireland



BBC

**Children
in Need**



Heritage

LOTTERY FUNDED

Raffles Lotteries & Ballots

- ▶ The Betting, Gaming, Lotteries and Amusements (Northern Ireland) Order 1985
- ▶ 3 types of permitted games
- ▶ Small and exempt at other events
- ▶ Private - up to £1,000 sold on the premises to members of a society
- ▶ Societies - Registered with the local council, Maximum ticket price £1 - limits on expenses, proceeds and prizes

Example of a compliant raffle

<p>BritishRedCross</p> <p>Name:</p> <p>Address:</p> <p>Postcode:</p> <p>Telephone:</p> <p>ALL MONIES, COUNTERFOILS & UNUSED TICKETS TO BE RETURNED TO: British Red Cross 12 Heron Road Belfast, BT3 9LE</p> <p>No. 00001</p> <p>No later than 12th December 2017</p>	<p>BritishRedCross</p> <p>RAFFLE 2017</p> <p>1st Prize: Seven nights B&B for two people at Castle Leslie, Co Monaghan courtesy of Dr Terry Cross OBE, NI President of the British Red Cross.</p> <p>2nd Prize: An overnight stay and dinner for two in the White Horse Hotel, Derry courtesy of the White Horse Hotel.</p> <p>3rd Prize: Afternoon tea for two at La Mon Hotel & Country Club courtesy of La Mon Hotel & Country Club, Belfast.</p> <p>4th Prize: One hour's Hypnotherapy session courtesy of Warren York Hypnotherapy, Belfast.</p> <p>5th Prize: £50 M&S voucher courtesy of Stella Cummings.</p> <p>6th Prize: Gift Voucher for an Indian Head Massage courtesy of Peaceful Therapy, Belfast.</p> <p>Thank you for your support Draw date: 14th December 2017 Tickets £1 each</p> <p>Registered with Betting & Lotteries (N.I.) Order 1994, Registered with Belfast City Council. Registered Charity No. 220949 Promoter: Sharon Sinclair, British Red Cross, 12 Heron Road, Belfast, BT3 9LE</p> <p>No. 00001</p>
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Non-compliant raffle?

ANNUAL [REDACTED] **DRAW 2017**



1st prize
New Hyundai i10 1.0 S (5 Door)
[REDACTED]

2nd prize £1,000

3rd Prize £200 • 4th Prize £200 • 5th Prize £200 • 6th Prize £200 • 7th Prize £200
8th Prize £200 • 9th Prize £200 • 10th Prize £200 • 11th Prize £200 • 12th Prize £200

THERE WILL BE £50 GIVEN TO THE SELLER OF EACH OF THE TWELVE WINNING TICKETS

[REDACTED]

£14,000 IN PRIZES No. [REDACTED]

Raffles workshop

- ▶ 21st November at 2.00pm. £35.
- ▶ At CiNi, Montgomery Road.
- ▶ Book on the Eventbrite website.

Key actions following this workshop

- ▶ Increase the ways in which you can receive money?
 - ▶ Card Readers? Izettle, Square, other?
 - ▶ Register with HMRC for Gift Aid or look into Gift Aid Small Donations and Membership Gift Aid
 - ▶ Register with an online donation platform: Btmydonate, virginmoneygiving or JustGiving

Key actions following this workshop

Register

- SMS Text Donation Service? JustTextGiving

Review

- lottery, raffle, ballot and compliance with the law

Governance

- Develop model, appeal marketing and special events

Plan

- Consider your fundraising plan

niFundraising

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