



Ideas for Club Fundraising



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INTRODUCTION

All rugby clubs are looking for different ways to raise much needed funds to support rugby in their community. The purpose of this document is to provide an easy bank of ideas that clubs could use to supplement the current fundraising that is already being undertaken. These ideas have been collected from rugby clubs and other organisations throughout Scotland-thank you to everybody who has contributed. This document recognises the effort by many clubs to raise funds to develop rugby in their areas and is designed to build upon this hard work. We have to ensure that we make the best use of the valuable resources available, and ensure that good practice is built upon and shared for the benefit of the whole rugby community. Fundraising is also a great way of bringing clubs together, getting people involved and focusing activities.

This document is divided up into a number of sections to make it easier for you to find suitable ideas. We recognise that many of these ideas will already be familiar to you, but have maybe been forgotten or not utilised for some time.

Where possible there is an indication of the amount of potential income that can be raised by particular events together with the sort of work that is required for the event. If there is a particular contact that has been recommended this will be added. A selection of websites giving more details on specific topics/events is listed at the end of this document. Please note that this is only a small selection as it would be impossible to list them all.

Potential income from each idea will be denoted by the following symbols:

£ - up to £500
££ - £500- £1000
£££ - £1,000 +

DISCLAIMER

Club fundraisers are asked to note that in certain circumstances they will be required to obtain a local authority licence prior to commencing their activity. This is not normally necessary where the fundraising is purely incidental to another club event, but fundraisers are encouraged to seek guidance form their local authority licensing department where appropriate

This is a living document and by no means an all encompassing list. If you have any tried and tested ideas, tips or hints that you would like to share please pass them on to your local SRU Regional Development Manager so that this document can be improved and updated.

ONGOING FUNDRAISING

These ideas are designed to provide a steady source of income throughout the year.

100/200/300 Club

£££

Example: Sell 200 numbers (1 to 200). Each number costs £2 per month (Taken annually £24). Each month there is a draw with the winning number receiving £100 and 2nd place receiving £50 and 3rd receiving £20.

Some clubs in the past have had a Xmas super draw with everything doubled. Income per year £4800, costs per year £2040 (£2210 if you have a Xmas draw) Profit per year £2760 (£2590 if Xmas draw). This is fairly intensive to set up when you are initially selling the numbers. Once you have the numbers if you can get payments set up by direct debit etc the administration of the club is reasonably simple and can probably be handled by one volunteer.

Joker Jackpot

£££

Clubs sell joker jackpot tickets throughout the week, especially on a Saturday – for £1 a ticket.

Clubs can get tickets printed quite easily. Draw takes place on a Saturday at 6ish.

3rd prize – Bottle of wine.

2nd prize – bottle of whisky

1st prize - £10 and a chance to pick a card off the joker jackpot board.

At the start all playing cards are placed face down on a board (better to use travel cards as they are smaller). Also placed in amongst the cards is the joker. The cards can be stuck on in various ways. Every week the winner of the raffle gets to pick a card off, if they pick the joker they win whatever is in the pot.

If a club sells 100 tickets a week they can put 50% into the pot and 50% into the club. It could also be 60-40, depends on club.

As the weeks go past and the joker isn't picked the pot goes up, it can go for 10/ 20 or even 30 weeks.

Once the pot is won it starts all over again. The pot starts at maybe £100 or £200 pounds

As the weeks go on and the pot increases, people buy more and more tickets.

Income over a season (if selling an average of 100 tickets) up to £5,200- depending on number of weeks that the club is open. If half of this goes into the pot that is £2,600 profit if you can get donations of weekly prizes.

Presidents Dinner

£££

"Have a Friday set aside; invite the sponsors & other people for a lunch (the people pay for the lunch).

The club then has some speeches & raffles, but the big one is they have an auction with some top prizes that have been donated"

Pre-match lunches

£££ (over the season)

"A successful lunch has been held before a couple of matches this season where the Club President and Committee have taken the opportunity to welcome ex-players and friends of the club to some pre-match hospitality.

We are keen to continue this venture and also offer the facility to any corporate organisation or group of people who would like to take lunch and drinks prior to watching the match"

Membership Packages

£££

Added value membership package so you can be a standard club member or a gold member, corporate member, life member & get a extra incentives – discounted kit, newsletter, priority on 6 nations tickets



Club wear ££

Maximise merchandising opportunities- jackets, playing shirts, ties, mugs, photo's, scarves & stress balls. Club and team wear that members will wear- make a profit from club leisure wear add 10% or whatever you wish to the price.

Lottery Bonus Ball ££

Sell numbers every week at £1 per number. £49 per draw, winner (the number of the bonus ball) gets £25 which leaves up to £24 profit each week. This needs a willing volunteer to do the selling.

Football /Rugby scratch cards ££

These are commercially available. Can have 20/40/80 teams and you put your name to a team. The winner is revealed when the card is complete and they receive 50% of the money. Different teams throughout the club could have the responsibility to sell these on a rota basis.

Quiz ££

Topical news quiz. Every week there are a series of questions from the week's news and sport. Each person who wants a try to answer a question pays £1.

If they answer right their name is noted down and they are eligible to win the end of year prize. Each correct answer scores 1 point. They then get a second question free. Players can answer as many questions as they wish, but every time they get one wrong they have to pay another £1 to carry on. Points are tallied up throughout the year with the winner getting a share say 40% and runner up 10% of the pot (the money raised). There could be two competitions a season- pre and post Christmas. The more people playing the bigger the pot gets. At the end of the competition there is a draw for consolation prizes of £10-25 with everyone who answered a question right being eligible to win.

This does need a designated quiz master to make up a large list of questions each week!

BBQ ££

Run a BBQ on a rota system at all home games – "returned approx £600 profit for the season"

Coffee morning ££

Running a coffee morning when children train on a Sat/Sun morning. Approximately £150 per event.

Direct debit of £1 per month £

Ask for a direct debit of £1 (or more) per month from members etc to support the club. They will not notice the money go out and if you can get a number of people involved the money will start to add up.

Club Tuck Shop £

Sell healthy snacks to the juniors and seniors!! This is obviously dependant on volunteers to run and stock the shop. This could be done on a rota basis with each age group taking turns.

Weekly raffle £

After the games have a weekly raffle for small prizes, such as bottles of whisky, or any prizes you can get donated.

QUICK FUNDRAISERS

Heads or Tails

£

This idea can be used at a dinner, or any other event.

Everyone puts in £5 and stands up. Decide whether a toss of a coin will be heads or tails and either put hands on head or backside. Coin is tossed and all those who guess right remain standing. The numbers are very quickly down to 2/3 people and then a winner. Prize can be 50% of money raised so if you had 100 people at an event there is £250 profit.

Sweepstakes/Predictions

£

On International match days - who scores first try, what time try will be scored, halftime/full time score predictions etc. This can also be used for other sporting events such as the Grand National.

SPECIAL EVENTS

These are the one- off events that would be organised once a season or maybe even for the likes of corporate dinners once every few years. These are vital events to get support from a wider public and to promote your club, so that you are not always tapping the same club members for everything.

Fund raising dinner £££

Celebrity speaker, corporate tables, auctions etc. These can be very good fundraisers but do require a lot of organisation and planning. Would generally be at most an annual event.

Gala Day/Festival Days/ Tournaments £££

Hold a fun day at the club, possibly allow a fair to use the ground and take a cut of entry money also do the food a bbq or just do it coffee morning style with stalls and a bouncy castle. Maximise home events (7's, Junior Tournament) with the usual stuff - Kit for sale, teas & home bakes, tuck shop.

Christmas party £££

"Where we auction or raffle goods gathered during the season. Raised well over £1000"

Celidh/Disco ££

Depending on club facilities this could either be at the clubhouse or a local venue

Race Night ££

Whilst it costs to hire the races and bits & pieces they are a good earner, especially if the races and individual horses are sponsored. (see below).

There are numerous companies that hire out the tapes, betting slips, race cards etc. There are horse racing, greyhound racing, and scaletrix racing options available.

Pig Racing ££

Similar to a idea of a horse racing night, only this is live racing with 6 battery operated pigs that grunt and wiggle up an 8 foot track. Shout and cheer your little grunter to victory and make some cash for you and the club.

One volunteer needed to run the betting side on the night and 3 or 4 volunteers on a rotational basis to help sell the tote tickets prior to each race. 50% of the bets received can go to the club and the other 50% can be shared amongst the winners of each race.

There will be 7 races in total. Have race sponsors for each race at a cost of around £20. This is open to individuals or your business. In return you have the opportunity to name the race. Your logo will also be printed on the race card. The sponsorship of the races can basically be used to cover the cost of hiring the equipment.

In addition to race sponsorship there is also sponsorship of each porker. The winning pig's owner, trainer and vet will all receive a prize.

Pig ownership - £5 Trainer - £3 Vets - £2

The pig owner will be entitled to name the runners, or alternatively, you can be allocated a default name such as: Linford Crispy, Dirty Swine, Ham and Eggs, Fat Boy, Ham Den Park, Makin Bacon Trot-Ski etc.

Contact: Nigel Hyson T: 0131 667 8387/M: 07814 199382 nigel.hyson@blueyonder.co.uk
www.racingpigs.pwp.blueyonder.co.uk

Karaoke Night **££**

As with Horse racing etc there is an outlay for hiring equipment but there should be revenue from numbers in the club, or by charging an entrance fee.

Casino Night **££**

There are packages available to set up a Casino evening. One example of how it can run: there can be an entrance fee and each participant receives a number of chips which you can play with at the different tables. The person with the highest number of chips at the end of the evening can win a prize.

Poker Night **££**

Example:

£20 entrance fee, allocated chips for each game, winner overall gets 50% of entrance fees.

Tables/games set up based on numbers, going through to a finals table. (E.g. 18 entries, 3 tables of 6, last 2 in each table to a finals table).

Theme nights- e.g. Halloween, Burns Night, St Patrick's etc **££**

Burns Supper / McGonnagall Night .The McGonnagall night runs in reverse from normal with the coffee being served first and finishing up with the starter. Print the programme in reverse.

Golf Tournament/Outing **££**

Slave auction **££**

Sell off the rugby team – this can be for dates, certain jobs – building a shed, doing a couple of hrs house work in rugby kit..... get the local paper or radio involved

Speed Dating **££**

Host a speed dating event with the eligible members of the rugby team. This could be put together possibly with a valentine's event or disco....so do the speed dating for a couple of hours before the disco. Charge to get into the disco

Wine Tasting **££**

Invite an expert or local wine dealer to bring along a selection of wines. Charge for the evening and negotiate a commission on any wine ordered

Fantasy Rugby/World Cup predictor. **£**

Idea of Rules- taken from Football World Cup 2006

COST PER ENTRY = **£2.00** (£1.00 DONATION TO CLUB FUNDS AND £1.00 TO PRIZE FUND)

1ST PLACE = 45% OF PRIZE FUND.

2ND PLACE = 25 % OF PRIZE FUND.

3RD PLACE = 15% OF PRIZE FUND.

4TH PLACE = 10% OF PRIZE FUND.

5TH PLACE = 5% OF PRIZE FUND.

Round One: Predict the finishing order of each group – place each country in their relevant table in the order you think they will finish.

Scoring:

One point for each correct place

Two points for each correct total of points scored

Three points for each correct number of goals scored.

Bonus of ten points per group where all places, points and goals scored are predicted correctly

Q-F:

Bonus five points if all eight quarter-finalists selected (in any order).

One point for each team in correct place. One point if correct score in each game, but wrong teams. Five points for correct score and correct teams involved with correct winners identified

S-f:

Bonus five points if all four semi-finalists selected (in any order).

One point for each team in correct place. One point if correct score in each game, but wrong teams. Five points for correct score and correct teams involved with correct winners identified

Final:

Five points for each of the two finalists correctly predicted. **Ten points** each for correctly predicting winners and runners-up.

Twenty points for predicting any player to score at any time during the final (one selection only).

First Scorer: _____

NB – all correct scores in knock-out stages are as at end of 90 minutes play. If you think the final after 90 minutes play will end 0-0, then put “no-scorer” in space provided above.

Curry Night £

Coaches curry – “last time revolved around 6 nations - big screen, plate of curry & 2 beers for a £10. Made about £200”

Treasure Hunt- on foot or in cars £

Charge an entrance fee for each participant with prizes at the end. Volunteers needed to set up clues and trail as well as having some marshals etc en route

Balloon Race £

“You can get balloon race kits (everything you need, including tickets).We got a 400 balloon race pack and ended up selling about 600 (we put 2 names on 200 tickets and if that won, 2 people got a prize.

The way I sold them was to send out a form similar to a sponsor form with columns headed 'name' 'contact details' 'number of balloons required' and 'cost' .They sold at £1.00 each and have never seen a response like it... the kids loved seeing all the balloons go up and the papers took some wonderful photo's!!!”

Duck Race £

All you need is a large supply of plastic ducks...and some running water! These can be bought commercially. Ducks can be sold at £1.00 each with prizes for the first three ducks across the finishing line. It is important to have some way of retrieving the ducks so that they can be used again. Friendly local canoeists can be very useful!

SPONSORED EVENTS

Different types of sponsored stuff –Can you face 24 hours of playing rugby, not swearing, smoking or speaking? If you can, get sponsored for it. Or why not try sporting ventures such as swimming, cycling or running - and get fit at the same time. There are plenty of things you can get sponsored for - from finding different ways to get into work for a week (e.g. tricycle, hopping etc.) to having your beard/hair shaved off

The more interesting or unusual the more money is likely to be generated.....

School/Club Marathon

£££

"Here's a simple idea that worked quite well for us and it doesn't cost anything (you do need to plan it properly though). We worked out a marathon round our school grounds and then had a school marathon day. Every child ran a part of the course passing a baton on to the next child. Even some of the teachers ran a distance and we had parents who ran a part of the course (you need this to get the miles completed - half a dozen parents running 2 or 3 miles each. The youngest child in the school crossed the finish line. The kids really enjoyed it - it's a good healthy option and they all had a certificate saying that they'd taken part. They all collected sponsorship money"

National Events/Challenges

£££

Feeling adventurous? You could take on the challenge of a lifetime – from abseiling down a building to running a marathon – and you can ask people to sponsor you for your efforts. Fundraisers take part in many different annual sporting events such as...the London Marathon. Raise moiney for charity and the club 50/50

Sponsored silence etc in junior section

£££

Encourage each child to raise a certain amount of sponsorship

Break a world Record

£££

How about breaking the record, such as the number of tackles made in a specific time etc

Club Sponsorship

£_ £££

(Depending on club circumstances)

- Sponsored Matches
- Sponsor balls
- Sponsored try scoring

Individual player sponsorship

£_ £££

(Depending on club circumstances)

(e.g. £100 per player or more/less depending on club circumstances) Players target their employers or friends with businesses to be their 'personal sponsor' for the season.

AUCTIONS

Auction at big events (e.g. fundraising dinner) £££

Auction of valuable items, memorabilia, holidays etc. There is a lot of background work required to source these items depending on what contacts a club might have.

Silent Auction £££

Auction of promises/services ££

Auction services of people and businesses. Auction lots could range from two hours of dog walking to theatre tickets, meals in local restaurants or mowing your neighbour's lawn. You could even auction someone's skills – e.g. decorating. You could charge a small entrance fee. Make sure you have got plenty of lots to auction and get local publicity to encourage people to attend.

Slave auction (see above) ££

Irish Auction £

The object is to have 1 prize - usually a bottle of sprit and have a person to auction it. Every bid is only for 50p/£1 which is then collected from each bidder. After a designated time (decided in advance) someone will come into the room and call stop. The last person to have bid before this happens wins the bottle for fifty pence (or a £1 if that is what is decided). Lots of money can be raised from this; we have on several occasions raised well in excess of £100 each time it has been done.

COLLECTIONS

Aluminium Recycling

£££

"Have just agreed with a company to handle their aluminium drink cans recycling and channel via a parent who's in the scrap business. Money generated by selling aluminium bales for recycling is then split between us and local centre which provides work for disadvantaged adults". - Guesstimate was average £200 per month.

Bag Packing at Supermarkets

££

Can be difficult to get on the rota depending on where the club is based, but a great way to raise funds and increase profile in the community.

"Groups benefited most from this method where they limited the number of times a year they visited the store, restricting it to busy periods at Christmas/ New Year, Easter and end of months. Raising money jointly with a charity was preferable to most supermarket chains."

Small Change

£

"We recently raised a couple of hundred pounds by getting the children to collect 2 pence pieces. It worked well - the parents, grandparents etc were happy to give them their 2 pence's out of their change and it didn't really feel like fundraising. Also we think people took part who would not come to fundraising events so it was very successful"

Foreign Coins/Notes

£

Collect in any spare currency from people's holidays and exchange it.

Fill a Smartie Tube

Get all the junior section to fill a tube with pound coins (a tube holds about 11 pound coins). They could ask friends and family to fill the tube in return for doing jobs etc

Printer cartridge recycling

£

Mobile Phone Recycling

£

It is estimated that there are around 90 million unused mobile phones in the UK. There is a growing resale market which allows you to earn money and dispose of unwanted handsets ethically. For best return the phone needs to be in good condition and working but the resellers will take non- working handsets. If your phone is in really good condition and you have the charging lead and instruction booklet you can always sell it on ebay.

Air Miles

£

Collect your own, and then raffle them off.

SALES

Car Boot Sale £

Have a car boot sale on the grounds and charge a fee per car.... This could be done one per month throughout the summer

Jumble sale £

Book Sale £

Calendar £

Do a Naked or Novelty Calendar – do this right and profit on a £6/7 calendar can be as much as 50% Sell 100 and that is £300/£350 profit (after costs)

Christmas cards £

Designed by junior members

2nd hand kit £

Actively encourage handing in of to re sell to other rugby kids. - Sums vary.

Stalls at events £

“In the past we have been offered a stall at an NCT Trust (National Childbirth Trust) sale of goods (Nearly new kids clothing & toys), where you gift a percentage to the charity and keep the rest”

Catalogues £

Get a percentage of the sales from catalogues you distribute

QUIZZES AND COMPETITIONS

Name that Baby

£

Guess the adult from the baby photo- entry fee and then prize money from fees

Match the pet to the owner

£

As above but separate photos of owners and pets

Quiz Night

£

Either general knowledge pub quiz or themed- e.g. "Question of Sport", "Deal or No Deal", "Who wants to be a Millionaire" etc

LOTTERIES / RAFFLES

The Lotteries Act refers to Lotteries promoted on behalf of "societies". Sports Clubs normally fall under this category. The society must be registered with its local registration authority the local council. Check you are registered and confirm any regulations.

Club Draw

£££

Clubs will often hold annual draws around Christmas. Challenge each team/section to sell tickets and have prizes for those who sell the most?

Sell tickets at £1.00 each and try to get sponsors/local businesses to put up prizes.

Rugby Pitch Draw

£

Mark out a rugby pitch on a large piece of card and divide the pitch up into squares. People can buy 1 or more squares of the pitch at £1.00 a square. Once all the pitch has been sold the winning square is drawn. Prizes can depend on the number of squares.

MISCELLANEOUS

Leaflet delivery

££

Cheaper than the local newspapers or Royal Mail and with plenty of enthusiastic helpers, leaflets and flyers could be delivered for all sorts of local businesses. Particularly profitable if many can be collated and delivered simultaneously.

Car cleaning event

£

Could even link this in to other events such as a car boot sale and offer a car cleaning service.

“Whilst washing at supermarkets and garden centres was popular, others did screen washes at Drive Thru fast food restaurants or petrol stations, the most profitable car-washing method was to go round industrial estates during school holidays, collect money and registrations in the morning, with the full day to wash cars”

USEFUL WEBSITES / PUBLICATIONS

Websites

Many charity websites have fundraising ideas, just type in "fundraising ideas" to any search engine.

For specific events such as race nights/casino nights etc there are large numbers of different companies available locally. Any search engine will find you a number of different providers

Publications

www.thirdsector.co.uk

Organisations

www.scvo.org.uk

www.ncvo.org.uk

www.runningsports.org

www.dsc.org.uk

www.communitymatters.org.uk

www.bitc.org.uk

www.fundraisers-uk.com

General

www.fundraising.co.uk

www.professionalfundraising.co.uk

Useful Reading

Tried and tested Ideas for Local Fundraising Events
Sarah Passingham
Directory of Social Change £14.95

Funding For your Club
Running Sports
www.runningsports.org

Appendix 1

List of selected websites:

These are websites that have been found during research for this document. These are not recommendations but a small selection of the many that are on offer. You may well have local contacts or other sites that you can use. These particular sites can give you some background information as to what is available and hints as to how events might be run

Scratch cards: www.hattricksfr.co.uk; www.freequizzes.co.uk; www.printmarketing.co.uk;

Race Nights: www.sportyracenights.com; www.racenights-scotland.co.uk;

Casino Nights: www.themagicagency.com/fundr.htm; www.nevadanights.co.uk;

Balloon Races: www.balloonrace-supplies.co.uk

Duck Races: www.charnwood-catalogue.co.uk

Mobile Phones recycling: www.envirofonr.co.uk; www.mopay.co.uk; www.mobile2cash.co.uk;

Printer Cartridge Recycling: <http://www.recyclingappeal.com>

Fundraising Catalogues: www.spreebook.com; www.fundraisingdirect.co.uk