Information & Suggestions

To Help Your Club Fundraise!

This guide is to help direct Sport Clubs in the right direction for generating funds through fundraising ideas and development. As you know, none of the sport clubs are 100% funded; therefore, most clubs need to develop a plan to supplement the funding they receive from Campus Recreation. Keep in mind that all external fundraising money can be carried over from year to year. Allocated may not.

As a reminder, all Sport Clubs are required to fundraise an amount equal to 50% of the money allocated to your club by Campus Recreation. For example, if your club is allocated $800 by Campus Recreation, then your club is required to fundraise a minimum of $400 throughout the year and by the deadline outlined in the Sport Club Manual.

Fundraising by club sports needs to be creative. Clubs are competing against hundreds of other organizations (inside and outside the university) when it comes to raising money for their organization. This is due to the fact that there are more non-profits and student groups than ever serving in any given community. Creativity in your fundraising efforts will ensure that your club has the financial resources to operate and provide the services that they are committed to provide.

Before committing to a specific fundraiser, it is important to have the support of your club members. The next step will be involving the Club Sports Professional Staff to ensure that all policies and procedures are adhered to as you move forward. For example, raffles and bake sales may not be allowed on our campus for various reasons. Checking with the professional staff is important to maintain compliance.

As you read through this guide, you will see a variety of fundraisers and learn a good deal about development. Each fundraising event is described in detail, and also lists the Time Required, Risk, and Expected Profit. For example, a car wash is low risk since you don’t have to spend much beforehand, and expected profit is a few hundred dollars. Time required is simply whatever time you spend at the car wash. Understanding that fundraising does require a time commitment and each club should review their goals and prioritize their commitment to certain projects.

As you browse through the pages, be creative and do not limit your activities to what is included in this document. Remember that your club’s success will ultimately depend on the participation of every club member!
# Table of Contents

<table>
<thead>
<tr>
<th>Content</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>General information</td>
<td>2</td>
</tr>
<tr>
<td>Development / Letter Writing</td>
<td>4</td>
</tr>
<tr>
<td>Soliciting Business Donations</td>
<td>5</td>
</tr>
<tr>
<td>Recognizing &amp; Thanking Donors / Sponsors</td>
<td>6</td>
</tr>
<tr>
<td>Alumni &amp; Parent Events</td>
<td>7</td>
</tr>
<tr>
<td>Auction</td>
<td>7</td>
</tr>
<tr>
<td>Car Wash</td>
<td>7</td>
</tr>
<tr>
<td>Hosting Competition(s)</td>
<td>8</td>
</tr>
<tr>
<td>Percentage Sales</td>
<td>9</td>
</tr>
<tr>
<td>Sales</td>
<td>9</td>
</tr>
<tr>
<td>Special Labor Forces</td>
<td>9</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>10</td>
</tr>
<tr>
<td>Tournament/Community</td>
<td>10</td>
</tr>
<tr>
<td>Work Weekend</td>
<td>11</td>
</tr>
<tr>
<td>Club Dues</td>
<td>11</td>
</tr>
</tbody>
</table>
DEVELOPMENT FUNDS / DONATIONS

What do I do if someone wants to make a tax deductible donation?

If a donor wants to make a tax deductible donation, the donor should go online to https://giving.unca.edu. From here, donors should select the blue “Make A Gift” emblem which will direct them to the online form.

***While the donor is completing the online form, the donor must designate in the comment section specifically what club this is going towards. For example, if a donor is giving $200 towards Club Water Polo, the donor should insert something in the comment box such as “All $200 must go towards the development of the UNC Asheville Club Water Polo Sport Club”.

Value of Online Presence

It is important that we make it easy for donors to reach the Sport Club online donation page from your individual club website (if your club has a website). Assuming your club has its own website or can put out feeds on social media, consider adding some instructions like the following:

Did you know that you can make a tax deductible donation directly to Club ____ (insert club name here) by designating your gift directly to the team? Visit https://giving.unca.edu and select “Make A Gift”.

Donors also want to see their investment. Keeping an appropriate and updated web page and social media platforms will help keep your friends and family members in the “loop”. After receiving a donation from someone, acknowledge that donation on those pages and giving recognition to your donors is always an appreciated gesture.

Conduct a Letter Writing Campaign

Conduct a letter-writing campaign to friends, family and alumni of the program. When undertaking letter writing campaigns, first determine the target audience for the letter. Generally, it is wise to target individuals that have connections to the club through participation, such as alums, family, friends, or mentors and coaches of current club members. The letter should be reviewed by the Club Sports Professional Staff. See an example of a solicitation letter below:

Dear Friends and Family,

As you know, I am a member of the University of North Carolina Asheville ______ Club. We currently have ___ members for which the club provides an opportunity to participate in ____. Our team competes in ____ (enter conference name here or # of tournaments). At UNC Asheville, our club may receive an appreciated but relatively small amount of money each year through allocations that will not cover 100% of our expenditures for the year. Therefore, in order to support our activities, we seek financial assistance through various fundraising efforts, including ____ (list the various fundraisers the club has done). We are also looking to you, our friends and family, for your support. We are looking forward to another rewarding year, but we can’t be successful without
your support. We invite you to consider making a donation to the UNC Asheville _____ Club. Please keep in mind that all donations are tax deductible.

If you’d like to make a donation, please consider giving online at https://giving.unca.edu and select “Make A Gift”. When prompted, please ensure to select “Other” and type in our club name _________ in that box in order for the donation to be given to us.

If you have any questions about the process, please do not hesitate to contact myself of the Assistant Director of Sport Programs for UNC Asheville Campus Recreation, Rusty Caldwell, at 828-250-2339.

Thank you for considering supporting us in the opportunity to grow our club and our passion for this sport. Our experiences gained through our involvement with this club are invaluable. Here’s to another great season!

Sincerely,

P.S. Please feel free to follow us on our social media pages at _________ to view upcoming events and more information!

When designing the letter, have a specific financial goal in mind: funding a trip to nationals, a spring break training trip, etc. The letter should specifically state the item or items that the money will go towards. The letter should be sent on UNC Asheville letterhead (which Club Sports will provide).

Here are a few ways to make letter writing campaigns more successful:

1) Require everyone on the club give 5-10 names & addresses of people that they would like to contact – aunts/uncles, former coaches, grandparents, volunteers, alumni they know.

2) Suggest that individuals write a small hello on the form letter – it really personalizes the request and takes very little time or effort.

3) Offer team merchandise to anyone donating over a certain amount – t-shirt, hat, water bottle, etc.

**Soliciting Business Donations**

This type of fundraiser requires face-to-face solicitation. You can walk into any business and ask if they would be willing to donate money to your club. With that said, to give yourself the best chance of success, you should follow a few basic steps:

1) It’s highly recommended to create a one page, brief document detailing your budget for the year to take to each business. This document should show all club expenses for the year, and all money expected to be generated or already generated (i.e. money allocated by UNC Asheville Campus Recreation, players dues, fundraising, etc). Lastly, this document should show how much money your club is short to be able to cover the expenses. Businesses are much more likely to donate money when they can see what exactly the club needs and that the club has put in the effort to plan out the year.

2) Keep in mind that most business operate on a January-December fiscal year. The majority of businesses do set aside money to donate to organizations like yours, but the pot of money runs out very quickly when there’s hundreds of people asking for it. Therefore, the best time of year to approach these businesses is in the first three weeks of
January. Most businesses decide what they’re going to do with their donation money early on in the fiscal year, so if you wait until the summer or fall to ask, they’re probably going to tell you they don’t have any money left to donate. Before you leave for Winter Break, it would be a good idea to find a community partner willing to donate at the beginning of their fiscal year in your return in the Spring or sooner.

3) Keep in mind that you are representing the UNC Asheville Sport Club program and the University when approaching potential donors. Many businesses will reject you and even so, we should still thank them for their time. Be mindful of how you present yourself to these businesses and what you are wearing.

4) Sponsors are different from Donors!
   a. If a business asks to make a partnership and trade either non cash assets (free t-shirts, etc.) for a promotional opportunity, it must be approved by the Assistant Director of Sport Programs.

   **Recognizing & Thanking Donors, Sponsors, and Advertisers**

Do not under estimate the value of a simple Thank You letter or note. In your thank you letter, be specific about what you used the donation for. People are much more likely to continue to donate money to your club if they know your money is actually be used on something of value. Numerous research studies have shown donors are much more likely to donate repeatedly if they receive some show of gratitude from the organization as well as if they know what their donation was used for.

Initial thank you letters should be sent out within two weeks of receiving the donation. You should also send a second thank you note to all donors after your main season is completed. In this letter, you can provide the donors a summary of how your season went and include any highlights you would like.

A sample thank you letter is below. The sample clearly has nothing to do with club sports, but it gives you a really good idea of the important things to include. We purposefully made the sample letter about something else other than club sports, because we want to make sure your club creates something personal and relevant to your club when you write thank you letters.

Dear Linda,

Thanks to your donation, our club was able to travel to Fairfax, VA for a regional tournament. Your generous donation of _____ went towards our travel costs consisting of gas, food, and lodging for 13 members of the club. These tournaments are invaluable to our club and represent our commitment to compete against other top club teams in the country and more importantly, these tournaments provide us with some of the most rewarding experiences we could have. Our club has been practicing for weeks with great anticipation for the tournament. We finished _____ at the tournament and had a tremendous experience.

Thank you for your investment into our club. These tournaments allow us to meet current and reach new goals and provide a team bonding experience that is always appreciated. If you have not already, please take a look at our social media pages for some of recent photos/videos from the trip!

Sincerely,
Alumni & Parent Events

This may include games, family weekend, homecoming weekend activities, and/or banquets:

Designate a date and time when alumni/parents will be invited to campus to compete against current club members in a game/competition, or to participate in a “season kick-off” or “year-end celebration.”

Secure a facility and decide if officials are needed in case of a game.

This event can be a “friendly” meeting or contest where the goal is to establish good alumni relations by distributing newsletters and donation cards.

Also, recognize that these events do not have to be overly elaborate because most of the alums and parents are just excited to see each other and/or the team.

Keep it simple. This will keep your cost down and increase your chances to raise money. Try to find events on campus if it is a University celebrated event weekend.

Similar to supplying businesses with a template of your budget expenses, it’s highly recommended to create a one page, brief document detailing your budget for the year. This document should show all club expenses for the year, and all money expected to be generated or already generated (i.e. money allocated by UNC Asheville Sport Clubs, players dues, fundraising, etc). Lastly, this document should show how much money your club is short to be able to cover the expenses. Alumni and parents are much more likely to donate money when they can see what exactly the club needs and that the club has put in the effort to plan out the year.

Auction at the event!

While hosting a certain event like family/Alumni weekend, try hosting a friendly auction. Auctions can be conducted in two ways – live or silent.

The keys to hosting a successful auction are securing donations and drawing people to the event.

Donations for the auction can vary from clothing to gift certificates to tickets to an athletic event. Use this time to find outside sponsors for their promotional opportunities.

Try to secure a wide variety of prizes to appeal to a larger variety of people. Don’t just focus on items related to your club’s sport.

In a silent auction, the items are placed on tables throughout the room with information on the item, sponsor, and estimated value. Individuals bid by placing their name, phone number, and bid on the sheet corresponding to each item. After a designated time, the bids are closed and the highest bidder wins the prize. Bidders may bid as many times as they wish on items.

For a live auction, a captive audience is necessary. Try to secure an auctioneer or someone with a large personality to host the event and add to the atmosphere. People place bids by raising their hand. Prize goes to the highest bidder.

Hold the auction at the end and make sure to thank all of your visitors for coming before dismissal, etc.

Car Wash

Secure permission to use a location that has water accessible for use. Target busy areas.

Determine a date for the event. Ideally, try to secure a weekend day from 10am – 2pm in a high traffic area. Do a bit of research in determining the location and date. For example, consider Saturday morning grocery shoppers, youth athletic league practices and competitions, etc. You want to choose times and places that draw a good number of people.
In case of rain, have another day scheduled in advance and make sure to “staff” the appropriate amount of members of your club to positions.

- Who’s the “mascot” with the sign gaining attention from passing drivers.
- Who’s taking the money/giving driver’s information
- Who’s actually washing the car (applying soap? Rinse? Tires/Rims?)
- Take a picture of each car and tag on social media, drawing more attention to your day.

Borrow or purchase a hose, nozzle, buckets, brushes, rags, and soap

Have signs that clearly have “donations only”

Make flyers to distribute and signs to advertise your event and your club sport.

**Hosting a Tournament/Competition**

Hosting a tournament or competition for your club can raise money and increase awareness of your activities on campus.

The first step in hosting an event is to secure permission to host the event, reserve the facilities, and begin staffing the event. Use as many volunteers to staff the event as possible and then hire the personnel (referees, athletic trainer, etc.) that you are not able to provide. **PLAN AHEAD!**

Tournaments may take several entities to commit towards the finalization of schedules and available spaces that may not be immediately answered. Review other tournaments in the area and know what your market price for competitions is. Make it affordable for teams to travel but enough to cover your expenses and increase revenue.

After the date and staffing needs have been determined and reserved, contact teams to participate. A team entry fee should be charged to cover tournament expenses (site rental, awards, staffing). Work the numbers in advance to determine the maximum # of teams that can be accommodated and the minimum # of teams necessary to break even on expenses. We strongly encourage you to invite as many local teams as possible. The closer a team is located, the more likely they are to actually commit to the tournament, especially if weather is an issue and a reschedule is needed.

Once the participating teams have been determined, a tournament game schedule should be distributed to all participants and advertising of the event can occur. Advertising of the event will increase spectators and add to the overall atmosphere of the event. Don’t forget to market the event to local high school or club team that your club may work with or volunteer for. A gate fee can be charged to those attending to increase revenue, but the event must be free to UNC Asheville faculty/staff/students. Other revenue possibilities include: a tournament program (sales and/or ad space), concessions, and merchandise (both team and/or tournament specific gear are options).

Interested in hosting a tournament? Set up an appointment with the Assistant Director of Sport Programs for more information.
Percentage Sales

Various businesses, usually restaurants, offer percentage-of-sales programs. These will not generate a lot of profit for your club but will be advantageous in other ways. This is an opportunity for your club to have an organized social event that is also mutually beneficial for the club’s finances, no matter how much is raised. This also sets precedent in the future for a business who may want to make a larger donation or sponsorship agreement. If your club commits to doing this, a large amount of your members should be there to help promote it.

This type of fundraiser is a mutual relationship between the club and a business. A date and usually a timeframe is determined jointly by the club and business. Some businesses will only agree to this type of promotion certain days of the week that are typically slower times. The team then receives a percentage of all food sales for that day and time period.

The percentages of sales can vary from 5 – 20% depending upon the business. The idea is to publicize the event to team members, family, friends, alumni, etc. and to generate as many sales as possible. This benefits the business and also the percentage of sales for the club as well.

Coordination of this fundraiser with an alumni event or competition can elevate sales and greatly increase the amount of money raised.

Sales

The two most popular forms of sales are merchandise or concession/bake sales.

Merchandise - Sales can include T-shirts, sweatshirts, shorts, hats, water bottles, car decals, etc. To organize a sale of merchandise, decide on what item you would like to sell and design a logo or screen to be placed on the item. Make sure to get the design approved by the Assistant Director of Sport Programs. Athletics and general campus logos may not be approved! Once the item and design has been determined, determine the cost to purchase the item and the target sale price. Keeping the design or logo simple typically keeps costs down. Consider the option of the screener placing a small logo somewhere on the item in exchange for a lower cost per item to maximize your profit.

Special Events and Labor Force

This option may encompass a variety of different tasks – use your imagination! This is providing a work force for an organization or company during a peak period of time or for event and being compensated in return. This compensation can be either per individual or at a flat rate for the team. Options for fundraising in this area include:

1) Working in areas such as concessions or program sales at an arena for one or a specified number of games. Contact a large venue such as the McCormick Stadium or the US Cellular Center. If working in concessions or program sales, compensation may be offered in the form of a % of total sales. In this case, it is useful to wear club
clothing and promote the fact that a percentage of sales are being donated to the club – it may boost your business.

a. There may also be a chance for on call work opportunities at Kimmel Arena

2) Providing labor for an event(s) that occurs once or a few times a year. Research what is in the area, where help is needed and contact the organizers.

**Sponsorships**

*First and foremost, you must have all sponsorships approved by the Club Sports Professional Staff before finalizing a sponsorship deal. Consequences could result in freezing account expenditures and no allocations for the following year.*

Corporate sponsorships can be a very profitable form of fundraising in the correct circumstances. This type of sponsorship exists primarily in two forms:

1) Financial. An example of this would be the club agreeing to display a business’ logo/name on the team jersey, sweats, or t-shirts in exchange for financial support.

2) Product. Product sponsorship would include an exchange of merchandise (could range from athletic equipment to gas, lodging and/or food for travel) for advertising of the business on the piece of equipment donated or team apparel.

This form of fundraising requires approaching a national or local business to sponsor your club for a specified period of time. In the beginning of the relationship, a 1-year commitment is reasonable. Both parties must agree on the terms of the sponsorship e.g. value of donation, type of merchandise, length of time or # of contests, size of logo on apparel or merchandise, exclusivity, etc. Make sure businesses understand the value of sponsoring your club. Be sure to mention they will receive a tax deduction as well as increased awareness throughout the community.

When approaching a business for this type of sponsorship, a professional approach is expected. Be prepared to be specific about the club’s needs and goals. Also be prepared to furnish the business with press releases regarding the club, past results, current schedules, etc. Usually many contacts are needed to establish this relationship.

**Tournament/Community**

Hosting an event for the public can generate interest and raise money for your club. Think about golf or tennis tournaments, or other similar events. It could be something smaller on campus for students and having a sign “asking for donations, free to play!”

The first step in this process is to determine the costs involved. Contact the necessary facilities on/off campus and/or obtain numbers on what rental fees are for your event. The break-even point and registration fees for the event need to be determined by the costs.

Determine a date for the event and then advertise, advertise, advertise! This is especially necessary for a new event. Contact parents, alumni, university faculty/staff, and community members to assist in advertising. It is important to have club members recruit entries to achieve the ideal number of participants.

An event of this type may combine a number of fundraising opportunities including sponsors, and selling of merchandise,
Work Weekend

This fundraiser uses team members as a “labor force for hire.” In exchange for services, a fee is collected. The idea is to have a normal scheduled “work day” for your club that maybe most businesses typically don’t have routine scheduled work to be done for from their employees. There may be some businesses that don’t have enough long term or even seasonal work to be done but could use help for one fixed period of time 4-6 hours on a weekend for routine cleaning, maintenance, raking leaves, painting, cleaning windows, stacking firewood, assistance in boxing items, etc.

Then, determine the fee that will be charged and the number of “jobs” your work force will be able to complete successfully.

Club Dues

When asking other entities for additional funding or money, most are going to ask why should we invest in your club and what do your own members do for the club? While we know many motivated and committed officers and members spend their own money time to time on expenses for the overall club, it is not entirely fair to those members to be the only ones making contributions. Those members should also be documenting the personal expenses for the budget process at the end of the year. Establishing club dues is vital also to the motivation of the club. Members who invest time and money are going to want to see their desired result. Investing in your own club will motivate members to stay more active in it.

When establishing or editing amounts for dues, your organization should listen to all members and due what is outlined in your constitution to make necessary changes.

When adding club dues, your organization should also add a reasonable timeline for collection and payment dues. If members are not able to pay by a certain date, can a payment plan be set up with a targeted plan of action for when payment must be submitted, etc.? Agreed upon limitations should be put in place for those members who do not reach the total amount by their agreed upon date. Being up front and honest with new members about club dues and expenses is always an important step in retaining members.

***Just because someone does not give a club due, does not give them a right not to participate. For clubs, finances are used mainly towards traveling, equipment costs, etc. All students are entitled to participate in the club. Clubs may set minimum standards for additional events. Restrictions may include: left off of travel roster, personal jersey, etc. but not restricting from just practicing or utilizing the on campus field/court/room spaces.