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]

- Major Donors: 2.6%
- Legacies: 32.3%
- Competitions: 3.3%
- Special Events: 9.1%
- Direct Marketing: 9.4%
- Committed Giving: 20.8%
- Local Fundraising: 6.4%
- Corporate & Trusts: 10.7%
- Other: 5.5%
What does it cost to make money?

Chart 7: Voluntary income per £1 invested

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trusts</td>
<td>£9.56</td>
<td></td>
</tr>
<tr>
<td>Committed Giving/Membership</td>
<td>£6.44</td>
<td></td>
</tr>
<tr>
<td>Corporate</td>
<td>£4.28</td>
<td></td>
</tr>
<tr>
<td>Major Donor Programmes</td>
<td>£2.97</td>
<td></td>
</tr>
<tr>
<td>Special Events</td>
<td>£2.38</td>
<td></td>
</tr>
<tr>
<td>Local Fundraising</td>
<td>£2.06</td>
<td></td>
</tr>
<tr>
<td>Competitions/Lotteries</td>
<td>£1.91</td>
<td></td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>£1.53</td>
<td></td>
</tr>
<tr>
<td>Total Voluntary Income</td>
<td>£4.20</td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Collection boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>People collecting</td>
</tr>
<tr>
<td>Cash and Cheque Paying in locations</td>
</tr>
<tr>
<td>Gift Aid Envelopes</td>
</tr>
<tr>
<td>Sponsorship forms</td>
</tr>
<tr>
<td>Standing Order Instructions</td>
</tr>
</tbody>
</table>
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

Square

VISA  MasterCard  AMERICAN EXPRESS  DISCOVER

iZettle
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
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

British Red Cross

Name: 
Address: 
Postcode: 
Telephone: 

No. 00001

No later than 12th December 2017

RAFFLE 2017

British Red Cross

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.

2nd Prize: An overnight stay and dinner for two in the White Horse Hotel, Derry
courtesy of the White Horse Hotel.

3rd Prize: Afternoon tea for two at La Mon Hotel & Country Club
courtesy of La Mon Hotel & Country Club, Belfast.

4th Prize: One hour’s Hypnotherapy session
courtesy of Warren York Hypnotherapy, Belfast.

5th Prize: £50 M&S voucher
courtesy of Stella Cummings.

6th Prize: Gift Voucher for an Indian Head Massage
courtesy of Peaceful Therapy, Belfast.

Thank you for your support

Draw date: 14th December 2017 Tickets £1 each

Registered with Betting & Lotteries (N.I.) Order 1984, Registered with Belfast City Council.
Registered Charity No. 220419
Promoter: Sharon Sinclair, British Red Cross, 12 Heron Road, Belfast, BT3 9LE
Non-compliant raffle?
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 on behalf of Volunteer Now
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