

Club Model: Case Study of Good Practice

Dungannon RFC

Model Club section:

Running Your Club

Area of good practice:

Finance - Fundraising

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Overview

The club recognised a need to raise money to pay for a complete refurbishment of their clubhouse as part of their development plan. To do this they established a fundraising working group to report to the already established finance committee.

An integral part of this working groups' strategy was to control all club fundraising initiatives centrally. To do this a 'GoFundMe' site was launched early in the year to gather much needed funds from the current member base as well as any interested parties throughout the community. This was used in conjunction with other fundraising projects planned throughout the year i.e., car treasure hunt and table quizzes.

The club used videos of well-known members and players throughout the club's history to promote the 'GoFundMe' project. Through these videos the club planned to engage a wider audience as well as reengage players/members that are not currently directly involved within the club.

This idea was also a great way to keep members engaged throughout lockdown. Alongside this, social media was used to highlight the events being organised and to regularly update the community with progress towards the initial target amount, as well as progress of clubhouse refurbishment as completed.



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What was delivered?

The club used GoFundMe online platform to continue their fundraising efforts throughout lockdown. The timing of lockdown meant the club had missed out on a number of big end of season match days, as well as key events held annually at the end of the season, this resulted in the less club being generated by the club. The club used a series of videos to help promote the GoFundMe project as well as engage their wider club community. These short videos involved past players giving their best memories of the club before passing the ball and nominating a player/friend they had made through the club. This allowed the club to highlight the wide global reach it had, while also getting a lot more people viewing their fundraising page, to encourage more people to donate to the club.

Why was it successful?

The nostalgia that was generated from the past player videos encouraged a lot of members to donate to the GoFundMe site as well as share their own memories of the club, again encouraging others to get involved. There has been a greater support from members as there is a clear plan on how the club intends to use the money raised. Fundraising efforts throughout the club are all managed centrally as part of a bigger project which allows for better promotion of each event.

As these things generated money quickly the club has been able to get underway with refurbishment work earlier than expected, this has in turn encouraged more people to donate something towards the cause as they can see clear evidence of where their donation will be spent.

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Steps to success

A social media strategy was put in place to promote success as well as highlight the need for donations. The club used weekly videos to regularly prompt their members/wider community to donate when they could afford to. Along with the initial refurbishment ideas shared, as well as regular updates highlighting where the donations are being spent.

What has been the impact?

The club has been able to start a complete renovation of the bar and lounge facilities for members and visitors to the club to use in future. Fundraising during lockdown has allowed the club to continue with their previous development plans as best as possible. Regular updates on the successful fundraising campaign has encouraged other members to volunteer their time and skills to help with refurbishment project.

The club will have new bar/lounge to use on matchday as well as for events going forward. The fresh bar facility will hopefully encourage more members/visitors to stay in the club which will increase cash flow. Club members and volunteers engaged throughout process of fundraising which creates a better 'one club' atmosphere, allows all stakeholders to feel part of the club and its development process. Club members are now volunteering their time and skills to carry out work within the club to save costs.

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What are the key learnings?

It is important to include club members throughout development planning process.

A well-planned social media strategy is key to promoting fundraising events. Use of social media to encourage donations is important. As well as allowing the club to update members/community of fundraising progress, meeting milestones & when target is met. This in turn will ensure your community is aware of what the fundraising is for, how the money is being spent & update on the progress of said projects.

Using other people's memories of the club to promote a feeling of nostalgia is a great way to encourage donations to your fundraising project. It is important to recognise that fundraising should be a whole club approach, in some instances it may be good for individual sections to fundraise themselves, but when done as a central programme it can provide better results through a targeted, joint approach.