

CLUB FUNDRAISING GUIDE



FUNDRAISING GUIDE FOR TENNIS CLUBS

Fundraising can be a vital financial stream to help raise enough money for a specific club project, but more often than not it can be a fun event that encourages your members to get to know each other, build camaraderie, and feel a part of the club atmosphere.

What is fundraising?

There are a range of approaches for tennis clubs to generate external funding, and fundraising is just one method. Typically fundraising can be a quicker and easier approach for clubs to raise smaller amounts of income for a specific small-scale project, and normally the club relies on its existing members and wider networks within the community to come together to rally around the club. But fundraising can also be a fun-way to engage the local community in the club and potentially even attract new participants at the same-time as raising much needed funds!

Other approaches tennis clubs can explore to generate income is from grant funding from external funding agencies (including the LTA) and through sponsorship. These two areas are not covered in this guide, but the LTA provides advice and guidance for tennis clubs on these topics in the following resources:

- LTA Grant Funding Advice
- LTA Club Sponsorship Advice

Developing a fundraising plan

Your tennis club has decided it needs to raise funds and that opting for a fundraising event is the best course of action. What do you do now? Here are some pointers that might help you begin to develop a plan for your event:

1. What type of fundraising event is it that you want to hold?

- How much money do you want to raise? Whilst it is impossible to say accurately how much each type of event will generate (much depends on how you promote to your wider community), it is clear that some events are likely to raise more than others.
- Consider the resources that you have at your disposal, as often this may well determine what type of event that you opt for:
 - How many reliable volunteers are prepared to help out? How many do you need for the event you plan to run?
 - Are there specific skills, talents or equipment that is required?
 - Do you have a venue with enough space to hold the event? It might not always need to be held at your tennis club if you are planning a bigger event that needs more room or a particular type of facility.
- Consider previous fundraising events that your tennis club has held or that you have been to within your local community. What has worked well and what has been a flop? Do you think your target audience would enjoy something similar, or would they prefer something different and fresh?

2. When is best to hold it?

- Consider your target audience and decide the best time and date to hold the event. Are there specific times or dates that you need to avoid?
- Are there other local or national distractions that may affect attendance, e.g. major sporting events, local festivals and fetes? If it is a major sporting event, can you look to include this within your fundraising event and create a specific theme that embraces it?

3. How many people do you need to help out?

- Think through all aspects of the event and consider what roles you need in place to help it run smoothly?
- Share the burden and don't take on too much otherwise you risk the quality of the event itself.
- Don't forget the planning, preparation and promotional phases of the event; you are likely to need help with these aspects of the event too.
- Once you have an idea of the roles that you need then think through the likely people at the tennis club or within your wider networks who have either the skill-set and/or the enthusiasm to help.
- Don't be afraid to ask people if they could help out. If they don't know that you need help then they are unlikely to approach you asking if you need a hand.

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4. Develop a plan and a budget

- Allow plenty of time to organise the event and set-out a specific schedule to ensure that key activities are delivered on-time.
- Bear in mind the time commitments of the people helping you out, and make sure you communicate with them well in advance what you need their help with. Explain clearly what you are expecting from them and the timeframe for when you need it.
- Set out a clear and realistic budget for organising the event, and establish a fundraising target for how much you aim to raise from the event.
- If you set an admission fee, be careful not to price it too high as it will put off people from attending, but if it's free or too low then you are potentially missing out on a key fundraising income stream.
- Consider what your break-even point is? How much do you need to make before you cover your costs and start generating a profit?
- You need to strike a balance between running a quality event that people enjoy, and not spending so much that it eats significantly into your income generation. Remember the purpose is to raise as much money as possible to support the tennis club!



5. Develop a marketing plan

- In most cases a successful fundraising event relies on good attendance numbers, and so attention needs to be given to establishing an effective marketing and promotional plan.
- Promote it internally to your members through all of the various communication channels at your disposal. Consider who the most influential activators are in the various sections and circles of the membership and encourage them to promote the event.
- Promote it externally to the local community. Consider the local networks that the club could take advantage of to promote the event – a few examples are listed below:
 - Schools – does your club or tennis coach have links with local schools?
 - Local newspaper and radio
 - Local businesses – e.g. the club sponsor, or the businesses that members work at? Is there a large employer in the area that might be prepared to help promote to their staff?

“SET OUT A CLEAR AND REALISTIC BUDGET FOR ORGANISING THE EVENT”

- If you have approached local businesses to provide donations or prizes for the raffle then make sure you invite them and their staff to the event.
- If you have a club Facebook account consider promoting the event through a ‘Facebook boost’? This is where the club can pay a very small amount to promote to a specified target audience on Facebook, and can be a very cheap and effective approach to promoting your event.

6. Have a contingency plan

Make sure that you have a back-up plan in case of bad weather or for unforeseen circumstances.

7. Consider any legal implications

- Does your public liability insurance cover the event and the various activities within it? If you are an LTA Registered Venue that is covered through the LTA's public liability insurance provision then you can find out more here: www.lta-insurance-centre.com/clubs
- Have you considered health and safety?
 - Number restrictions
 - First aid and fire safety
 - Risk assessments
- Do you have the necessary licenses for the activities that you are planning?
 - Food & alcohol
 - Entertainment
 - Gambling (consider race nights, casino nights etc)

FUNDRAISING IDEAS

Fundraising events come in all shapes and sizes. Some are easier to deliver than others, some ideas are likely to raise more money than others and some might be more appropriate for your members and community. Outlined below are some ideas that might help you develop an effective fundraising event for your tennis club.

Smaller Fundraising Events (up to £500 approx)

Many of these events could be combined to create a larger event.

- Quiz Night
- Duck Race – Numbered ducks race down a river; each duck is sold and multiple races are staged with prizes awarded to the winners (check with your local council for any environmental issues)
- Snail / Sheep / Pig / Ferret Racing – An event that is a bit different is likely to attract the attention of more people
- Tug-of-War
- Coffee and Cake Mornings
- Treasure Hunt / Easter Egg Hunt
- Fantasy Tennis League – there are dedicated websites to help clubs create a tennis fantasy league or you could opt for a football version. Members pay a set amount to have a team in the league with prizes allocated.
- Car Wash
- Bake Sale
- Tombola – mystery tombolas can be even more exciting, all the prizes are wrapped and are a surprise.
- Raffles
- Sports Scratch Cards – sell in the clubhouse. Traditionally football themed but there are now tennis versions available.
- Sports Result Predictor – for major sporting events members predict the results with a set entry fee & prizes allocated for the winner(s).
- Tournament Sweepstakes – entrants pay a fee to enter the sweepstake for a major event (World Cup, Grand Slam, 6 Nations etc) and get randomly assigned a team or player competing in the tournament. Prizes are awarded to those people whose team win the event.
- Supermarket bag packing (a number of the club's juniors go to the local supermarket – with permissions from parents and the supermarket – and offer to pack grocery bags for the customers for a small donation)

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Mid-Size Fundraising Events (up to £1,000 approx)

This level of event are often more complex to run and will require more time to plan and prepare, but the financial returns and satisfaction returns from members and those that attend are likely to be higher. For these types of events the club can consider charging a reasonable entrance fee to supplement the costs for running the activities and helping to break-even and generate a profit quicker.

- Poker / Bingo Night
- Karaoke Night (liven this up by making it an X-Factor or Britain's Got Talent Night – obviously replace 'Britain' with your town or area!)
- Comedy Night
- BBQ Night
- Auction Night – Promises (use your membership base and networks to create a series of promises and services, as well as products, that can be auctioned off)
- Computer Games Competition (particularly appealing for the younger generation – and provides them with an event that they can organise and coordinate).
- Cheese & Wine Afternoon
- Car Boot Sale
- Fun Tennis Tournament's (you could potentially use the LTA's Benenden Tennis Festival packs to create themed social events where participants make a small donation for taking part)

Food Themed Suggestions:

There are various food-related fundraising ideas that prove popular at tennis clubs and can help to raise much needed funds, here are a few suggestions:

Farmers Market

This relies on the club making use of local food producers and persuading them to come and support the club whilst showcasing their products to local customers. There are various ways the club can generate money from this approach, for example you could charge an entrance fee and with this entrance fee comes a certain number of tasters / samples that they can redeem; each time the user takes some food a mark is stamped on their card (this entrance fee could be split with the food producers). Make sure the club bar is open, as more often than not the club can make significant additional revenues through accompanying beverage sales – and you may want to team up with a local brewery to provide some guest ales for the occasion.

This theme does not necessarily have to be solely focused on local farmers, the club could team up with a local butcher or supermarket to run a ‘pie & ale’ or a ‘sausage & cider’ event – be creative and make the most of your local networks.

Curry Night

This is a popular and relatively easy fundraising event for tennis clubs to organise in conjunction with your local favourite Indian restaurant. Agree with the restaurant a price for a set-menu and the minimum number of places that the club needs to sell, and in return the club agrees a sizeable commission on each place sold. The restaurant will also usually make significant additional revenues through their beer sales. The club can also combine a curry night with other smaller fundraising schemes such as raffles etc.

Food Sales on Club Nights

Some tennis clubs capitalise on their midweek club training and social nights, where often members will have rushed from work, to provide simple food offerings at a reasonable price. This could range from sausage, mash and beans, to a big vat of chilli. It doesn't need to be fine-dining, cheap and cheerful dishes that are easy to produce on-mass that not only generates significant additional revenue over the course of the summer, but also keeps the players happy.

Another successful option for clubs that have thriving junior coaching programmes on weekend mornings is to provide tea, coffee and bacon rolls to parents who are watching. This not only generates sizeable additional revenues for the club, but also keeps mum and dad happy about bringing their little ones to the tennis club for coaching.

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Large Fundraising Events (up to £2,500 approx)

Some of the ideas suggested in the previous sections can be run on a larger scale and generate larger profits, but ultimately mid-sized and larger fundraising events will require greater promotion and publicity to attract the footfall needed to make them a success. Don't forget to budget and plan your events accurately to ensure that you will make a profit and to make it worthwhile for the club, and always look to make the most of the secondary spend on drinks and food at your events, as more often than not this can be a sizeable income stream for the club.

- Village Fete / Fun Day (organise a selection of activities ranging from bouncy castles, cake sales, food stalls, car boot sales, face-painting etc)
- Race Night (pre-recorded races are projected onto a large screen and attendees place a bet or sponsor the runner that they think will win. Consider combining the night with other activities – such as providing food, watching a major sporting event, raffles etc)
- Beer Festival (the club purchases a range of different barrels of beers and opens the club up to the local community over a few days – bank holidays often work well. BBQ's and food options are organised and entertainment such as local bands or entertainers can be provided. Additionally if you are very proactive you might be able to encourage local businesses to sponsor each barrel of beer)
- Sponsored Walk / Run/ Swim/ Bike-Ride
- Casino Night
- Hog-Roast Evening
- Bonfire / Fireworks Night

ALTERNATIVE CLUB REVENUE STREAMS

There are a variety of alternative avenues that tennis clubs can explore for potentially generating additional revenue streams into the club.

Depending on your club's circumstances some of these options may be more suitable than others.

Gift Aid & Small Charitable Donations Scheme

Gift Aid is a scheme which enables registered Community Amateur Sports Clubs (CASCs) or charities to reclaim tax on a fundraising donation made by a UK tax-payer, effectively increasing the amount received. For every £1 donated, the Government will contribute an extra 25p, subject to certain conditions.

If your club is a CASC you can also use the Gift Aid Small Donations (GASDS) scheme to receive a 'Gift Aid type' payment of 25p in the £1 from the Government on small cash donations from individuals to the club subject to certain conditions. The club must also be using the Gift Aid scheme above but without the requirement of obtaining declarations from the donor.

To find out more about both of these schemes and how to become a CASC visit: www.cascinfo.co.uk

Crowdfunding

This is an increasingly popular tool for helping to raise money. When people talk about crowdfunding, they mean using websites to organise fundraising campaigns. Crowdfunding sites host the fundraising campaign and help to promote it and facilitate an easy online donation. Crowdfunding has helped to raise money for some increasingly innovative projects and is generally designed to be used alongside the club's social media channels and through your members encouraging their wider networks to support the club.

For a crowdfunding project to be successful you need it to stand out from the numerous other fundraising projects that people are bombarded with and you need to be creative in how it is promoted and attracts interest particularly through your social media platforms. There are a range of crowdfunding websites that can host your fundraising project, and most provide handy tips and guidance on how to optimise your campaign.

Clubhouse Hire

If your tennis club has a clubhouse that is in a reasonably good condition then have you considered seeking external hire opportunities? If you have a facility that is suitable for hiring out then it can be a genuine source of significant income for the club. It could be used for parties, community meetings, exercise classes etc. Explore what the local hiring costs are for a venue similar to yours and consider the best way of promoting the opportunity in the local area. As always use your members to help spread the word through their networks.

Buy-a-Brick & Club Naming Opportunities

When planning new construction at your tennis club, raise money by asking members of the club and the local community to contribute to the cost by 'buying-a-brick' for a set cost. In return for their contribution include their names on a board or plaque erected at the club to recognise their support.

There are also a range of other naming opportunities that your club might want to explore in order to raise additional funding. For example, in order to help cover the costs of resurfacing the courts, can you entice a local business to provide a sizeable donation in return for one of the courts being named after them? As part of the donation the business is permitted to put their branding around the court.

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