



VENUE FUNDRAISING GUIDE



WHAT IS FUNDRAISING?

Fundraising involves seeking financial contributions to support a charitable organisation, a meaningful cause, or a specific initiative.

It can help to raise funds for specific projects, such as floodlight installations, clubhouse builds, maintenance, or smaller scale projects to purchase equipment like balls and nets. It will often involve engagement with existing members and community connections and can be great for engagement with existing and new prospective members.

There are other ways to generate income for your venue, these include grant funding and sponsorship, and further information can be found in the [Financial Management section of the LTA Venue Support Toolkit](#).

This document will focus on fundraising that you can shape and implement at your venue, as and when required.



DIFFERENT TYPES OF FUNDRAISING

This document will take you through different fundraising opportunities for your venue, including:

- Event Fundraising

- In-venue Fundraisers

- Other Fundraising Ideas

- LTA and easyfundraising partnership
- Crowdfunding
- Challenge events
- Gift Aid and small charitable donations scheme
- Clubhouse hire
- Venue naming opportunities



ALIGNING WITH



LTA Tennis Foundation

A great way to further incentivise members to support your fundraising is to align with another charity – dividing funds raised between the two.

The LTA Tennis Foundation is the official charity of the LTA and their mission is to improve lives through tennis. When considering the fundraising opportunities detailed in this document, you could consider splitting the fundraising with the LTA Tennis Foundation. This would provide you with extra fundraising support from the LTA Tennis Foundation but also great messaging for your members – knowing that they not only supported their own venue, but also helped those from underserved communities access a sport that has given them so much.

EMAIL IF INTERESTED

EVENT FUNDRAISING

Fundraising events are a great way to raise funds and can be delivered at varying scales – from a regular quiz to a more formal dinner.

The following are some pointers to consider when putting on a fundraising event:

01 FUNDRAISING TARGET

How much are you hoping to raise and what is it for? A clear fundraising goal will help to engage people and support you with developing a budget.

02 DELIVERY REQUIREMENTS

What do you need to deliver it, e.g. people, location, food, drink, etc. Be sure to use as many of your own resources as possible to keep costs down.

03 PREVIOUS LEARNINGS

What social/fundraising events have you held before that have been popular with your members? There is no need to reinvent the wheel – the key is delivering an event that people want to take part in.



04 CALENDAR

When is best to hold the event? Make sure it avoids busy dates in yours and the wider community's calendar and consider when people are most likely to be available.

05 DEVELOP A BUDGET AND PLAN

Ensure you raise as much as possible for your venue by developing a clear and realistic budget – making sure you know where your break-even point is. Be sure to include things like marketing and printing, as well as the more obvious elements such as food, beverages and entertainment.

06 ASK FOR HELP

People are often happy to volunteer their time and skills for fundraising – be sure to put out an ask to your members early on. Consider approaching local groups and companies too if you feel they can add value to your event.

07 FUNDRAISING ADD-ONS

Do not forget additional fundraising on the night. If you have charged for tickets, you may also want to include an auction, a raffle, 'heads or tails' activity, or even a pledge.





08 PROMOTION

Consider how you will market your event, e.g. social media, within the venue, in the community, local radio, etc.

09 THINK SUSTAINABLY

When planning your event, look to ensure everything is done as sustainably as possible. Limit printing where possible and plastic use. Consider if you can re-use materials from other events/activities too.

10 SPONSORSHIP

Are you seeking sponsorship for the event? Outline exactly what a sponsor will get in return for their support and think of approaching local companies, companies of members or those who supply your venue with items/support.

11 CONTINGENCY PLAN

Make sure you have a back-up plan to ensure the event goes ahead in bad weather or unforeseen circumstances.

12 CONSIDER THE LEGALITIES

Is your event covered by public liability insurance? Is it covered through the LTA's public liability insurance if at an LTA registered venue? You can find out more here: www.lta-insurance-centre.com/clubs

13 HEALTH AND SAFETY

Ensure you have considered number restrictions, first aid, fire safety, risk assessments and licenses (food, drink, entertainment and gambling).

FUNDRAISING EVENT IDEAS

Here are some ideas for smaller fundraising events (up to approx. £500) but many of these events could be combined to create a larger event.

LOW-LEVEL FUNDRAISING

- Quiz Night
- Coffee and Cake Mornings
- Treasure Hunt or Easter Egg Hunt
- Car Wash
- Bake Sale
- Food Night

MID-RANGE FUNDRAISING

- Poker/Bingo Night
- Karaoke Night
- Comedy Night
- BBQ Night
- Cheese & Wine Afternoon
- Car Boot Sale
- Fun Tennis Tournaments

HIGH-LEVEL FUNDRAISING

- Village Fete or Fun Day (organise a selection of activities ranging from bouncy castles, cake sales, food stalls, car boot sales, face-painting, etc.)
- Consider combining the night with other activities such as providing food, watching a major sporting event, raffles, etc.
- Sponsored Walk/Run/Swim/Cycle
- Casino Night
- Bonfire/Fireworks Night
- Christmas/NYE Dinner



IN-VENUE FUNDRAISERS

Fundraising can be done within your venue, alongside your daily operations.

They are typically more low-level fundraisers, but also low maintenance regarding delivery, they often provide an incentive or prize for participants and can be run over a period of time. Fundraising ideas include:



Sweepstake

Link a sweepstake to a major sporting event with individuals paying to enter. The total amount raised could be split between the winner and the cause.

Tombola

A simple way to raise funds for your venue – hold a static tombola at your venue with prizes donated from members and local companies.

Lottery

Run a regular lottery within the venue with members signing up for a period of time. You could create your own or use an online platform such as MyClubLotto or Gatherwell.

You can run all these activities within your venue without a licence as they are classed as a private society lottery.

You can sell tickets (which must be physical tickets) to members and non-members, but all tickets must be sold on your premises.

You should always consult the Gambling Commission website to ensure you fully understand the limitations and rules of a private society lottery – you can view their website here: [Gambling Commission](https://www.gamblingcommission.gov.uk/)

YOU MUST MAKE SURE:

- People pay the same price for each ticket
- The rights associated with the tickets are non-transferable
- You only sell physical tickets – you cannot sell tickets online

OTHER FUNDRAISING OPPORTUNITIES

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

EASYFUNDRAISING

The LTA has partnered with easyfundraising to help tennis venues source an extra income stream. Just ask everyone connected with your venue (members, coaches, volunteers and friends) to use easyfundraising when they shop online with over 8,000 leading sites, including Amazon, John Lewis and Just Eat.

Every time they make a purchase, your venue will receive a cashback donation directly from the retailer. Join over 350 tennis venues using easyfundraising to generate additional funding to invest in the running and operation of their venue.

To register for free, [visit the easyfundraising website](#)

CROWDFUNDING

Crowdfunding is about raising money for a project by collecting small donations from a large number of people online. Websites that can support you with setting up a crowdfunder include [justgiving.com](#) and [crowdfunder.com](#), to name but a few.

Often, but not always, supporters of a fundraising crowdfunding campaign receive something in recognition for their support – this could be something like a name on board in the venue. The incentives are often scaled depending on the amount donated.



CHALLENGE EVENTS

Challenge events are increasing in popularity – whether it be a sponsored tennis-a-thon, run, swim, etc. There will be several existing events in your local area where you can buy places and ask members to sign up and raise funds to take part.

We recommend ensuring you get an entry fee to ensure their commitment to the event and then set a minimum fundraising target for those taking part.



GIVE.SET.MATCH.

Give. Set. Match. - A Tennis Charity Challenge in aid of the LTA Tennis Foundation is a great opportunity for venues to help improve lives through tennis, and ensure that every child, young person, and adult can have access to the unique and life-changing benefits that tennis offers.

Give. Set. Match operates between May and September and combines the thrill of competition with the chance to win some amazing prizes. We are asking tennis venues in Britain to hold a competition with 50% of the player entry fees being donated to the LTA Tennis Foundation, to support their life changing work. Venues can host any style of competition they would like, and we are encouraging them to add on other types of fundraising activity on the day such as a raffle, a BBQ, or offering portions strawberries and cream for donations.

For those taking part in Give. Set. Match., whether a venue or individual player, you have the chance to win some truly amazing prizes.

FIND OUT MORE



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AND 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 taxpayer, effectively increasing the amount received. For every £1 donated, the Government will contribute an extra 25p, subject to certain conditions.

If your venue 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 venue subject to certain conditions. The venue 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 schemes and how to become a CASC, visit the [GOV.UK CASC Guidance notes](#) or [Gift Aid donation claims for charities and CASCs](#).

CLUBHOUSE HIRE

If your tennis venue has a clubhouse that is in a 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 venue.

It could be used for parties, community meetings, exercise classes, etc. Explore what the local hiring costs are for a venue like 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.

VENUE NAMING OPPORTUNITIES

When planning new construction at your tennis venue, raise money by asking members of the venue 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 venue to recognise their support.

There are also a range of other naming opportunities that your venue might want to explore to raise additional funding. For example, 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.



THE LTA IS COMMITTED TO SECURING A LASTING FUTURE FOR TENNIS IN BRITAIN

As part of this, a range of resources and support have been developed for tennis venues, which are available through our [Venue Support Toolkit](#).

For more information related to the principles of financial management of your tennis venue from financial compliance through to best practice, on budgeting, bookkeeping, tax and fundraising [visit the LTA Venue Support Toolkit here](#).

