



100+ WAYS TO RAISE MONEY FOR YOUR SPORTS CLUB



For more information or support, please contact

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BIG DOLLAR VALUES OR REQUIRE COMMITTEE TIME

1. Community Trusts
E.g. Community Trust of Wellington
2. Gaming Trusts
E.g. NZ Community Trust, Lion Foundation
3. Local Council grant schemes
4. Tournaments
E.g. invite teams/clubs from out of your region
5. Contra / exchange of services
E.g. free van hire in exchange for pamphlet drop or washing vehicles
6. Hire venue out for functions
E.g. member birthdays, reunions, weddings
7. Orix car leasing cash backs
See www.cmsport.co.nz/club-offers
8. Effective financial management
Ensuring money is well managed will help save money E.g. Xero, Club Manager, MYOB
9. Advertising space
E.g. sell sign space at club venue / name lounge
10. Facility Sharing
E.g. hire your venue to a hobby group who meet regularly (e.g. cards groups)
11. Business House Leagues / Social Leagues
May need to alter sports' rules etc. for shorter, easier, mid-week games
12. Benefactors / bequests
13. Club fundraising calendar / diaries / wall planners
Include club events, registrations etc. plus it creates a “hook” for next year
14. Investments
E.g. secured savings accounts
15. Club Number Plate Frames
www.autographics.co.nz \$25 each or \$4.50 if order 50+
16. Debentures
Selling shares in the club's assets
17. Charity status
Benefits include tax exemption
www.charities.govt.nz
18. EFTPOS
Team up with a large retail store and encourage customers to add \$1 to every EFTPOS transaction
19. “Seriously Good Guide to Fundraising”
Advice, ideas and templates for just \$15 from
www.exult.co.nz/index.php?page=seriously
20. Membership Fees
Include a variety of memberships including social and lifetime
21. Donations
From members, ex-members, parents, friends etc. - If you don't ask, you won't receive!
22. Club Handbook
Information on teams, competitions, management etc. – use to promote sponsors & sell advertising space
23. Sell / raise stock (rural clubs)
Utilise club contacts
24. Enlist the services of professional funders
www.fundraisingideas.org.nz/Consultants.aspx
25. Websites
Use your website to sell advertising space – see
www.sportsground.co.nz or www.myclub.co.nz
26. Ads by Google
Add link to your website to make money every time a user clicks on it –
www.google.co.nz
27. Join Community Rewards
Purchase goods and services from partner businesses to receive rewards for your club
www.communityrewards.co.nz
28. Sponsored run by athletes or team
29. Team Sponsorship
To print on team gear etc.
30. Club Sponsorship
Corporate and local
31. Individual player sponsorship
32. Scratchy cards
See www.fastfundraising.co.nz for details
33. Donate an hour
Employees donate 1 hours salary a month after Club presentation to company
34. Bi Annual dinner
Invite (paying) sponsors then add celebrities / Auction

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35. Business directory
See Wellington Hockey
 36. Sell land for a cell / mobile phone site
 37. Buy a Brick
During renovations of buildings, sell bricks using engraving or name plaques
 38. Buy a piece of virtual dirt
Sponsors buy large blocks & sell smaller pixels to members. Cost \$100k to set up full website
 39. Pens/biros with club logo
- SPECIAL NIGHTS / EVENTS**
40. Bulk booked activities
Many entertainment providers will give reimbursements for minimum numbers
 41. Virtual sports
Use a league (e.g. Super14, NRL etc), charge entry fee, participants select weekly teams, run points ladder, prize money
 42. Host Shopping Nights
E.g. cosmetics, Tupperware etc.
www.tupperware.co.nz, www.marykay.com.au
 43. Karaoke night
www.hireitnow.co.nz
 44. Novelty shows
E.g. host a hypnotist at clubrooms
 45. Coffee Evening
Coffee related demo, at home or at café
 46. Mystery Dinner
*Announce venue (someone's house) at 5pm
Charge \$30/head, great way to learn about your members as well!*
 47. Retail shop
Ladies night at mega store selling appliances
 48. Time capsules
During reunion or new building
 49. Boat Trip
Charter a boat and sell tickets
 50. Family Sports Days
 51. Demonstration Events
Learn something new-crafts, cooking, technology
 52. Movie nights
 53. Themed club functions
E.g. Christmas, 70s, Pirates etc
 54. Sports' evenings on big screen
E.g. NZ matches, international events
 55. Player auctions
 56. Work themed 'mufti' days
E.g. Hawaiian theme day at members' workplace – charge a gold coin donation
 57. Casino Night
 58. Mah-jong night (Chinese game)
 59. Daisy Dung drop
Mark field into squares and sell squares. Release cow into field and the 'owner' of the square the cow 'deposits' in, is the winner.
 60. Guy Fawkes Night
Small charge for entry, with meals, raffles, BBQ, fireworks display or safe fireworks area, bonfire etc
 61. Discos
Target specific groups (e.g. juniors)
 62. Wine Tour
Organise a wine tour and charge extra (e.g. \$10pp) as profit – good club social event
 63. World Record Attempts
Gold coin donation to take part
www.guinnessworldrecords.com
 64. Host 24 hour events
e.g. 24hours of tennis and get individual sponsorship for event
 65. Horse Racing Nights
 66. Celebrity events
Use club contacts, your RSO etc. to access local sporting celebrities or other celebrities
 67. Quiz / Trivia nights
www.trivianight.co.nz
 68. Guest speaker evening
 69. Charity shave / haircut etc.
Sponsorship for club member to shave hair, grow beard etc.
 70. Amazing Race / Scavenger Hunt
Charge a nominal entry fee

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71. Team / Club / Facility Naming rights
 72. Newsletters
Use these as advertising space and to acknowledge sponsors
 73. Club Ball / Sportsman Dinner
 74. Charity golf tournament (or any other sport)
 75. Hosting an ‘...athon’
E.g. goal-athon, kick-athon, walkathon, swim-athon, bike-athon etc. (good for juniors)
 76. “Big Bite”
A Zoo hosted a feed the animals night for VIP’s but the actual “bite” was asking them for \$
- SELLING**
77. Raffle tickets
*Buy products to raffle or get donations
For prizes over \$500, see regulations set out at www.dia.govt.nz*
 78. Weekly lotto ‘bonus ball’ draw
E.g. Sell 40 numbers / week at \$5 / number with \$100 prize money and keep profit
 79. Sports team photography
*Club arrangement with photographer to keep small profit from every photo sold
www.photocentral.co.nz*
 80. Sell family portraits
www.portraitsrus.co.nz
 81. Gift Baskets
 82. Pizza’s
Special Olympics club in Auckland did deal with Pizza place
 83. Sell sunscreen at events
*Club retains 40% of sales, free delivery and returns allowed
www.cancernz.org.nz/products*
 84. Quick Fire Raffle
On the spot with instant result
 85. Swear boxes
In the clubrooms and/or members to take to their workplaces (BUT check if this is a good “fit” for your club!)
 86. Late collection box
For people that turn up late for meetings or practises. In the clubrooms and/or members to take them to their workplaces
 87. Fines for members
Bowling with wrong bias, double faults in Tennis, bogey in Golf etc
 88. First Aid Kits
Buy containers & items in bulk then sell
 89. Hangi sales (or Umu or Sivia)
At events / fixtures or pre-order sales and deliver
 90. Car Boot Sales / Markets / Swap meets
E.g. setup stalls at markets
 91. Club novelties for sale
E.g. keyrings, bumper stickers, cups etc.
 92. Sell sweets in your community
www.sweetideas.co.nz
 93. Sell Entertainment Books
www.entertainmentbook.com.au
 94. “Batons Up” Raffles
1st drawn number gets 1st pick of prize
 95. Sell 2nd hand sports equipment
 96. Gala days / fairs
*Have side-shows and stalls to make money
E.g. coconut shy, ring toss, cake stall*
 97. Club merchandise for sale
E.g. beanies, tracksuits, sports bags etc.
 98. Food and beverage sales at clubroom
If clubroom available
 99. Food and beverage sales at event
E.g. coffee cart, sausage sizzle or food stalls on sports field
 100. Selling chocolates or other foodstuffs
See www.houseoffundraising.co.nz
 101. Trade me
Use the website to sell club merchandise or general fundraising – www.trademe.co.nz
 102. Garage sales
Combine several garage sales to make a mega-sale!
 103. “Open” Days
Open homes, Open gardens
 104. Wine Selling
*Sell a case of wine and receive \$40
<http://www.silene.co.nz/wine-fundraisers.asp>*

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VOLUNTEER PROJECTS

105. Babysitting service
Club members baby-sit and donate their payment to the club
106. Working gangs
Employment for groups who want to fundraise e.g. www.alliedmovers.co.nz or chop and sell firewood
107. Car wash
108. Fruit-picking
Sell fruit at workplaces, club, roadside etc
109. Metal recycling
Metal merchants will pay for all sorts of scrap including aluminium, copper, brass, lead, batteries, electrical cable, steel, stainless steel, roofing iron, radiators and machinery
110. Collecting aluminium cans
Sell cans to local scrap dealers
111. Community Sausage sizzle
E.g. Warehouse, Mad Butcher, Bunnings
112. Working bees
Advertise in your local community E.g. Haymaking gangs (rural clubs)
113. Envelope stuffing / folding
Often local businesses require this
114. Pamphlet dropping for a local business
115. Collection buckets
At events, shops and bars – confirm arrangement with owner/organiser first
116. Christmas wrapping at shopping centres
117. Christmas period
Cards, Trees, Carols
118. Delivering Phone Directories
www.yellow.co.nz
119. Stocktaking
Contact local supermarkets / warehouses etc. who need stocktaking
120. Event volunteering
E.g. parking attendants, programme sales Contact Council, RSO and Event Venues
121. Security work
Westpac Stadium <http://www.redbadge.co.nz/>
122. Use student services to gain discounts

E.g. student physiotherapists, student photographers etc.

Think outside the square!

There are endless ways of making money for your club if you are prepared to think outside the square and do something different. Look at other industries like the Arts

Select carefully!

Choose and focus on a very small number of options per year. Think about the resources (people, time & energy) that you actually have. Is it an annual activity? (i.e. create a “hook” for next year)

Partnerships

Get in to bed and piggy back with a complimentary group, share profit, e.g. children free with adult, approach local restaurants

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USEFUL WEBSITES

<http://www.sparc.org.nz/sport/running-your-club/running-your-club/raising-funds>

<http://www.exult.co.nz>

<http://www.foresee.co.nz/index.php>

<http://www.fundraisingideas.org.nz/>

<http://www.wellington.govt.nz/services/grants/othergrants/othergrants.html>