Fundraising

Fundraising Tips and Ideas

One key way to decrease individual member dues is through fundraising. Campus Recreation does not offer direct funding for clubs, so fundraising is one of the best ways to try to subsidize expenses. Organization is crucial to the success of your efforts. The following is a suggested process to organize fundraising efforts.

1. Form a committee. Designate, elect or volunteer club members to serve on a fundraising committee. Breaking committees down to handle specific aspects such as publicity, scheduling, facilities, selling tickets, etc. will also help.
2. Start early. The earlier you start, the more time there is to advertise the event and coordinate all of the necessary steps. Extra time will help members carry out their responsibilities on time and to promote the event as necessary.
3. Select the proper time and location for your event. Try to find what suits your event and your target audience best.
4. Set goals for your fundraiser. Create a plan of action to follow.
5. Publicize the event. Reach out to the community, such as schools, radio stations, newspapers, friends, family, local businesses, etc. Use flyers, banners, posters, signs, etc. Be sure that all postings on and off-campus are approved prior to posting. For rules and regulations regarding posting, consult the CSI handbook found at [http://www.montclair.edu/csi/csihandbook08-09.pdf](http://www.montclair.edu/csi/csihandbook08-09.pdf).
6. Design a budget that estimates every possible expense as accurately as possible and the expected revenue. Talk to businesses about donating goods that clubs might need for the event. Consult the Assistant Director of Campus Recreation prior to making any commitments.
7. Evaluate the success of the event, document the positives and negatives, and what could be done differently in the future. An evaluation of the event should be turned in to the Club Sports staff within two weeks of the end of the event. Keep notes on the project from the beginning to the end.

The following are suggestions for specific fundraisers for your club:

- Hosting a competition. Charging an entry fee, selling tickets, running a concession stand, selling ads in a program, selling programs, or selling apparel commemorating the event.
- Team apparel sales. Selling apparel to friends, family, fans, and students could be a great way to raise funds for the team, especially at home matches. Use an order form so that you know can order the appropriate number of items and collect the money beforehand to be sure that the club can collect enough money to subsidize costs.
• Contact Alumni. Keep records of old members and contact the Alumni Association as well. Hosting alumni events, selling tickets, and focusing on building relationships with Alumni could help bring in future donations.
• Sending a newsletter out to past donors, sponsors, and alumni. Keeping them informed of the team’s progress and ongoing financial needs could also lead to future donations.
• Send a letter to friends and family.
• Organized fundraisers, such as selling magazines, can bring in a fixed percentage of what you sell.
• Hosting a golf outing.
• Bake sales.
• A banquet or end of season dinner.
• Hosting a club night at a local restaurant. Many places offer sponsored nights where clubs will receive a portion of all receipts during a given frame on a specific day. This can be a good way to raise money and spread publicity of the club in the local community.
• Candy sales

Be creative. There are many different ways to raise money in addition to the ideas listed above. If you have any other additional fundraising ideas that you would like to pursue, set up a meeting with the Assistant Director of Campus Recreation and the Club Sports staff to discuss. All fundraisers must be approved by the Assistant Director beforehand. You should also consult the NIRSA Club Sports Fundraising Resource Guide which can be found at http://www.nirsa.org/Content/NavigationMenu/NIRSABoardofDirectors/Fundraising_Resource_GUIDE.doc.

**Sponsorship**

Clubs are welcome to attempt to seek out commercial sponsorship in order to help subsidize expenses. Sponsorship can provide clubs with economic and/or in-kind benefits (such as products, discounts, services, etc). No club may enter into a sponsorship agreement without written approval from the Director of Campus Recreation. All sponsor letters of agreements and/or contracts must be signed by the Director of Campus Recreation upon receiving approval. Any sponsorship agreements entered into by club members, coaches, instructors, alumni, etc are prohibited and will be voided by the University. Unauthorized sponsorship agreements will subject the club to disciplinary action and may result in the loss of Club Sports recognition for the club.