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# 3. Fundraising & Sponsorship

With limited funding and support, volleyball clubs often need to charge members a fee that covers the cost of the club. This section outlines ways that your volleyball club may be able to raise money through fundraising and sponsorship, to help reduce any fees members must pay.

**There are several different ways to raise money some are:**

* Fundraising events (car wash, selling food, socials or dinners, silent auctions etc.)
* Donations
* Grants & Gaming Funds
* Sponsorships

\* Clubs should try to use as many ways as possible to raise the necessary funds necessary.

## 3.1 Fundraising Events

No matter the fundraising event, it is important that the event is planned and organized to ensure a successful event.

**The steps to setting up fundraisers are**:

1. Determine exactly what the funds are being raised for and the amount they wish to raise.
   * Identify the purpose and goals.
   * Where will the funds go
2. Budget and make timelines for your event.
   * Ex. Club wants to raise $750 by November 30th.
3. Create a strategy and an action plan.
   * Run concession at club tournament with the help of parent volunteers and hold a silent auction and dinner before the season. Getting auction items by donation through parents and network.
   * Market and promote the events
   * Ensure you have enough volunteers
4. Do it!

A successful fundraising campaign involves more than preparing a goal and a plan. It is important that there are enough people to help with the event. Some clubs may have a Fundraising Committee, which organizes the campaign and sets the ball in motion. However if you can spread the workload and have a few extra hands to help out leading up to the event, it will be easier for all involved. It is important that all involved are aware of the event and what their tasks entail as well as ensuring that they are committed to the project. Working to a timeline will help keep things on target.

The method of fundraising that you select should relate to the fundraising target. For example you should try to make the event something that the members can be involved in- i.e. washing cars, selling chocolates etc. It should be something that is not beyond the resources of the club or on a day where people are likely to be occupied with other events.

## 3.2 Donations

People give donations for various reasons. There are charitable trusts and foundations, corporate companies and individuals who are willing to donate money to sports clubs. When seeking donations, the club should have a business proposal to present to prospective donors. This proposal should tell the donors what the club is about and why it would benefit from such a donation. Have a list of potential donors that you want to approach. It is important that you target the right donors. Usually they are people with an interest in volleyball or in what your volleyball club has to offer them. One great target donor group is former alumni of your Club program. Keeping alumni involved and up to date with current Club matters and results, are one way of continuing a club’s tradition, and you may find that due to their past experiences with your club they are willing to help out and support the Club for years to come.

Once you have compiled a list of possible donors approach them either personally with your proposal, or by mail and then follow it up in person. It is important to have the right people making the presentations. They should be knowledgeable about the club and its plans, as well as be prepared to answer any questions that are posed. Ensure that you thank donors for their time and the contributions that they make. This can be done in person, at award ceremonies, through your newsletter or website or with advertising. Donor recognition further encourages the relationship between the donor and the club, fostering the connection for future donations.

Remember that as with fundraising, you need to set goals, make plans to help you carry out your goal, determine the resources that are available, budget for the plan and the strategy that will raise the funds.

## 3.3 Grants, Proposal Writing, and Gaming Funds

Grants are funds that you can apply for through established trusts or organizations. They usually require you to complete an application form that asks you to detail the reasons why you should receive the grant. The project that you are preparing needs to be outlined, listing its duration, who or what is involved, the budget associated with the project, and whether it is a once-off project and whether there will be funds to continue it when the grant money runs out. You need to plan and be clear about your objectives when completing these applications. There are usually many more applications vying for a share of the grant than there is money available, therefore it should not be prepared at the last minute.

There may be a number of grants available to your Volleyball club that you are not aware of. These grants may be through local community groups, local governments and councils, charities and trusts, corporate companies, and sports authorities.

### Grant Writing Tools and Resources

* **ViaSport** provides grant programs that are funded by the government of BC which encourage sport participation and healthy living, develop high-performance athletes and improve delivery of sport and recreation programs to benefit all residents. ViaSport can be a great resource when applying for grants for your club. See their website at [www.viasport.ca](http://www.viasport.ca).
* **Sport BC** also offers a list of government funding and Grants in their resource Library Found Here: <http://sportbc.com/resources/resource-library/>

**Writing Tools and Resources**

* Sport BC offers a Grant writing Guide
* http://sportbc.com/files/FUND-2316-Slides.pdf
* Free Web-based grant-writing resources, including sample proposals: http://www.npguides.org/index.html
* A Beginner’s Guide to Grant Writing: <http://www.grantnet.com/HelpfulReports/securingfunding.pdf>
* For sources of Sport Funding in BC: <http://cahr.uvic.ca/nearbc/media/docs/cahr4fe2c61a769b9-bc-sport-funding-opportunities.pdf>

## 3.3.1 Gaming Funds Application

Non-profit organizations providing programs of direct benefit to the broader community are available to apply for Gaming grants. These Community Gaming Grants can be up to $100,000, and are very helpful when governing a Club. However with only 1 application per year, they must be filled out correctly to receive the funds. It is extremely important to know the deadlines, and what is exactly required of the application before applying, so be sure to use the documents and checklists provided by the government.

The Provincial Government offers a detailed webpage and provides the necessary resources on how to complete a Gaming Grant Application. For applications and more information about Gaming Funds see the BC provincial website at: <https://www.gaming.gov.bc.ca/grants/index.htm>

## 3.4 Sponsorship

Sponsorship is an agreement or partnership between two parties, both of which seek mutual benefits. They usually involve a contract with specific conditions outlined for both parties. For your club to seek sponsorship you need to have something to offer to your potential sponsors. Like grants – the funds available for sponsorship are limited with many others making requests for the same resources that the sponsor has available.

As a volleyball club you may be seeking sponsorship for the following:

* To assist a specific team,
* to help with club finances,
* to purchase equipment,
* to rent facilities
* to cover accommodation or travel costs

Sponsorship may be arranged as products or services rather than money in exchange for the benefits your club has agreed to offer. The aim of most sponsors is to increase the productivity of their business. What is there that you can offer the sponsor? More than likely it will be exposure and the advertising or promotion of their product.

### What to include in a Sponsorship Package/ Proposal

The sponsorship proposal should never be generic. A cover page with the club’s logo and the business/organizations logo is a great way to symbolize the document in seeking a partnership with a valued business. Things to include in your Club’s Sponsorship proposal are:

1. Name of club, location and Club mission statement
2. History of the Club and milestones
3. Assets: gym partnerships, equipment, etc.
4. Key figures:  membership numbers, website visits, social media audience, number of teams, age groups, details on number of games and how many people attend.
5. Benefits of Sponsorship – what will sponsorship offer the business – increased sales? brand awareness?
6. Sponsorship – what is included? – Is there one level or many (gold, silver, bronze etc)? What are the prices? Any customizable options?
7. Other club sponsors and partnerships – include any sponsors here that you think would be seen as validation that sponsorship with your club is a worthy endeavour. Or any partnerships with government departments or charity foundations.
8. Testimonial – If you can get any of your current sponsors to provide a testimonial, this can be a very powerful tool.
9. A follow-up time and date.

## 3.5 Sponsorship Proposal Letter Template/ Sample

*\*\*\*Have Letter Head with Club Logo/Name etc. \*\*\**

*Name*  
Job Title   
*Company Name*  
*City/Town*

*Date,*

Dear (*Name)*,

We at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) would like to offer you and your company the opportunity to become involved in our Volleyball Club Program. Our Club is aimed at *<Enter Purpose/mission/ and Location>.*  A sponsorship with your company would provide great benefits to both you and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*).

Our club currently has a boys program and a girls program for U14 to U18 with ­­­­\_\_\_\_\_#\_\_\_\_\_ members. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) currently has ­­­­­\_\_\_\_#\_\_\_\_\_ website visits a month and has a social media audience of \_\_\_\_\_#\_\_\_\_\_\_. <*Provide more club information as needed, including Club Figures >.*

By teaming up with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*), we will provide (*Enter Company)* with an opportunity for increased brand awareness, (*explain how*), increased sales… *(Any other benefits the company will receive.)*

Our Sponsorship Packages are as follows:

* Gold: *Create yourself :example $1000 = logo’s on team jackets and bags*
* Silver: *$250 = direct link to your company on our website and logo’s on …*
* Bronze: *$100 = shout out on our social media platforms*

Also note that all donation of $\_\_\_\_\_ are eligible for a charitable tax receipt. (*Use only if Available*)

Please consider this proposal a starting point as may be other opportunities to be explored. Thank you and I look forward to hearing back from you at your earliest convenience.

Sincerely,

*Club Contact Name*

*Phone number*

*Address*

*Email*

## 3.6 Fundraising Policy Template

**1. Introduction**

The Fundraising policy is to organize fundraisers to have consistency and ensure proper representation in the community.  It will also clarify the collection of admin fees as a source of revenue for the club.

**2. Process**

1. \_\_\_\_\_\_\_\_\_\_ % of all fundraising money will stay within the club to offset administration costs (this will exclude concession funds raised during individual team tournaments).
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) Club Fundraising Coordinator must receive the following information from each team/club at least one week prior to the event: Location of event, date, time and purpose of holding the event. Within one week of the event the amount of money raised is to be provided to the coordinator.
3. Fundraising information will be kept by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) the Club Fundraiser Coordinator for the duration of the Indoor Age Class season.
4. At each fundraising event, the individuals/teams involved must include visuals to indicate their involvement with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) Club and/or their team.
5. While at each fundraising event, each individual involved must present themselves properly to the public. Clothing, headwear, and language that may cause the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) Club to be misrepresented, or develop a negative image will not be tolerated.
6. All money raised by a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*) team will remain within the team. Under no circumstances will that money be removed from the team.
   * (ex. The 18U Boys team has raised money for several months to reduce the costs of sending their team to a volleyball event, and midway through the season, a family chooses to no longer be a part of the team. The money raised by that family will remain a part of the 18U Boys Volleyball Team)

**Sponsors**

1. All sponsors received by an individual player will be used towards their own player fees for the year.
2. All sponsors funds/donations received by the team from outside organizations/individuals will remain with the team it was donated to. Under no circumstances will that money be removed from the team.
3. The club secretary will be notified about any public team or team/players sponsors to allow the club to recognize sponsorship and approve that the sponsor is appropriate to represent the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Insert Club Name*).
4. NOTE: If a sponsor does not want to be recognized please notify the club.

# Appendices

## Appendix 1: Club Facilities and Rental Coordinator/ Director Portfolio

***(Insert CLUB Name)* Facility and Rental Coordinator**

ROLE DESCRIPTION

To organize, contact, and book facilities for Club practices and training sessions.

SKILLS/QUALITIES REQUIRED

* Good communication skills
* Good organizational skills
* Able to create innovative solutions

MAIN DUTIES

* Organize and determine all the gym time that is needed for each club team for practices and training sessions
* Submit facility permits and any forms necessary on time, including obtaining general Club liability insurance if needed.
* Liaising between the Club and the rental facility with any requests, complaints etc.
* Ensure all rental requirements and contracts are completed and carried out
* Actively search for future facilities and opportunities to be partners with facilities and not just a ‘user group’
* Liaising between the President and certain committees
* Fulfilling the requirements of the portfolio/duties assigned
* Assisting and advising other Board members on their portfolios

COMMITMENT

*- Enter the amount of time and commitment needed.*