

Workshop



ANZ Victorian Community Tennis Forum #7

March 18 2016

FUNDRAISING IDEAS WHICH HAVE PREVIOUSLY WORKED AT CLUBS

- Entertainment Book
- Partnerships with other sporting clubs
- Rotating RSL/Bowls Nights (club support/community goodwill)
- Local gym
- Reciprocal memberships
- Sponsorship
- Think broad, not always local
- High visibility
- Good facilities
- Ensure it is formalized
- Review Insurance/Utility expenses - savings opportunities
- In kind - contribute \$\$ for services
- Theme day/nights
- Trivia night
- iPod Shuffle night / last song
- Movie night
- Meat tasting night
- Brownlow night / finals night
- Disco / Dance night
- Beer tasting night
- Wine tasting night
- Darts
- Restaurant night
- Pizza night
- Curry night
- Multicultural food night
- Sports people night
- Casino nights / Poker nights
- Market night (local art & crafts - table fee)
- Silent Auctions at theme nights
- Charity Day – Peter McCallum donation (round robin/raffle prizes)
- Register with Australian Sports Foundation
- Sales

- Bulk deals?
- Hoodies for sale / Balls / Club and sponsor merchandise
- School Fete
- Casual Sets
- Raffles
- New car / hampers
- Room hire for non-tennis groups
- ANZ Home Loan Introducer Program
- Building strong relationships with key local stakeholders
- Council
- Pokies revenue
- Percentage to local community
- Food Drives
- Pie
- Chocolate
- Bunnings BBQ Day
- Events
- Club Tournaments / FAST4
- Tennis Marathon (24 hours of tennis)
- Charity Days - Mother/Daughter; Pink ribbon
- ANZ Tennis Hot Shots Party (birthday parties)
- Tennis Cares
 - To offer free lessons for underprivileged children
 - Multicultural and disability programs
- Winery Tours & Wine sales
- Meet the Pro type opportunities
- Bar revenue
- Benefactor
- Have an ambassador (local celebrity) to boost profile
- Have a business plan
- Fundraiser
- Consider timing - time of year, when to approach council, how long to organise, planning etc
- Membership packs
- Footy Tipping
- Council Grants
- Contact ASF – online (teach how)
- Paver Campaign (tax deductible)
- Planks (on deck)
- Important to recognize volunteers
- Networking with Councillors (invite to events)
- Attend TV Forums – networking and learning to work with process
- Vic Health grants - participation
- Court signage
- Clubhouse signage

- Flyers
- Uniform sponsor - Club polo/caps/hoodies
- Ladies Christmas Dinner
- Meat Tasting (Farmer's Union)
- Grand Slam Nights (tv watching)
- Open Day
- Tournament/Comp gaming nights
- Poker night
- Footy tipping
- Cadbury chocolate drive
- Trophy sponsor for club events
- Electronic horse race – people buy horses
- For kids – snail race
- Crown Casino Nights
- Loose Change Week
- Open Days – raffles, sponsorships, BBQ/free sausage sizzle, jumping castle, free coaching activities.
- Tennis Seniors Tournament
- Court Sponsorship – annual
- Vending Machine
- Sponsors/advertising
- ACE Program
- Functions/Facility Hire
- Buy a Board (funding deck materials)
- Court Hire/electronic bookin
- Calcutta Night
- Australian Open – player raffle
- Partnerships – eg Schools
- Renovations – buy a brick \$200
- Bogan Bingo
- Donations from members
- Art Show in conjunction with local Art Society
- Antique appraisals
- Wimbledon theme night
- Car wash and polish
- Progressive diner/supper
- Morning tea
- Link with charity/cause
- Hosting wakes
- Tap into other sporting groups (golf)
- Hot Shots Kids' Party/Birthday parties
- Golf Day
- Coin toss for a wine bottle
- Donations to club when renewing memberships

- Gift hamper around Christmas (made from donations)
- Canteen at club
- Intra club night comp – member and non member rate
- Free membership for 100 from Leisure Centre
- Italian Group hiring venue – Senior Friendship Group (\$1500 pa)
- Playgroup
- Women's Clothing – in shop purchasing/20% off sale