

An aerial view of a tennis court with a blue surface and white lines. Two players are shaking hands over the net. The player on the left is wearing a black shirt and shorts, while the player on the right is wearing a white shirt and shorts. Their shadows are cast on the court. The background features a teal and light blue geometric pattern.

FUNDRAISING IDEAS FOR YOUR TENNIS CLUB

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Why fundraise?

Fundraising can be a vital financial stream for sporting clubs, helping to raise money for specific club projects or upgrades.

While the financial benefit to hosting fundraisers is attractive for the club, fundraisers can also encourage your members to get to know each other and feel part of the club atmosphere.

Fundraisers come in all shapes and sizes, with some easier to deliver than others.

This guide will provide some ideas that your club might consider using for your next fundraiser.

What type of fundraisers should my club run?

The type of fundraisers a club should run will vary and often depends on a number of factors.

Before deciding on your next fundraiser, it is important to consider the resources that you have at your disposal, as this may determine and help guide your club to determine what type of fundraising idea is appropriate and achievable.

Ways to fundraise at your club

Fundraising ideas	
'Keep the change'	<ul style="list-style-type: none">• It's simple - after every sale ask "can we keep the silver change?"• Don't forget to display details of the campaign and what the money is going towards. The money could go towards something the club needs or needs to upgrade such as a new net, new balls, repair a gate and many more• TIP: Make your cause known - people will be more likely to contribute if they know where the funds are going.
Coffee, coffee, coffee	<ul style="list-style-type: none">• Three words that everybody loves! You go down to your local coffee shop, why not make your club everybody's new local - especially on weekends.• Why not install a coffee machine at your club - there is a huge mark-up on coffee so you will make the money back in no time!• Fund a few club representatives to do a barista course and ensure someone is there to make the coffee at your competition days and events
Silent Auctions	<ul style="list-style-type: none">• The best thing about Silent Auctions is that they can be done at any time. The club could dedicate a specific night to host the Auction, or set up the items in the clubroom to be available to look at and bid on during the week.• Silent Auctions can also be hosted and conducted online through a number of websites.• Click here to view a website to help you host a free, virtual Silent Auction.

	<ul style="list-style-type: none"> • TIP: Seek out local businesses and sponsors to donate items, or if purchased, ensure you can sell it for more and make a profit
Car Boot Sale	<ul style="list-style-type: none"> • It's like a Garage Sale, but without the garage and a car boot instead. Encourage people to bring any items they are looking to get rid of and sell them from the boot of their car. Set up the sale sites in your car park and sell them for a fixed price (e.g. \$20). • TIP: Increase revenue by running sausage sizzles, selling coffee, offering face painting and much more!
Trivia / Games Night	<ul style="list-style-type: none"> • Trivia and Games Nights are great ways to get the whole club together, and appeals to everyone from juniors through to the seniors. • Charge an admission fee, or make it a gold coin donation on arrival. Make sure you have some goods and services to auction or raffle off on the night. • Tip: Create a theme for the night. Think 'Grand Slams', 'Calling on all Sports Fans' or 'Back-to-School'. Check out some more ideas here.
Function with Guest Speaker	<ul style="list-style-type: none"> • There are many ways to attract people to a club function, and guest speakers are certainly one way to do this. If you can land a notable guest speaker, at a reasonable price, this cost could be covered by the number of guests that attend. • Want to make as much money as possible? Provide and charge guests for dinner, sell drinks over the bar and have items ready to be raffled off. • Tip: Try and use connections to guest speakers, if they know someone at the club, they might be willing to offer a discounted rate.
Corporate Team Building Functions	<ul style="list-style-type: none"> • Looking to expand the use of your club? You could promote and hire out your club to run Corporate Fun Days. Fun Days could include tennis tournaments, round robins or running an Open Court Session. • To get the most out of the day, create packages including food and beverages for businesses to pre-purchase. • *See example on next page.
Auction Night	<ul style="list-style-type: none"> • Request club members offer goods and/or services that could be auctioned e.g. sports memorabilia or equipment, hampers from their local stores, massage/ beauty vouchers. • Host an evening to sell/raffle the donated items and charge an admission fee. Provide dinner to encourage club members to attend. • Tip: You could even approach local businesses to donate items that can be sold on the night.

Corporate Function Packages

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Ace Package	Rally Package	Hit Package
<ul style="list-style-type: none"> Group participates in either a <i>Cardio Tennis</i> session or <i>Open Court Session</i> Full day use of clubhouse, including amenities Provided morning and afternoon tea, lunch & non-alcoholic beverages 	<ul style="list-style-type: none"> Group participates in either a <i>Cardio Tennis</i> session or <i>Open Court Session</i> Full day use of clubhouse, including amenities Provided lunch & non-alcoholic beverages 	<ul style="list-style-type: none"> Group participates in either a <i>Cardio Tennis</i> session or <i>Open Court Session</i> Light refreshments & non-alcoholic beverages
Full day	Full day	2-3 hours
\$1,500	\$1,000	\$500

