



FUNDRAISING IDEAS



FUNDRAISING DURING AND AFTER COVID-19

Fundraising is always challenging, even more so in the face of a pandemic which is having severe social and economic consequences. However, all this means is that fundraisers and effective fundraising will become even more important – now, through the pandemic and into its aftermath.

Below is a list of fundraising ideas we have compiled. It is separated into two sections:

1. Fundraising ideas you can run now, throughout the isolation period of this pandemic
2. Fundraising ideas that you can prepare now, ready to implement as soon as this pandemic is over and your club is back up and running.

It is important to note that certain fundraising initiatives like raffles and lotteries require permits, to find out more, visit the following websites:

- <http://www.licence.smallbusiness.wa.gov.au/BusinessLicenceFinder/prod/licence/8323>
- <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/racing-gaming-and-wagering/gaming-applications/gaming-online-lodgement-guides/standard-lottery-permit-application-lodgement-guide>

FUNDRAISING IDEAS: TO RUN NOW

CLUB COOKBOOKS

Cookbooks are often seen on bestseller lists, so why not create your own best seller for your club? Simply email your members and ask them to send through one or two of their favourite family recipes. These recipes can then be compiled and printed as a Club Recipe Book to sell to your members and the local community.

Tip: Consider going Digital – if the cost of printing the books is too high, sell it as a digital recipe book!

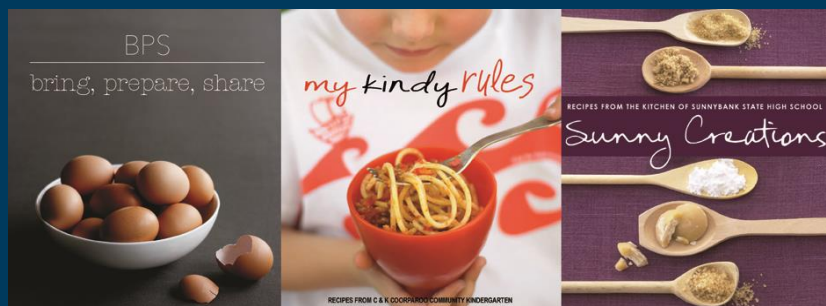
Tip: Do you have any budding graphic designers in your membership base? If so, why not ask them to design the book for you – it's a great addition to their portfolio. Alternatively reach out to a local graphic design student who may want the experience, and is likely to produce great work at a fraction of the cost.

Tips: To assist with costs, ask club sponsors or local businesses (particularly food businesses – butchers, bakers etc) to sponsor the book by 'purchasing a page' – they can use that page to advertise and perhaps even submit a recipe of their own using ingredients that can be purchased at their business.

Useful Website: <https://www.createacookbook.com.au/>

ONLINE RAFFLES

Raffles are the 'go to' for fundraising. People are usually happy to shell out a few dollars on raffle tickets to support a good cause. It also helps to have great prizes (hopefully a donated one – reach out to your sponsors or local businesses, who may also appreciate the additional promotion an online raffle provides).



Given the current COVID-19 climate, it will be hard to sell tickets face-to-face or at Club Events, so advertise the raffle via email or social media and set up a ticket-selling function on your club website (if functionality permits), or use a trusted external website with payment functionality to sell tickets through.

Remember, just like traditional raffles, online raffles are classified by all Australian States and Territories as 'gaming' and are subject to regulation designed to protect the consumer, and the people conducting the gaming. Before you run a raffle it's of the utmost importance that you check your state's regulatory body raffle rules to avoid accidentally breaking any gaming laws. Check the websites listed at the top of this page.

AUSTRALIAN SPORTS FOUNDATION- FUNDRAISING4SPORT (F4S)

The Australian Sports Foundation's F4S supports local grassroots clubs, schools, councils, and community groups, right through to regional, state, and national sporting organisations to help fundraise for a number of projects and initiatives.

Once your club or organisation has signed up, you'll get your very own fundraising page that is easily accessible and can be shared online or via social media.

All the donations received through your fundraising campaign will be transferred to you monthly, plus you'll have direct access to our fundraising resources, advice from a Sports Partnership Manager and access to our online portal, 24/7, where you can manage your page and the donations received.

For more information visit: <https://asf.org.au/fundraise-with-us/>

SPORTAUS PLAY FOR PURPOSE – THE SPORT & CHARITY RAFFLE

Play For Purpose is an innovative fundraising solution that rewards both clubs and supporters alike! This world-first fundraising raffle is free for clubs to participate in, and will give clubs access to large prize pools and a powerful e-commerce technology, with no financial risk. Supporters can buy tickets for \$10 each and a minimum of \$5 from every ticket sold will support the club's charitable sporting projects. There are over 7,500 prizes on offer in the raffle valued at \$500,000!

For more information visit: https://www.sportaus.gov.au/grants_and_funding/play_for_purpose

BRANDED CLUB PRODUCTS

Branded products such as club t-shirts, drink bottles, racquet dampeners, coffee cups or socks, can be customised at affordable prices to reflect your club's branding. Selling these branded products to your members can be a very successful fundraiser as well as a way to connect with your members and promote your club identity.

Tip: If your club doesn't have a merchandise provider, reach out to the team at Tennis West, who will be happy to provide you with some suggestions.

LOOSE CHANGE CHALLENGE

Pretty much everyone has a handful of 5 cent pieces just hanging around at home, and now more than ever, people have the time to spring-clean their houses and find all of this loose change down the backs of their sofas, and in their cars. So why not put a challenge out to your community and ask them to compete to see who can raise find the most loose change around their house that they can donate to the club. At the end of a designated period, everyone can drop in the jar of loose change, and the winning person can be rewarded with a prize (ie. A drink voucher at the bar or a free lesson with the coach etc).



Tip: Your best results will come from making your cause known – whether it be upgrading court surfaces, or purchasing playground equipment – if people know what they are contributing to, they are more likely to participate



WINE FUNDRAISING

Give your members, their families and friends the chance to replenish their cellars while boosting your organisation's fundraising. Some companies specialise in selling wine to community groups with a system to make the wine drive very manageable. Some groups customise their wine, labelling cleanskins. Fundraisers usually receive a percentage of sales or retain the difference between cost and sale price.

ONLINE TRIVIA NIGHT OR VIRTUAL SOIREE

Don't cancel your upcoming trivia night or club event, rather host it via video call (Become a Zoomster!) Make the most of your virtual soiree and create a fundraising page. Ask guests to donate the money they would have spent on a regular ticket or travel, a new outfit, a bottle of wine, a gift, or whatever is appropriate.

A trivia night can certainly put the 'fun' into fundraising. It's a great excuse to get your community together and have some laughs, particularly during these times of isolation. Play verbal games, or try video charades. You can opt for a themed night, for example, 80's trivia questions only with the option of fancy dress and best dressed prizes. Themes are only limited by your imagination!

This is a great way to remain engaged with your members, and raise some funds at the same time!



VIRTUAL COOKING CLASS

With so many pictures of food posted online, it's not a big leap to offer an online cooking class to your club & community network. Nominate one of your members who is a whiz in the kitchen and isn't afraid to chat to the camera to run the online class, and set up an online fundraising page and gather donations from all those participating.

Tip: This doesn't have to be limited to cooking classes either – find out what your members have a hidden talent for and make an online class out of it! It could be knitting, crocheting, gardening, mixing cocktails, yoga or kids art & craft to name but a few...

VIRTUAL MOVIE NIGHT

While it may not have the intimacy of a movie theater, there are apps and websites that allow people to watch movies together from long distances. The most popular of which is Netflix Party - This syncs up your streams with those of your friends and adds a live chat on one side of the screen. Treat this as any other movie night, and ask people to donate what they would have paid for the movie ticket, and/or commute and/or movie snacks. Make sure your Wi-Fi connection is strong, grab your snacks, get comfy, and set a strict start time for the audience.

ISOLATION CHALLENGES

There are lots of different isolation challenges springing up, some of them supporting local hospital staff or hospital charities. Remember the Ice Bucket Challenge? That viral social media challenge was incredibly successful at raising support and awareness for ALS research.

Your own social media challenge probably won't get quite as popular as the Ice Bucket Challenge, but it's still one of the most effective fundraising ideas for creative individuals and organization.

Think about your online audiences and the mission of your fundraising project. Get creative to think of a fun challenge and accompanying hashtag, then start promoting it! Just make sure to give viewers clear instructions for where they can donate online.

ONLINE BINGO

Channel your inner Matthew McConaughey and run an Online Bingo Night with your tennis community via a Video Chat platform. Again, make sure to check applicable gaming laws before proceeding.

Watch the Matthew McConaughey video here: https://www.youtube.com/watch?v=Db_b1g5P9O0

ONLINE COMPETITIONS

Get creative and run competitions on your social media channels or website. Traditional competitions like 'Guess the number of Jelly Beans' are always a hit, and can be adapted to raise money online.

For added fun, involve your members or famous tennis players in the competition (ie. Match the baby photo to the club member or famous tennis player)

FUNDRAISING IDEAS: PREPARE NOW TO RUN LATER

CLUB GARAGE SALE OR BOOK SALE

Why not encourage your members to make the most of their isolation period and sort out their sheds, cupboards and garages to find any pre-loved homewares, equipment or collectibles that they would be willing to donate to a club-hosted Garage Sale.

Or if you think a garage sale is too much of a hassle, why not just ask members to go through their book collection, because let's face it: no matter how well read you are, everyone has a pile of books at home that they're never going to read again or just won't get around to reading in the first place. These books could be donated to a club book-sale fundraiser. You can charge just a dollar or two for each book, or charge people by the bag and let them fill their bags with however many books they can carry.

Another unique idea is a "Blind Date with a Book" fundraiser - wrap each book in brown paper and just write some keywords about the book on the front. People pay a gold coin for each book that they purchase. This adds a bit of excitement and novelty to the purchase.

BALLOON RAFFLE

A balloon raffle is a fun and inexpensive fundraising idea that clubs can use. All you need to get started are balloons, raffle tickets, and a prize. Place a raffle ticket inside of every balloon, and charge \$1 or \$2 for each balloon. Everyone will pop the balloons they purchase at the same time to find their raffle ticket. The person with the winning ticket gets the prize. This would be a perfect fit for the Club Open Day, as a way of celebrating the return of tennis in a colourful (and loud) way, whilst raising funds for the club!



SOCIAL TENNIS FUNDRAISER OR OPEN COURT SESSION WITH YOUR LOCAL COMMUNITY.

This idea is more about community engagement and spreading the word that tennis is back, rather than fundraising as such, but that doesn't mean you can't have the bar open and run some fundraising activities alongside this event!

So why not Invite your local council members, local business community and local neighborhood down for a free social tennis event, or an Open Court Session.

Or alternatively invite your local essential workers (teachers, nurses, shop assistants) as a way of saying thank you. But have the bar open and ready for business, and potentially incorporate some fundraising ideas into the event (raffles, competitions etc).

MOVIE ON THE COURT

Stage your movie night with a summertime twist. Tell everyone to bring their own blanket, beanbag or deck chair and you'll be able to accommodate a lot of people across one or two courts. Make it extra fun and provide games for the kids to help pass the time until dark. It's important to consider the technology you'll use to show the movie, like a projector, large screen, etc., as well as making sure you have the proper movie licensing for a larger audience. Charge an admission fee, or make it a gold coin donation on arrival. Funds can also be raised by selling drinks, popcorn and movie snacks.

FUNDRAISING IDEAS: PREPARE NOW TO RUN LATER

FASHION SHOW

Many fashion stores, particularly local small businesses have had to shut down during the pandemic, so post-pandemic is a great time to help these stores out by raising their profile and showcasing their merchandise, whilst also making some money for your club at the same time.

Charge an admission fee to the Fashion Show, and have the bar and clubhouse open for champagne and a high tea beforehand or afterwards. Be sure to have clothing for purchase (and perhaps negotiate with the store to have a portion of the proceeds going to the club), fully leverage your social media channels to preview the event, and to get your models out there selling tickets to the fashion show!

You will need a runway, some willing models, a dressing room, and audience area with seating.

Tips: Given the sporting nature of the club, be sure to incorporate some sporting apparel fashion stores into your fashion show.

BUY A-BRICK

This is a perfect project if your club is building something new or making a commemorative wall. Ask community members to donate to have their name or message engraved on a brick and be part of the structure. Get started whilst you're planning a new building project

CAROLS BY CANDLELIGHT

Who doesn't love a Carols by Candlelight event? Clubs looking for a marquee event need look no further than this event as 'Carols' has the potential to raise significant funds and establish a highly-visible profile for your club in the wider community. If successful, this fundraiser could become an annual event that the community commit to each year and in turn earns your club a valuable and dependable yearly funding boost. Carols by Candlelight can be run as a standalone event or the main event with side attractions in the same manner as a fete. Side attractions including rides, food and market stalls add to the festivity of the night and are another great potential revenue stream for your club.



A Carols by Candlelight event can be extremely profitable if your club can draw a large crowd but there are also many risks to consider including the weather, attendance during a busy time of the year and having enough volunteer help at your club to make it a success.

Useful Website: <https://sportscommunity.com.au/fundraising/events-functions-and-fundraising-activities/carols-by-candlelight/>

SOURCES & USEFUL WEBSITES

- <https://sportscommunity.com.au/fundraising-category/events-functions-and-fundraising-activities/>
- <https://australianfundraising.com.au/>
- <https://www.wildapricot.com/blogs/newsblog/2018/08/17/fundraising-ideas>
- <https://www.eventbrite.com.au/blog/fundraising-ideas-ds00/>
- <https://www.cancersa.org.au/get-involved/hold-your-own-fundraiser/the-a-z-of-fundraising-ideas>
- <https://blog.bonfire.com/fundraising-ideas/>
- <https://fundraising.co.uk/2020/03/30/virtual-fundraising-ideas-during-the-coronavirus-lockdown/>
- <http://www.cancerresearch.org/blog/march-2020/ten-virtual-fundraising-ideas-to-make-a-difference>
- <https://www.classy.org/blog/25-quick-fundraising-ideas-for-nonprofits-and-charity/>



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