

# Fundraising Fundamentals

Whether it's raising money for practice equipment, a trip to a tournament, the banquet at the end of the season, or anything else, Destination Athlete® is your one stop shop for all of your fundraising solutions. Browse our list of suggestions, or contact us for a more customizable solution to help get you there.

## Tips for Putting On a Successful Fundraiser

### **Determine the Needs of Your Organization, School or Athlete**

Funds for travel, field equipment, spirit wear...whatever motivates the fans, it's important to know what your needs are before getting started.

### **Develop a Purpose and a Goal**

Having these two things clearly defined will really get people behind your fundraiser. Once you have a goal for how much money you would like to raise, it will help create excitement!

### **Write up a Project Plan**

By putting your plans in writing, your goals become more achievable. Set SMART goals (Specific, Measurable, Achievable, Realistic and Timely).

### **Plan out your costs ahead of time**

Budget your costs. Having a clearly laid out spending path will help you keep track of your profits from the start. You will be able to compare your earnings to your expenses.

### **Create a committee to discuss goals, timing and execution**

Although some programs require little involvement, it is important to recruit volunteers to help execute the plan, no matter how big or small their roles and responsibilities may be. It may be as little as spreading the word via emails or flyer or as big as selling or soliciting to get to your goal.

### **Divide responsibilities**

No one can run an entire fundraiser all by themselves, at least not completely effectively and efficiently. Putting people in charge of different aspects of the fundraiser will allow the event to run more smoothly.

### **Market your event**

A fundraiser is useless if nobody knows about it. While making a commercial to air on network TV might put your budget into the red, it is usually is feasible to get a short article in your local newspaper or newsletter about your event, as long as you have enough time in advance of your fundraiser. Simple signs and flyers around your local area will also help to raise awareness. Market your event a week or two ahead of time. Even if someone who sees one of your flyers does not attend your event, it is likely he or she will tell someone else about it, and the word will continue to spread. Your ultimate goal should be to create an annual fundraiser that locals will begin to look forward to, thus providing your team with a steady expectation for fundraising.

**Execute**

The success of your fundraiser depends on how much you put into it. Working hard and having a fun, energetic time will absolutely increase success. The respect you get from people seeing you work hard will in turn encourage people to spread the word and will keep them coming back for future fundraisers as well.

**Utilize DestinationAthlete.com**

Showcase your fundraising efforts on our website. It's easy and convenient and sponsors are able to access your page 24 hours a day, 7 days a week. Major credit cards accepted, and most sponsors are more willing to participate if they know they have options

**Keep motivated and in Constant Communication.**

Keep parents, teachers, coaches, and athletes up to speed with goals, progress, and deadlines. It's crucial not to lose interest once the program is up and running. Send out periodic reminders out and communicate progress of funds raised.

**Recognition**

Once the fundraising project has been completed, it's important to let supporters know of the efforts and success of the program. Communicate the achievements and recognize those who made the program possible.

# Other Fundraising Ideas

## Through Destination Athlete®

- **Your Team Store** - Fundraise directly through Destination Athlete® by opening up your team's very own Team Store. Here your athletes and their families can purchase customized team spirit wear to help raise money.
- **Lonnie Allgood's Dreams for Kids, Inc.** - Destination Athlete® has developed a close relationship with Lonnie Allgood Dreams for Kids, a non-profit organization committed to helping kids reach their dreams in life. Dreams for kids offers various programs based around motivational speaking and fundraising. One of their biggest is the NFL Basketball Extravaganza, where an all-star team of NFL players takes on the teachers, police officers, government officials, and children of your community for a fast-paced FUN basketball game. An event like this is typically held in a high school gymnasium or recreation hall and is a great way to generate revenue through ticket sales, concessions, and merchandise.
- **Banquet Advertising and Sponsoring** - Does your team have a banquet at the end of the season? If so, every good banquet needs a good program booklet for the night. One of the easiest ways to fundraise is to sell advertising space in the program to local businesses. Local businesses are usually happy to help out in this situation, as they get to both advertise and support their local community.

## Partner with other local franchises

- Yankee Candle Company
- Chain Restaurants: Most chain restaurants offer fundraising opportunities, in which your organization can earn some of the profit from their sales during a set time period. Examples of willing participants:
  - Applebee's
  - Arby's
  - Boston Market
  - California Pizza Kitchen
  - Chili's
  - Chipotle
  - Friendly's
  - Outback Steakhouse
  - Panera Bread
  - Pizzeria Uno
  - Ponderosa
  - Red Robin
  - Subway
  - T.G.I.Friday's
  - Wendy's

## More fun Ideas

- Dunk Tank (e.g. outside of a high school football game)
- Car Wash or host your own local car wash
- Miniature Golf - have local businesses sponsor each hole, offer prizes