

In order for a non-profit sporting organisation to be successful, they need to have as many sources of funding as possible. Every non-profit organisation needs to explore which opportunities for funding are feasible, achievable and profitable for the organisation.

There are 7 opportunities for non-profit sporting organisations to raise money:

1. Grants
2. Donations
3. Crowdfunding
4. Membership
5. Events
6. Sales
7. Sponsorship

## **1. Grants**

Grants are a very important source of funds for most not-for-profits. Billions of dollars are provided each year by local, state and federal governments, as well as philanthropic, community and corporate trusts and foundations. In order for your club to obtain their share, they must participate in the Grant process by applying for a grant and then lobbying their elected official to get the grant approved.

In order to maximise the club's ability to raise money from grants, it is encouraged that your club submits for every grant, every year. This requires a bit of work and planning but is worthwhile.

## **2. Donations**

Clubs often think it's too hard or they're not the type of organisation to get donations. That's not true – if you have supporters, then you can have donors.

An attractive part of donating to sporting clubs is the donation is 100% tax deductible. Rather than asking for straight out cash, advise the donor where the money will be spent once received e.g., purchase of a new scrum machine.

## **3. Memberships**

Memberships are a huge part of revenue and the foundations of a rugby club. There are many reasons why people should be a member of their club:

1. You get to go to the game and watch your club play live and support your team
2. Money saving. Memberships usually provide discounts for attendance/merchandise/food & beverage.
3. Seat reservations
4. Keep up to date with all the recent news and updates
5. Voting. Have a say in how your club is run.
6. Support your club financially.
7. Exclusive benefits e.g., merchandise, reserve seating, functions

#### 4. Events

Events are a major part of rugby clubs and are a great opportunity to engage the community and also raise funds for the club. These events may not be very profitable and consume a lot of time and energy, but the added value to the club in the community and also amongst their members is very valuable.

Events may include ladies' day, back to club day, sponsors day, old boys' day etc.

#### 5. Sponsorship

Sponsorship is the life-blood of all community rugby clubs. These relationships can provide a win-win situation for the club and the business involved.

Having a clear plan in regards to sponsorship will ensure the club can maximise any sponsorship opportunities and reduce any breakdown in the relationship between the club and the sponsor.

Some things to consider when setting up sponsorship opportunities for your club:

1. Create, if possible, an exclusive sponsorship opportunity for each industry in business e.g., Real Estate, banking, accountant, lawyer etc. This will give each sponsorship exclusive rights in their industry and in their community. It will also enable you to obtain a range of sponsors across many industries.
2. Monetise your sponsors with exclusive “naming” opportunities within your club. Rather than just asking for a cash payment, offer a sponsor exclusive naming rights on products within your club e.g., kit, equipment, balls etc. An example of providing naming opportunities to your sponsors is listed below:

Amount	Sponsor	Sponsorship Allocation
\$ 10,000.00	Real Estate	Top Back of Jerseys
\$ 5,000.00	Pub/Services Club	Left sleeve all jerseys
\$ 10,000.00	Lawyer	1st Grade front of jersey
\$ 5,000.00	Accountant	2nd Grade front of jersey
\$ 5,000.00	Construction/Developer	Colts front of Jersey
\$ 3,000.00	Bank/Mortgage Broker	3rd Grade front of jersey
\$ 2,000.00	Financial Advisor	4th Grade front of jersey
\$ 2,000.00	Car Dealer	2nd Colts front of jersey
\$ 1,000.00	I.T Software	3rd Colts front of jersey
N/A	ALL Sponsors	Training shirt
\$ 5,000.00	Sports medicine	Front left of Shorts
\$ 3,000.00	Brewing Company	Rear left of Shorts
\$ 3,000.00	Butchers	Rear right of shorts
\$ 3,000.00	Bakery	Player gear bags
\$ 3,000.00	Produce (IGA/Coles/Woolies)	Left sleeve of hoodie
\$ 2,000.00	Restaurant	Left sleeve on Polo shirt
\$ 2,000.00	Fast food	Footballs - Gameday and training
\$ 1,000.00	Cleaning services	Beanies
\$ 65,000.00		

3. Manage the on-going relationship with your sponsor. It is very difficult to get a new sponsor on board, but it is very easy to lose a sponsor if the club does not manage the relationship effectively. Things to consider in maintaining a great relationship with the sponsor:
  1. Communicate. Make sure you email sponsors a regular newsletter, say every 2 weeks. Keep them up to date on how the club is performing, numbers, special announcements, upcoming and past events.
  2. Invite them to each home ground and special event the club is holding. Even if they choose not to attend, they do appreciate being invited.
  3. Speak to the sponsor directly. Sending a regular email is not enough. Make the effort to speak to the sponsor directly either on the phone or at a home game. They do appreciate being singled out and personally updated on the club.
  4. Have a special day on a home game for sponsors. This is not only a great opportunity for the club to thank the sponsors but it is also a great networking opportunity for all the sponsors of the club. The more business opportunities the sponsor can generate, the more likely the sponsor will continue supporting the club.