

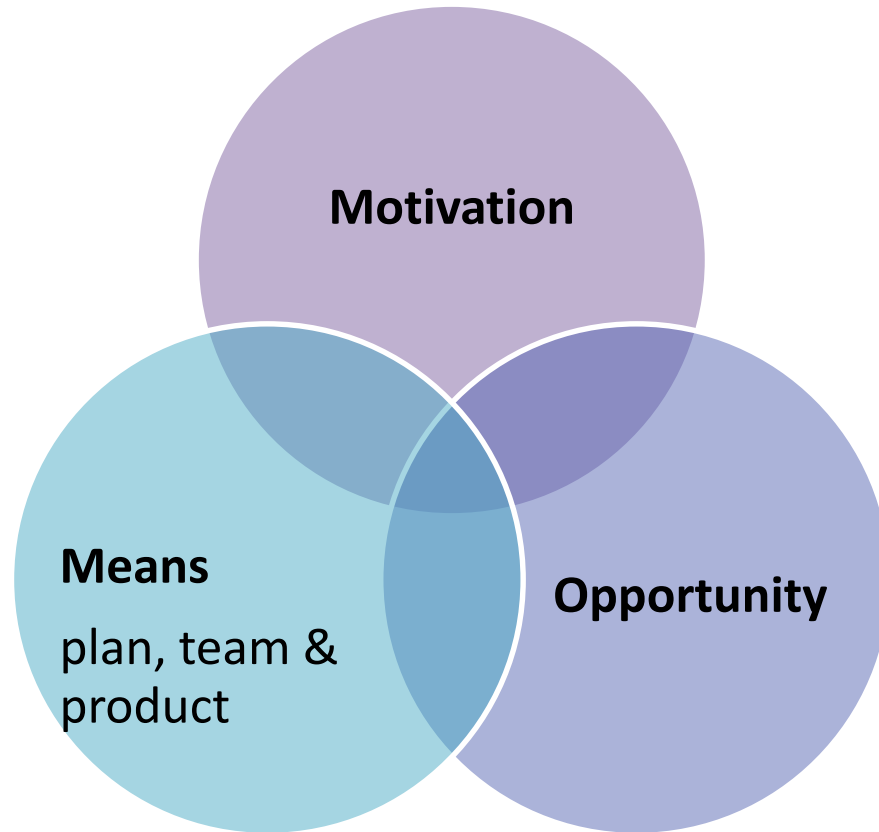
# Fundraising!

- What is Fundraising?
- What do you need for a successful Fundraiser?
- Types of Fundraising
- Example of a club plan & outcomes
- Summary
- Questions
- Ideas!

# What is Fundraising?

The organised activity of raising funds  
for a cause or project

# What do you need for a successful fundraiser?



# Types of Fundraising

- Direct (Administrative) e.g. Membership
- Sponsorship (FREE)
- Events (Fundraisers)
- Grants (Development)
- Collaborative (Piggyback on someone else)

## **Example of an organisation**

- St. Laurence's GAA - Rural Club - 2004
- Circa 300 paying members
- 2.5 football pitches
- 1 set of training lights
- Small Clubhouse
- **No Kildare Senior Football Titles!**

# Ambitions & Plans

- Win a senior county title
- Build a top class community / sports complex
- Full hurling match lights on one pitch
- Provide a centre for activity for all the local community
- **Pay for it all**

# The Plan

- **NEED?** - How much will we need each year?
- **HOW?** - List of revenue streams / events
- **When?** - Plan the annual calendar of events
- **WHO?** - Plan the personnel for each event
- **ARE WE ON TRACK?** – Schedule series of meeting to review the performance of plan

# Examples of Income

- Memberships – Registrar!
- Sponsorship – Chairman!
- Club Lotto – Dedicated committee
- Field Day – Senior Football team
- Golf Classic – Junior Football teams
- Small fundraisers, e.g. Bag Packing, Tambola, Cake Sales, etc.



## **Innovative Additions**

- Club Donation Scheme
- National Lottery Capital Grants
- Kildare Leader Grant
- Camping Weekends
- Motorbike Club Weekend
- Leinster Loop
- Raheen's Car Draw

## St. Laurence's 2011

- 800+ Paying Members
- 130+ Donation Scheme Members
- Community Complex – sports hall, kitchen, bar, gym, sauna, steam room & meeting room.
- Men's & Ladies Football, Hurling & Camogie, Golf Society, Badminton, Indoor Bowles, Playground & a busy community complex.
- **Kildare Senior Football Champions 2009!**
- Working Hard To Pay The Bills!

## Summary

- Know How Much You Need
- Form a Plan of income
- Recruit Leaders
- Develop teams
- Develop the events - who, what, when, how?
- Review Plan after each event.