

101 WAYS TO MAKE MONEY FOR YOUR CLUB



Below are some ideas you could utilise to bring additional funds into your organisation or club. Remember the key thing is get as many volunteers involved as you can to make it light work for everyone involved. Sometimes people just need to be asked to help. As long as the request is not too time consuming and also plays to their strengths most people are happy to contribute. Creating a funding calendar for the year will also help people plan for their involvement.

IDEAS: 1 - 25

1. Have a cake stall or bake sale
2. Apply to Gaming Trusts eg. Pelorus Trust, New Zealand Community Trust, Lion Foundation
3. Join Community Rewards Purchase goods and services from partner businesses to receive rewards for your club - www.communityrewards.co.nz
4. Apply for local council grants
5. Hold a sponsored run by athletes or team
6. Sell scratchy cards - See www.fastfundraising.co.nz for details
7. Hold a celebrity events - Use club contacts, your RSO etc. to access local sporting celebrities or other celebrities
8. Hold Quiz / Trivia nights -www.trivianight.co.nz
9. Engage sponsorship of the club - Corporate and local
10. Engage sponsorship of individual teams
11. Sell club naming rights
12. Engage individual player sponsorship
13. Newsletters - Use these as advertising space and to acknowledge sponsors
14. Sell club merchandise - eg. beanies, tracksuits, sports bags etc.
15. Hold a club ball or sportsman dinner
16. Sell food and beverages at your club room if applicable
17. Sell food and beverages at an event - eg. coffee cart, sausage sizzle or food stall on sports field
18. Hold a charity golf tournament
19. Host an '...athon' - eg. goalathon, kickathon, walkathon, swimathon, bikathon etc. (good for juniors)
20. Do a stocktake - Contact local supermarkets / warehouses etc. that need stocktaking
21. Ask for donations - From members, ex-members, parents, friends etc. - If you don't ask, you won't receive!
22. Sell raffle tickets - Buy products to raffle or get donations, For prizes over \$500, see regulations set out at <https://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-The-Rules-for-Running-a-Gambling-Activity>
23. Sell chocolates or other foodstuffs - See www.interworldfundraising.co.nz
24. Sell merchandise on Trade me - Use the website to sell club merchandise or general fundraising - www.trademe.co.nz
25. Hold a garage sale - Combine several garage sales to make a mega-sale!

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IDEAS: 26 - 53

26. Structure your membership fees - Include a variety of memberships like social and lifetime
27. Hold player auctions - Auction off players to the highest bidders
28. Hire your facility or clubrooms out for functions - eg. member birthdays, reunions, weddings
29. Hold a community sausage sizzle - Approach large companies who offer this opportunity eg. Warehouse, Mad Butcher, Bunnings
30. Hold a sports watching evening on big screen - eg. NZ matches, international events
31. Volunteer for working bees - Advertise in your local community eg. Haymaking gangs
32. Provide advertising space - eg. Sell sign space at club venue
33. Sell club novelties - eg. keyrings, bumper stickers, cups etc.
34. Volunteer for envelope stuffing - Local businesses sometimes will make a donation for this service
35. Debentures - Sell shares in the club's assets
36. Having a charity status - Benefits include tax exemption www.charities.govt.nz
37. Hold themed club functions - eg. Christmas, 70s, Pirates etc
38. Volunteer to help at events - eg. parking attendants, programme sales, contact Council, RSO and Event Venues. Often a donation will be paid for the assistance.
39. Negotiate a contra/exchange of services deal - eg. free van hire in exchange for pamphlet drop or washing vehicles
40. Hold a sports tournament - eg. invite teams/clubs from outwith your region
41. Hold a movie night - Some cinemas do fundraising early screenings of movies, or can replay old classics
42. Participate in a pamphlet dropping for a local business
43. Hold an open day - Invite the public to tour your organisation's grounds and see what happens behind the scenes. Staff and recipients of your charity's services make ideal guest speakers for these events.
44. Hold a novelty show - eg. host a hypnotist at clubrooms
45. Hire out your facilities - eg. hire your venue to a hobby group who meet regularly (eg. cards groups)
46. Hold a karaoke night
47. Start a business house or social leagues - may need to alter sports' rules etc. for shorter, easier, mid-week games
48. Deliver phone directories - www.yellow.co.nz
49. Engage benefactors / bequests
50. Hold a poker tournament - The proceeds will go to the charity, but the winner gets to claim a grand prize.
51. Have investments - eg. secured savings accounts
52. Sell club number plate frames - www.autographics.co.nz
53. Hold a guest speaker evening

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IDEAS: 54 - 80

54. Hold a family sports day
55. Have the team photographed - Club could try an arrangement with photographer to keep small profit from every photo sold
56. Create a club handbook - It could hold information on teams, competitions, management etc and used to promote sponsors & sell advertising space
57. Raise and sell stock (rural clubs) - Do this by utilising club contacts
58. Enlist the services of professional funders - www.fundraisingideas.org.nz/Consultants.aspx
59. Have a horse racing night
60. Use your website - to sell advertising space - see www.sportsground.co.nz
61. Use Ads by Google - Add a link to your website to make money every time a user clicks on it
62. Have a hangi and sell at events / fixtures or pre-order sales and deliver
63. Hold a amazing race / scavenger hunt - Charge a nominal entry fee
64. Hold a car boot sale or market - eg. setup stall at a market or host your own market day
65. Hold a Christmas wrapping booth at shopping centres
66. Host a shopping night - eg. cosmetics, Tupperware etc. www.tupperware.co.nz
www.marykay.com.au
67. Bulk booked activities - Many entertainment providers will give reimbursements for minimum numbers
68. Collect aluminium cans - Sell cans to local scrap dealers
69. Ensure you have effective financial management - Ensuring money is well managed will help save money using programmes like Xero, Club Manager, Mind Your Own Business
70. Use studying student services to gain discounts - eg. student physiotherapists, student photographers etc.
71. Hold quick fire raffles at events
72. Sell family portraits - <https://www.jacknjill.co.nz/index>
73. Check out Exult - Helping Non-profits grow - They provide excellent advice, ideas and templates for fundraising www.exult.co.nz/index.php?page=seriously
74. EFTPOS extra - Team up with a large retail store and encourage customers to add \$1 to every EFTPOS transaction
75. Get donations through selling a brick - During renovations of buildings, sell bricks using engraving or name plaques
76. Host 24 hour events - eg. 24hours of tennis where individuals get sponsorship
77. Attempt a World Record with a gold coin donation to take part - ww.guinnessworldrecords.com
78. Get members to have a clear out a do some metal recycling - Metal merchants will pay for all sorts of scrap including aluminium, copper, brass, lead, batteries, electrical cable, steel, stainless steel, roofing iron, radiators and machinery.
79. Sell 2nd hand sports equipment
80. Hold a car wash

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IDEAS: 85 - 101

81. Hold a gala day or fair - Have side-shows and stalls to make money at your events eg. coconut shy, ring toss, cake stall
82. Shake a collection bucket - At events, shops and bars - confirm arrangement with owner/organiser first
83. Participate in fruit-picking - Sell fruit at workplaces, club, roadside etc.
84. Hold a Disco - Target specific groups (eg. Juniors)
85. Run a virtual sports league - (eg. Super15, NRL etc), charge entry fee, participants select weekly teams, run points ladder, prize money but keep some profit
86. Hold a Daisy Dungdrop - Mark field into squares and sell squares. Release cow into field and the 'owner' of the square the cow 'deposits' in, is the winner.
87. Hold a Guy Fawkes night - Small charge for entry, with meals, raffles, BBQ, fireworks display or safe fireworks area, bonfire etc
88. Hold a charity shave / haircut etc. - Sponsorship for club member to shave hair, grow beard etc.
89. Have swear boxes - In the clubrooms and/or members to take them to their workplaces
90. Have a haircut party - Find hair stylists who are willing to donate their time. Customers pay what they think their haircut is worth, and all of the money goes to your club.
91. Hold a "big night in" - Host a relaxed, laid-back gathering at your organisation (dress code: PJs and sweats) and ask guests to donate what they typically spend on a big night out.
92. Hold a photo exhibition - Have participants contribute photographs they've taken that relate to your charity. Have an art opening selling tickets to attend, then auction off the photos.
93. Weekly lotto 'bonus ball' draw - eg. Sell 40 numbers / week at \$5 / number with \$100 prize money and keep profit
94. Have themed 'mufti' days - eg. Hawaiian day at members' workplace - charge a donation
95. Hold a batons up
96. Plan a horse trek
97. Hold a wine tour
98. Polar bear plunge - Participants gather sponsors for their dive into icy cold water. You provide the warm blankets and hot chocolate
99. Hold a casino night - Take the gambling up a notch with multiple card games, costumes (Wild West theme, anyone?)
100. Fashion show - Got a catwalk, models and some haute couture? Get members willing to put themselves out there and be goofy. You'll be selling your organisation's merchandise in no time.
101. Think outside the square! There are endless ways of making money for your club if you are prepared to think outside the square and do something different.

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