

Over 100 ways to earn money for your Badminton club/team



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. Look at other industries like the Arts

Select carefully!

Choose and focus on a very small number of options per year. Think about the resources (people, time & energy) that you actually have. Is it an annual activity? (i.e. create a "hook" for next year)

Partnerships

Get in to bed and piggy back with a complimentary group, share profit, e.g. children free with adult, approach local restaurants



BIG DOLLAR VALUES OR REQUIRES COMMITTEE TIME

- *Community Trusts.* e.g. Community Trust of Wellington
- *Gaming Trusts.* e.g. NZ Community Trust, Lion Foundation
- *Local Council grant schemes*
- *Tournaments.* e.g. invite teams/clubs from out of your region
- *Contra / exchange of services.* e.g. free van hire in exchange for pamphlet drop or washing vehicles
- *Hire venue out for functions.* E.g. member birthdays, reunions, weddings
- *Effective financial management.* Ensuring money is well managed will help save money. e.g. Xero, Club Manager, MYOB
- *Advertising space.* E.g. sell sign space at club venue / name lounge
- *Facility Sharing.* e.g. hire your venue to a hobby group who meet regularly (e.g. cards groups)
- *Business House Leagues / Social Leagues.* May need to alter sports' rules etc. for shorter, easier, mid-week games
- *Benefactors / bequests*
- *Club fundraising calendar / diaries / wall planners.* Include club events, registrations etc. plus it creates a "hook" for next year
- *Investments.* e.g. secured savings accounts
- *Club Number Plate Frames* www.autographics.co.nz \$25 each or \$4.50 if order 50+)
- *Debentures.* Selling shares in the club's assets
- *Charity status.* Benefits include tax exemption www.charities.govt.nz
- *EFTPOS.* Team up with a large retail store and encourage customers to add \$1 to every EFTPOS transaction
- *"Seriously Good Guide to Fundraising"* Advice, ideas and templates for just \$15 from www.exult.co.nz/index.php?page=seriously
- *Membership Fees.* Include a variety of memberships including social and lifetime
- *Donations.* From members, ex-members, parents, friends etc. - If you don't ask, you won't receive!
- *Club Handbook.* Information on teams, competitions, management etc. – use to promote sponsors & sell advertising space
- *Sell / raise stock (rural clubs)* Utilise club contacts
- *Enlist the services of professional funders*
www.fundraisingideas.org.nz/Consultants.aspx
- *Websites.* Use your website to sell advertising space – see www.sportsground.co.nz
- *Ads by Google.* Add link to your website to make money every time a user clicks on it – www.google.co.nz
- *Sponsored run by athletes or team*
- *Team Sponsorship.* To print on team gear etc.
- *Club Sponsorship.* Corporate and local
- *Individual player sponsorship*
- *Scratchy cards.* See www.fastfundraising.co.nz for details
- *Donate an hour.* Employees donate 1 hours salary a month after Club presentation to company
- *Bi Annual dinner.* Invite (paying) sponsors then add celebrities / Auction

- *Buy a Brick.* During renovations of buildings, sell bricks using engraving or name plaques
- *Pens/biros with club logo*

SPECIAL NIGHTS / EVENTS

- *Bulk booked activities.* Many entertainment providers will give reimbursements for minimum numbers
- *Virtual sports.* Use a league (e.g. Super14, NRL etc), charge entry fee, participants select weekly teams, run points ladder, prize money
- *Host Shopping Nights.* e.g. cosmetics, Tupperware etc. www.tupperware.co.nz, www.marykay.com.au
- *Karaoke night*
- *Novelty shows.* e.g. host a hypnotist at clubrooms
- *Coffee Evening.* Coffee related demo, at home or at café
- *Mystery Dinner.* Announce venue (someone's house) at 5pm Charge \$30/head, great way to learn about your members as well!
- *Retail shop.* Ladies night at mega store selling appliances
- *Time capsules.* During reunion or new building
- *Boat Trip.* Charter a boat and sell tickets
- *Family Sports Days*
- *Demonstration Events.* Learn something new-crafts, cooking, technology
- *Movie nights.* Some cinemas do fundraising early screenings of movies, or can replay old classics
- *Themed club functions.* e.g. Christmas, 70s, Pirates etc
- *Sports' evenings on big screen.* e.g. NZ matches, international events
- *Player auctions*
- *Work/Club themed 'mufti' days.* e.g. Hawaiian theme day at members' workplace – charge a gold coin donation
- *Casino Night*
- *Mah-jong night* (Chinese game) or other board games with multiple players
- *Daisy Dung drop.* Mark field into squares and sell squares. Release cow into field and the 'owner' of the square the cow 'deposits' in, is the winner.
- *Guy Fawkes Night.* Small charge for entry, with meals, raffles, BBQ, fireworks display or safe fireworks area, bonfire etc
- *Discos.* Target specific groups (e.g. juniors)
- *Wine Tour.* Organise a wine tour and charge extra (e.g. \$10pp) as profit – good club social event
- *World Record Attempts.* Gold coin donation to take part www.guinnessworldrecords.com
- *Host 24 hour events.* e.g. 24hours of tennis and get individual sponsorship for event
- *Horse Racing Nights*
- *Celebrity events.* Use club contacts, your RSO etc. to access local sporting celebrities or other celebrities
- *Quiz / Trivia nights* www.trivianight.co.nz
- *Guest speaker evening*
- *Charity shave / haircut etc.* Sponsorship for club member to shave hair, grow beard etc.

- *Amazing Race / Scavenger Hunt*. Charge a nominal entry fee
- *Team / Club / Facility Naming rights*
- *Newsletters*. Use these as advertising space and to acknowledge sponsors
- *Club Ball / Sportsman Dinner*
- *Charity golf tournament* (or any other sport)
- *Hosting an '...athon'*. e.g. goal-athon, kick-athon, walkathon, swimathon, bike-athon etc. (good for juniors)
- *"Big Bite"*. A Zoo hosted a feed the animals night for VIP's but the actual "bite" was asking them for \$ SELLING
- *Raffle tickets*. Buy products to raffle or get donations For prizes over \$500, see regulations set out at www.dia.govt.nz
- *Scratchy Trees*. Buy 20x \$1 scratch card and stick to cardboard cup out of a tree. Sell raffles to win, 50 x \$2 tickets = \$80 profit per tree. Can substitute scratch cards with other items
- *Weekly lotto 'bonus ball' draw*. e.g. Sell 40 numbers / week at \$5 / number with \$100 prize money and keep profit
- *Sports team photography*. Club arrangement with photographer to keep small profit from every photo sold www.photocentral.co.nz
- *Gift Baskets*
- *Pizza's*. Special Olympics club in Auckland did deal with Pizza place
- *Sell sunscreen at events*. Club retains 40% of sales, free delivery and returns allowed www.cancernz.org.nz/products
- *Quick Fire Raffle*. On the spot with instant result
- *Swear boxes* in the clubrooms and/or members to take to their workplaces (BUT check if this is a good "fit" for your club!)
- *Late collection box* for people that turn up late for meetings or practises. In the clubrooms and/or members to take them to their workplaces
- *Fines for members*. Bowling with wrong bias, double faults in Tennis, bogey in Golf etc
- *First Aid Kits*. Buy containers & items in bulk then sell
- *Hangi sales* (or Umu or Sivia). At events / fixtures or pre-order sales and deliver
- *Car Boot Sales / Markets / Swap meets*. e.g. setup stalls at markets
- *Club novelties for sale*. e.g. keyrings, bumper stickers, cups etc.
- *Sell sweets, chocolates or other foodstuffs* in your community
<http://fbccconfectionery.co.nz/fundraising.htm> or
<http://www.houseoffundraising.co.nz/products.htm> or <http://lolliesonline.co.nz/>
- *Sell Entertainment Books* www.entertainmentbook.com.au
- *"Batons Up"*. Raffles 1st drawn number gets 1st pick of prize
- *Sell 2nd hand sports equipment*
- *Gala days / fairs*. Have side-shows and stalls to make money E.g. coconut shy, ring toss, cake stall
- *Club merchandise for sale*. e.g. beanies, tracksuits, sports bags etc.
- *Food and beverage sales at clubroom*. If clubroom available
- *Food and beverage sales at event*. e.g. coffee cart, sausage sizzle or food stalls on sports field
- *Trade me*. Use the website to sell club merchandise or general fundraising – www.trademe.co.nz
- *Garage sales*. Combine several garage sales to make a megasale!

- “Open” Days. Open homes, Open gardens
- Wine Selling. Sell a case of wine and receive \$40 <http://www.sileni.co.nz/wine-fundraisers.asp>

VOLUNTEER PROJECTS

- *Babysitting service.* Club members baby-sit and donate their payment to the club
- *Working gangs.* Employment for groups who want to fundraise e.g. chop and sell firewood
- *Car wash*
- *Fruit-picking.* Sell fruit at workplaces, club, roadside etc
- *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
- *Collecting aluminium cans.* Sell cans to local scrap dealers
- *Community Sausage sizzle.* e.g. Warehouse, Mad Butcher, Bunnings
- *Working bees.* Advertise in your local community e.g. Haymaking gangs (rural clubs)
- *Envelope stuffing / folding.* Often local businesses require this
- *Pamphlet dropping* for a local business
- *Collection buckets.* At events, shops and bars – confirm arrangement with owner/organiser first
- *Christmas wrapping at shopping centres*
- *Christmas period.* Cards, Trees, Carols
- *Delivering Phone Directories* www.yellow.co.nz
- *Stocktaking.* Contact local supermarkets / warehouses etc. who need stocktaking
- *Event volunteering.* e.g. parking attendants, programme sales Contact Council, RSO and Event Venues
- *Use student services to gain discounts.* e.g. student physiotherapists, student photographers etc

USEFUL WEBSITES

<http://www.sportnz.org.nz/en-nz/communities-and-clubs/Toolkit-for-Clubs/Running-your-Club/Fundraising-and-Sponsorship/>
<http://www.exult.co.nz>
<http://www.foresee.co.nz/index.php>
<http://www.fundraisingideas.org.nz/>
<http://www.sporttaranaki.org.nz/> look under sports clubs/RSO's