

101 Ways to Make Money for your Sports Club

1. Community Trusts
eg. Canterbury Community Trust etc

2. Gaming Trusts
www.airrescueservices.co.nz
www.lionfoundation.org.nz
www.nzct.org.nz
www.pubcharity.org.nz
www.southerntrust.org.nz
www.commtrust.org.nz
www.trillian.co.nz

In addition you can go on to www.allaboutfunding.org.nz ("Fundview") and then complete a funding form that will generate ideas for the most appropriate funding organisations relative to your requirements.

3. Join Community Rewards
Purchase goods and services from partner businesses to receive rewards for your club
www.communityrewards.co.nz

4. Local Council grant schemes

5. NZ Lotteries Board grants

6. Sell Entertainment Books www.entertainmentbook.com.au

7. Sponsored activities (eg sponsored run by athletes or team)

8. Sell sweets in your community www.sweetideas.co.nz

9. Scratchy cards
See www.fastfundraising.co.nz for details

10. Celebrity events
Use club contacts, your RSO etc. to access local sporting celebrities or other celebrities

11. Quiz / Trivia nights
www.trivianight.co.nz

12. Club Sponsorship
Corporate and local

13. Team Sponsorship
To print on team gear etc.

14. Team / Club Naming rights

15. Individual player sponsorship

16. Newsletters - *Use these as advertising space and to acknowledge sponsors*

17. Club merchandise for sale
eg. beanies, tracksuits, sports bags etc.
18. Club Ball / Sportsman Dinner
19. Food and beverage sales at clubroom
if clubroom available
20. Food and beverage sales at event
eg. coffee cart, sausage sizzle or food stall on sports field
21. Charity golf tournament
22. Hosting an '...athon'
eg. goalathon, kickathon, walkathon, swimathon, bikathon etc. (good for juniors)
23. Stocktaking
Contact local supermarkets / warehouses etc. who need stocktaking
24. Donations
From members, ex-members, parents, friends etc. - If you don't ask, you won't receive!
25. Raffle tickets
Buy products to raffle or get donations
For prizes over \$500, see regulations set out at www.dia.govt.nz
26. Selling chocolates or other foodstuffs
See www.interworldfundraising.co.nz
27. Trade me
Use the website to sell club merchandise or general fundraising – www.trademe.co.nz
28. Garage sales
Combine several garage sales to make a mega-sale!
29. Membership Fees
Include a variety of memberships including social and lifetime
30. Player auctions
31. Hire venue out for functions
eg. member birthdays, reunions, weddings
32. Community Sausage sizzle
Approach large companies to offer
eg. Warehouse, Mad Butcher, Bunnings
33. Sports' evenings on big screen
eg. NZ matches, international events

34. Working bees
*Advertise in your local community
eg. Haymaking gangs (rural clubs)*
35. Advertising space
eg. sell sign space at club venue
36. Club novelties for sale
eg. keyrings, bumper stickers, cups etc.
37. Envelope stuffing
Often local businesses require this
38. Debentures
Selling shares in the club's assets
39. Charity status
Benefits include tax exemption www.charities.govt.nz
40. Themed club functions
eg. Christmas, 70s, Pirates etc
41. Event volunteering
*eg. parking attendants, programme sales
Contact Council, RSO and Event Venues*
42. Contra / exchange of services
eg. free van hire in exchange for pamphlet drop or washing vehicles
43. Tournaments
eg. invite teams/clubs from outside your region
44. Movie nights
Some cinemas do fundraising early screenings of movies, or can replay old classics
45. Pamphlet dropping for a local business
46. Novelty shows
eg. host a hypnotist at clubrooms
47. Facility Sharing
eg. hire your venue to a hobby group who meet regularly (eg. cards groups)
48. Karaoke night
49. Business House Leagues / Social Leagues
may need to alter sports' rules etc. for shorter, easier, mid-week games
50. Delivering Phone Directories
www.yellow.co.nz

51. Benefactors / bequests
52. Club fundraising calendar
Include club events, registrations etc.
53. Investments
eg. secured savings accounts and term deposits
54. Club Number Plate Frames
www.autographics.co.nz
55. Guest speaker evening
56. Family Sports Days
57. Sports team photography
Club arrangement with photographer to keep small profit from every photo sold
58. Club Handbook
Information on teams, competitions, management etc. – use to promote sponsors & sell advertising space
59. Sell / raise stock (rural clubs)
Utilise club contacts
60. Enlist the services of professional funders
www.fundraisingideas.org.nz/Consultants.aspx
61. Horse Racing Nights
62. Websites
Use your website to sell advertising space – see www.sportsground.co.nz or www.myclub.co.nz
63. Ads by Google
Add link to your website to make money every time a user clicks on it – www.google.co.nz
64. Hangi sales
At events / fixtures or pre-order sales and deliver
65. Amazing Race / Scavenger Hunt
Charge a nominal entry fee
66. Car Boot Sales / Markets
eg. setup stall at a local market
67. Christmas wrapping at shopping centres
68. Host Shopping Nights
eg. cosmetics, Tupperware etc.
www.tupperware.co.nz
69. Bulk booked activities
Many entertainment providers will give reimbursements for minimum numbers

70. Collecting aluminium cans
Sell cans to local scrap dealers
71. Car leasing cashbacks
72. Effective financial management
*Ensuring money is well managed will help save money
eg. Xero, Club Manager, Mind Your Own Business*
73. Use student services to gain discounts
eg. student physiotherapists, student photographers etc.
74. Quick Fire Raffle
75. Sell family portraits
www.portraitsrus.co.nz
76. "Seriously Good Guide to Fundraising"
*Excellent advice, ideas and templates for just \$15 from
www.exult.co.nz/index.php?page=seriously*
77. Sell sunscreen at events
Club retains 40% of sales, free delivery and returns allowed - www.cancernz.org.nz/products
78. EFTPOS Extra
Team up with a large retail store and encourage customers to add \$1 to every EFTPOS transaction
79. Buy a Brick
During renovations or buildings, sell bricks using engraving or name plaques (eg Waimea College-buy a brick for the new gym)
80. Host 24 hour events
eg. 24hours of tennis and get individual sponsorship for event
81. World Record Attempts
*Gold coin donation to take part
www.guinnessworldrecords.com*
82. 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.
83. Sell 2nd hand sports equipment
84. Car wash
85. Gala days / fairs
*Have side-shows and stalls to make money
eg. coconut shy, ring toss, cake stall*

86. Collection buckets
At events, shops and bars – confirm arrangement with owner/organiser first
87. Fruit-picking
Sell fruit at workplaces, club, roadside etc.
88. Discos
Target specific groups (eg. Juniors)
89. Virtual sports
Use a league (eg. Super14, NRL etc), charge entry fee, participants select weekly teams, run points ladder, prize money but keep some profit
90. 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.
91. Guy Fawkes Night
Small charge for entry, with meals, raffles, BBQ, fireworks display or safe fireworks area, bonfire etc
92. Charity shave / haircut etc.
Sponsorship for club member to shave hair, grow beard etc.
93. Swear boxes
In the clubrooms and/or members to take them to their workplaces
94. Casino Night
95. Babysitting service
Club members babysit and donate their payment to the club
96. Working gangs
*Employment for groups who want to fundraise
eg. www.alliedmovers.co.nz or chop and sell firewood*
97. Weekly lotto 'bonus ball' draw
eg. Sell 40 numbers / week at \$5 / number with \$100 prize money and keep profit
98. Work themed 'mufti' days
eg. Hawaiian theme day at members' workplace – charge a gold coin donation
99. Batons Up Raffles
100. Wine Tour
Organise a wine tour and charge extra (eg. \$10pp) as profit – good club social event
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