**FUNDRAISING & DEVELOPMENT GUIDE**



**SAM HOUSTON STATE UNIVERSITY**

**CLUB SPORTS**

***Information & Suggestions***

***To Help Your Club Fundraise!***

This guide is to help direct Club Sports in the right direction for generating funds through fundraising ideas and development. As you know, none of the SHSU Club Sports are 100% funded; therefore, most clubs need to develop a plan to supplement the funding they receive from SHSU. Keep in mind that all fundraising money can be carried over from year to year.

As a reminder, all SHSU Club Sports are required to fundraise an amount equal to 50% of the money allocated to your club by Rec Sports. For example, if your club is allocated $3,000 by Rec Sports, then your club is required to fundraise a minimum of $1,500 throughout the year.

Fundraising by club sports needs to be creative. Clubs are competing against hundreds of other organizations (inside and outside the university) when it comes to raising money for their organization. This is due to the fact that there are more non – profits and student groups than ever serving in any given community. Creativity in your fund raising efforts will ensure that your club has the financial resources to operate and provide the services that they are committed to provide.

Before committing to a specific fundraiser, it is important to have the support of your club members. The next step will be involving the Club Sports Professional Staff to ensure that all policies and procedures are adhered to as you move forward.

As you read through this guide, you will see a variety of fundraisers and learn a good deal about development. Each fundraising event is described in detail, and also lists the Time Required, Risk, and Expected Profit. For example, a car wash is low risk since you don’t have to spend much beforehand, and expected profit is a few hundred dollars. Time required is simply whatever time you spend at the car wash.

As you browse through the pages, be creative and do not limit your activities to what is included in this document. Remember that your club’s success will ultimately depend on the participation of every club member!

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**DEVELOPMENT FUNDS / DONATIONS**

**What is development?**

Development is another word for soliciting money or resources from private sources, such as individuals or organizations. Sam Houston State University has a specific account set up, called the Friends account, so that your club can receive tax deductible donations. The Friends account follows the same purchasing guidelines as your Internal account. However, your Friends account money rolls over from year to year. Donors to your club not only support your endeavors, but they support this student-centered university that prepares students to become educated and enlightened citizens who lead meaningful and productive lives.

Development is all about relationship building. The better relationships you maintain with your alumni, friends, and family of the club, the more likely they are going to donate money. You need to be able to explain to potential donors how them being a donor is mutually beneficial for everyone involved. Your club will benefit by receiving much needed financial resources. On the flip side, the donors benefits by receiving a tax deduction and the intrinsic satisfaction of giving back and helping out your club.

**What is the difference between donors and sponsors?**

It is important to recognize the difference between sponsorships and donations. Donations come in two forms, tax deductible and non-tax deductible. The non-tax deductible donations are simply funds received from an individual(s), groups, or organizations with no intent to receive a tax benefit or credit. A donation with the intent to receive a tax benefit or credit carries with it a little more paperwork, however is more likely to be appealing to someone because of a direct benefit back to them. Many times this occurs at the end of a calendar year because people begin their preparations for making their tax returns. The tax deductible donations are housed in an institutionally established fund called a “Friends” account. Any checks or mail orders received by a club or organization should be made out to SHSU with a designation at the bottom of the check or mail order to the specific club/organization that the money is being specified for. Also note that as tax codes stipulate, any items (actual cost) received as a result of the donation will be deducted from the donation for tax purposes. Example, if a person donates to a club $100 and receives a t-shirt valued at $10 as a result of the donation, then their real non-profit, tax deductible, contribution receipt from the university will be $90.

The main difference between donors and sponsors is that sponsors will always receive something in exchange for the money they give to your club. Two of the more common things sponsors will ask for is to have their logo placed on team apparel or their business signs displayed at your events. In these cases, sponsors do not receive a tax deductible receipt because they are receiving something in exchange for their money.

Businesses/sponsors can usually write off the entire amount as a business expense in the form of advertisement, marketing, or promotion.

**What do I do if someone wants to make a tax deductible donation?**

If a donor wants to make a tax deductible donation, the donation must be deposited into a Friends account. In order to do this, the donor should write a check made out to either the SHSU Individual Club Name (i.e. SHSU Women’s Rugby), or to SHSU Friends of Recreational Sports. On the memo line, the donor should write Tax Gift, and mail the check to the following address:

Sam Houston State University – Recreational Sports

Attn: Brian Weaver

BOX 2387

Huntsville, TX 77341-2387

If hand delivered, the check can be dropped off at the SHSU Recreational Sports Center located at 801 Bowers Blvd, Huntsville, TX 77340 or the SHSU Development office which is located in the Bobby K. Marks Administration Building, Suite 120.

When the check is received by the Club Sports Professional Staff, it will be taken to the University Advancement office and deposited. At that point, a tax deduction receipt will be mailed to the donor by the SHSU University Advancement Office.

Please make sure the check is made out to SHSU and the name of your club (i.e. SHSU Quidditch). If the check is made out to an individual (i.e. Brian Weaver), it will be mailed back to the donor.

**How does my club increase donations and development funds?**

Effort, effort, and more effort. Raising money is not always an easy task. Remember that the Club Sports Professional Staff is here to assist you through this process. If you have questions or just need help getting started, let us know and we’ll provide as much help as we can.

**Have an Online Presence**

It is important that we make it easy for donors to reach the SHSU online donation page from your individual club website (if your club has a website). Assuming your club has its own website, consider adding some instructions like the following:

Did you know that you can donate money directly to Club \_\_\_\_ (insert club name here) by designating your gift directly to the team? Visit https://ww2.shsu.edu/uadv01wp/ and next to "Gift Designation" select Other. Directly underneath that there’s a box titled “Other” and you must write the club name in that box in order for the money to go to the club. The university will mail you a tax deductible receipt after finalizing your donation. Your donation will help the club by providing funds for equipment, travel, and many other club related expenses.

**Conduct a Letter Writing Campaign**

Conduct a letter-writing campaign to friends, family and alumni of the program. When undertaking letter writing campaigns, first determine the target audience for the letter. Generally, it is wise to target individuals that have connections to the club through participation, such as alums, family, friends, or mentors and coaches of current club members. The letter should be reviewed by the Club Sports Professional Staff. See an example of a solicitation letter below:

**Dear Friends and Family,**

**As you know, I am a member of the Sam Houston State University \_\_\_\_\_ Club. We currently have \_\_ members for which the club provides an opportunity to participate in \_\_\_\_. Our team competes in \_\_\_\_ (enter conference name here or # of tournaments). At SHSU, the Recreational Sports Department allocates our club an amount of money each year, but it is not enough to 100% fund our activities for the year. Therefore, in order to support our activities, we seek financial assistance through various fundraising efforts, including \_\_\_\_\_ (list the various fundraisers the club has done). We are also looking to you, our friends and family, for your support. We are looking forward to another rewarding year, but we can’t be successful without your support. We invite you to consider making a donation to the SHSU \_\_\_\_ Club. Please keep in mind that all donations are tax deductible. If you’d like to make a donation, make the check out to SHSU \_\_\_\_\_\_ Club and mail the check to the address below:**

**Sam Houston State University – Recreational Sports**

**Attn: Brian Weaver**

**BOX 2387**

**Huntsville, TX 77341-2387**

**Contact by phone for further information is done by calling Brian Weaver at 936-294-1934.**

**If you would rather donate online, you can visit https://ww2.shsu.edu/uadv01wp/ and next to "Gift Designation" select Other. Directly underneath that there’s a box titled “Other” and you must write the club name in that box in order for the money to go to the club.**

**Thank you for considering supporting us in the opportunity to grow our club and our passion for this sport. Our experiences gained through our involvement with this club are invaluable. Here’s to another great season!**

**Sincerely,**

**P.S. Please feel free to visit our website \_\_\_\_\_\_\_\_ to view upcoming events and more information!**

When designing the letter, have a specific financial goal in mind: funding a trip to nationals, a spring break training trip, etc. The letter should specifically state the item or items that the money will go towards. The letter should be sent on SHSU letterhead (which Club Sports will provide).

Here are a few ways to make letter writing campaigns more successful:

1. Require everyone on the club give 5-10 names & addresses of people that they would like to contact – aunts/uncles, former coaches, grandparents, alumni they know.
2. Suggest that individuals write a small hello on the form letter – it really personalizes the request and takes very little time or effort. The note can just be “hi, really miss you, school/season is great, thanks,” and a signature.
3. Offer team merchandise to anyone donating over a certain amount – t-shirt, hat, water bottle, etc.

**Time Required:** Minimal

**Risk:** None

**Profit:** $200 – Unlimited; dependent upon # of people solicited and how much each person donates

**Matching Gifts**

There are hundreds of companies that will match their employees’ donations to your club. If you Google search “Companies with Matching Gift Programs”, you can find that the list of companies that do this is very extensive. For example, if you have a relative that works for Disney and he/she donates $100 of his/her own money to your club, Disney will match that donation to your club (some companies will double or triple the donation).

We do have a brochure that we created a few years ago, but for the most updated list of companies with matching gifts the Google search is probably your best bet. There are instructions on the brochure for the steps the person donating must follow to receive the matching donation from the respective company. You can contact the Club Sports Professional Staff to obtain copies of the brochure if you would like to have some copies of it.

The best way to utilize the Matching Gifts Brochure is by placing the brochures in the envelope with the letters discussed above in the “Letter Writing Campaign” section. If you do not want to pursue that option, you can always simply pass out the brochures to friends and family, and hopefully a few of them will be employed by companies that are in the brochure.

**Time Required:** Minimal

**Risk:** None

**Profit:** $200 – Unlimited; dependent upon # of people solicited and how much each person donates

**Soliciting Business Donations**

This type of fundraiser requires face-to-face solicitation. You can walk into any business and ask if they would be willing to donate money to your club. However, keep in mind there are 250 student organizations on campus as well as many other organizations around the community that have probably asked this same business already. With that said, to give yourself the best chance of success, you should follow a few basic steps:

1. It’s highly recommended to create a one page, brief document detailing your budget for the year to take to each business. This document should show all club expenses for the year, and all money expected to be generated or already generated (i.e. money allocated by SHSU Club Sports, players dues, fundraising, etc). Lastly, this document should show how much money your club is short to be able to cover the expenses. Businesses are much more likely to donate money when they can see what exactly the club needs and that the club has put in the effort to plan out the year.
2. Keep in mind that most business operate on a January-December fiscal year. The majority of businesses do set aside money to donate to organizations like yours, but the pot of money runs out very quickly when there’s hundreds of people asking for it. Therefore, the best time of year to approach these businesses is in the first three weeks of January. Most businesses decide what they’re going to do with their donation money early on in the fiscal year, so if you wait until the summer or fall to ask, they’re going to tell you they don’t have any money left to donate.

A great place to look for potential business sponsors is your sports national magazine. Most national sport magazines won’t focus on club sports, but they will focus on the sport you love to play. For example, Soccer America covers a wide variety of soccer topics and leagues, but have many sponsors/advertisers located throughout the magazine. While some of the businesses you see in magazines might not be located around our part of the country, many of the businesses in the different magazines will have offices or stores somewhere near here. At least you know going into any discussions with those businesses that they do support the sport that you’re a part of.

**Time Required**: Minimal

**Risk**: None

**Profit**: $100 - $500+ depending on number of locations

**Recognizing & Thanking Donors, Sponsors, and Advertisers**

Do not under estimate the value of a simple Thank You letter or note. If you are interested in writing thank you notes or letters, contact the Club Sports Professional Staff to begin that process. In your thank you letter, be specific about what you used the donation for. People are much more likely to continue to donate money to your club if they know your money is actually be used on something of value. Numerous research studies have shown donors are much more likely to donate repeatedly if they receive some show of gratitude from the organization as well as if they know what their donation was used for.

Initial thank you letters should be sent out within two weeks of receiving the donation. You should also send a second thank you note to all donors after your main season is completed. In this letter, you can provide the donors a summary of how your season went and include any highlights you would like.

A sample thank you letter is below. The sample clearly has nothing to do with club sports, but it gives you a really good idea of the important things to include. We purposefully made the sample letter about something else other than club sports, because we want to make sure your club creates something personal and relevant to your club when you write thank you letters.

Dear Deborah,

Thanks to you, Michael and his sister, Janet, celebrated Michael's 9th birthday with cake and balloons in a safe and loving place. They are no longer scared and love having their very own rooms.

Thank you for your recent generous gift of $100 to Children's Residential Services of Greater Boston. Your willingness to help displaced children in our community weather the crises in their lives makes all the difference for children just like Michael and Janet.

Thanks to you, we have provided 250 children just this year with a place to live, learn, and feel safe.

Your donation will help purchase new computers for our kids over the next six months. The children are eager for the new computers so that they can do their homework and communicate with friends and family.

Sincerely,

Joe Smith

**OTHER POTENTIAL FUNDRAISING IDEAS**

**Alumni & Parent Events**

This may include games, homecoming weekend activities, and/or banquets:

Designate a date and time when alumni/parents will be invited to campus to compete against current club members in a game/competition, or to participate in a “season kick-off” or “year-end celebration.”

Secure a facility and decide if officials are needed in case of a game.

This event can be a “friendly” meeting or contest where the goal is to establish good alumni relations by distributing newsletters and donation cards.

Also, recognize that these events do not have to be overly elaborate because most of the alums and parents are just excited to see each other and/or the team.

Keep it simple. This will keep your cost down and increase your chances to raise money.

It’s highly recommended to create a one page, brief document detailing your budget for the year. This document should show all club expenses for the year, and all money expected to be generated or already generated (i.e. money allocated by SHSU Club Sports, players dues, fundraising, etc). Lastly, this document should show how much money your club is short to be able to cover the expenses. Alumni and parents are much more likely to donate money when they can see what exactly the club needs and that the club has put in the effort to plan out the year.

**Time Required**:Moderate;2-10 hours, dependent upon event

**Risk**: Minimal

**Profit**: Dependent upon expenses and # of donations

**Auction**

Auctions can be conducted in two ways – live or silent. Preparation for each of these is very similar and we recommend holding this type of fundraiser in conjunction with another event (e.g. a banquet or homecoming reunion, etc.):

The keys to hosting a successful auction are securing donations and drawing people to the event.

Donations for the auction can vary from clothing to gift certificates to tickets to an athletic event.

Try to secure a wide variety of prizes to appeal to a larger variety of people.

Set a date and time for the event and invite numerous people to attend.

In a silent auction, the items are placed on tables throughout the room with information on the item, sponsor, and estimated value. Individuals bid by placing their name, phone number, and bid on the sheet corresponding to each item. After a designated time, the bids are closed and the highest bidder wins the prize. Bidders may bid as many times as they wish on items.

For a live auction, a captive audience is necessary. Try to secure an auctioneer or someone with a large personality to host the event and add to the atmosphere. People place bids by raising their hand. Prize goes to the highest bidder.

**Time Required**: 5-10+ hours; dependent upon solicitation of prizes

**Risk**: Minimal; mainly time investment

**Profit**: Approximately $500; dependent upon numbers and value of prizes

**Car Wash**

Secure permission to use a location that has water accessible for use.

Determine a date for the event. Ideally, try to secure a weekend day from 10am – 2pm in a high traffic area. Do a bit of research in determining the location and date. For example, consider Saturday morning grocery shoppers, youth athletic league practices and competitions, or football games. You want to choose times and places that draw a good number of people.

In case of rain, have another day scheduled in advance.

Borrow or purchase a hose, nozzle, buckets, and rags. Purchase soap.

Decide on amount of the donation (~$5 per vehicle).

Make flyers to distribute and signs to advertise your event and your club sport.

**Time Required**: Minimal

**Risk**: Minimal; mainly time investment + small amt. of supplies

**Profit**: $100 - $300 is expected; dependent upon weather conditions and location

**Hosting a Tournament/Competition**

Hosting a tournament or competition for your club can raise money and increase awareness of your activities on campus.

The first step in hosting an event is to secure permission to host the event, reserve the facilities, and begin staffing the event. Use as many volunteers to staff the event as possible and then hire the personnel (referees, athletic trainer, etc.) that you are not able to provide.

After the date and staffing needs have been determined and reserved, contact teams to participate. A team entry fee should be charged to cover tournament expenses (site rental, awards, staffing). Work the numbers in advance to determine the maximum # of teams that can be accommodated and the minimum # of teams necessary to break even on expenses. We strongly encourage you to invite as many local teams as possible. The closer a team is located, the more likely they are to bring family and friends with them and spend money on concessions, merchandise, etc.

Once the participating teams have been determined, a tournament game schedule should be distributed to all participants and advertising of the event can occur. Advertising of the event will increase spectators and add to the overall atmosphere of the event. Don’t forget to market the event to local high school or club teams. A gate fee can be charged to those attending to increase revenue, but the event must be free to SHSU faculty/staff/students. Other revenue possibilities include: a tournament program (sales and/or ad space), concessions, and merchandise (both team and/or tournament specific gear are options).

**Time Required:** High

**Risk:** Moderate; dependent upon fees for rentals/staff and marketability of the event

**Profit:** Varies; dependent upon many factors

**Percentage Sales**

Various businesses, usually restaurants, offer percentage-of-sales programs.

Some businesses in the area that have offered this type of program are Chili’s and 3 Spoons. Do not be afraid to approach management at other restaurants with the suggestion of such an event.

This type of fundraiser is a mutual relationship between the club and a business. A date and usually a timeframe is determined jointly by the club and business. Some businesses will only agree to this type of promotion certain days of the week that are typically slower times. The team then receives a percentage of all food sales for that day and time period.

The percentages of sales can vary from 5 – 20% depending upon the business. The idea is to publicize the event to team members, family, friends, alumni, etc. and to generate as many sales as possible. This benefits the business and also the percentage of sales for the club as well.

Coordination of this fundraiser with an alumni event or competition can elevate sales and greatly increase the amount of money raised.

**Time Required**: Minimal; dependent upon terms of agreement & publicity/marketing time

**Risk**: None

**Profit**: $20 and up; dependent upon the percentage of sales agreed upon and # of customers

**Sales**

The two most popular forms of sales are merchandise or concession/bake sales.

#1 Merchandise - Sales can include T-shirts, sweatshirts, shorts, hats, water bottles, car decals, etc. To organize a sale of merchandise, decide on what item you would like to sell and design a logo or screen to be placed on the item. Make sure to get the design approved by the Club Sports Professional Staff. Once the item and design has been determined, determine the cost to purchase the item and the target sale price. Keeping the design or logo simple typically keeps costs down. Consider the option of the screener placing a small logo somewhere on the item in exchange for a lower cost per item to maximize your profit.

#2 Concession/Bake Sales – For concession sales, supplies must be purchased (shop in bulk to save $$), while for bake sales the items are prepared and sold by club members. Set prices in advance and advertise the existence of the sale date. Seek volunteers to sell items at the given date and time. Try to coordinate with another larger event to maximize sales. Examples include: a hosted tournament, a campus event such as a holiday craft or garden show, or a guest lecturer, etc. Bake Sales cannot be held on campus, but it’s possible stores like WalMart would let you sell your goods in front of their store. You must contact them and receive permission before doing this.

**Time Required**: Moderate

**Risk**: Minimal – beware not to overbuy for any type of sale

**Profit**: $100+

**Special Events and Labor Force**

This option may encompass a variety of different tasks – use your imagination! This is providing a work force for an organization or company during a peak period of time or for event and being compensated in return. This compensation can be either per individual or at a flat rate for the team. Options for fundraising in this area include:

1. Working in areas such as concessions or program sales at an arena for one or a specified number of games. Contact a large venue such as the Reliant Stadium or Toyota Center. If working in concessions or program sales, compensation may be offered in the form of a % of total sales. In this case, it is useful to wear club clothing and promote the fact that a percentage of sales are being donated to the club – it may boost your business.
2. Providing labor for an event(s) that occurs once or a few times a year. Examples would include working larger events at the Coliseum (i.e. Sammypalooza, High School playoff games, etc). Research what is in the area, where help is needed and contact the organizers. You will receive an email from the Club Sports Professional Staff when the Coliseum needs assistance.
3. Assisting with holiday help. There are some businesses that have a rush during a certain time of year. This requires extra help. Think of delivering trees or wreaths or gift wrapping during holiday time, delivering flowers around Valentine’s or Mother’s Day, working at a campus event during a break period (winter or spring). You can contact local businesses to ask if they need extra help. The worse they can do is tell you no.

**Time Required**: Minimal

**Risk**: None – realize that doing a great job could turn into an annual fundraising opportunity for your club

**Profit**: $200+

**Sponsorships**

Corporate sponsorships can be a very profitable form of fundraising in the correct circumstances. This type of sponsorship exists primarily in two forms:

1. Financial. An example of this would be the club agreeing to display a business’ logo/name on the team jersey, sweats, or t-shirts in exchange for financial support.
2. Product. Product sponsorship would include an exchange of merchandise (could range from athletic equipment to gas, lodging and/or food for travel) for advertising of the business on the piece of equipment donated or team apparel.

First and foremost, you must have all sponsorships approved by the Club Sports Professional Staff before finalizing a sponsorship deal. This form of fundraising requires approaching a national or local business to sponsor your club for a specified period of time. In the beginning of the relationship, a 1-year commitment is reasonable. Both parties must agree on the terms of the sponsorship e.g. value of donation, type of merchandise, length of time or # of contests, size of logo on apparel or merchandise, exclusivity, etc. Make sure businesses understand the value of sponsoring your club. Be sure to mention they will receive a tax deduction as well as increased awareness throughout the community.

When approaching a business for this type of sponsorship, a professional approach is expected. Be prepared to be specific about the club’s needs and goals. Also be prepared to furnish the business with press releases regarding the club, past results, current schedules, etc. Usually many contacts are needed to establish this relationship.

**Time Required**: High

**Risk**: Minimal

**Profit**: $500+

**Tournament/Outing for Community**

Hosting an event for the public can generate interest and raise money for your club. Think about golf or tennis tournaments, or other similar events.

The first step in this process is to determine the costs involved. Contact the necessary facilities and/or obtain numbers on what rental fees are for your event. The break-even point and registration fees for the event need to be determined by the costs.

Determine a date for the event and then advertise, advertise, advertise! This is especially necessary for a new event. Contact parents, alumni, university faculty/staff, and community members to assist in advertising. It is important to have club members recruit entries to achieve the ideal number of participants.

An event of this type may combine a number of fundraising opportunities including sponsors, and selling of merchandise,

**Time Required**: High

**Risk**: Moderate – choosing the correct event and date and advertising are key factors!

**Profit**: $500 - $2,000+

**Work Weekend**

This fundraiser uses team members as a “labor force for hire.” In exchange for services, a fee is collected.

Determine a date for the event and include a rain date. Usually those who contract team members are looking for assistance with outdoor tasks. These may include: raking leaves, painting, cleaning windows, stacking firewood, assistance in boxing items, etc.

In addition to a date, the length of time must be determined.

● Will the fundraiser last for 1 or 2 days?

● Will you offer ½ and full days of labor?

Then, determine the fee that will be charged and the number of “jobs” your work force will be able to complete successfully.

Advertise the work weekend throughout campus and the community. Once the work orders begin to be submitted, a work schedule and driving plan can be determined.

Additional donations/tips for services above and beyond may be accepted.

**Time Required**: Moderate – High

**Risk**: Minimal

**Profit**: Unlimited; dependent upon # of workers and days of fundraiser