



RFL FUNDING WORKSHOP

‘Accompanying Notes’

SUPPORTING GRASSROOTS RUGBY LEAGUE CLUBS

**RFL
2009**

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Introduction

The following booklet on funding has been constructed to accompany the notes and ideas generated in the RFL Funding workshops. Funding is an ever evolving subject and good practice regarding 'income generation' is being carried out by many rugby league clubs across the British game. To ensure these notes are up to date and a national picture of good practice is constructed they will be continually updated after each workshop and the results put online www.rfl.uk.com under the community section. The RFL recognise that clubs will be unable to do everything listed and the notes should be viewed as a 'Menu' where clubs can choose what they wish to do and have the capacity to deliver. The notes do not provide an exhaustive list however we hope they will assist all community clubs in ensuring financial stability and a bright future.

The Accompanying Funding Workshop

A flexible, two hour, interactive workshop exploring best practice and providing guidance for clubs. Content is dependant on clubs present who may wish to discuss one topic in detail or have a brief overview of all main headings. Capital grants i.e. building work, are not covered by this workshop however comprehensive guidance notes regarding facility development are available on line at www.rfl.uk.com.

The Workshop has a 'Big Six' theme with six main headings, with each being split further into 6 topics to help bring out the detail and provide further advice to clubs

- 1) Grants
- 2) Membership and Matchday
- 3) Events
- 4) Sponsorship
- 5) Utilising Facility
- 6) Merchandise

Any new ideas or good practice not listed within these notes should be sent to David.Raybould@rfl.uk.com so they can be updated accordingly, this includes the notes generated from each workshop

Chapter One
Club Examples

Club Examples

Hindley ARLFC

£80 membership plus £10 registration fee: People get a free T Shirt with £10 registration fee – each T Shirts costs £6 and club get sponsor for this

£80 works out at £3 a week or £20 a month

Team manager collects – every team has their own paying in book (club has 8)

Direct Debit / Weekly subs / monthly – ½ must be paid before Xmas (13 weeks into 26wk period) and all by the end of March. Hindley have discretion regarding hardship for subs/club membership. This is on an individual basis, confidentiality maintained.

½ price for the second child

Club collected 80% of what was due to them during the 2007/08 season

- Pays for 1 nights training during winter
- All insurance fees (rugby league services)
- Meal after every game

All coaches have stack of membership packs, all handed to new/current members each season

Used to task each team with raising £1000

West Craven Warriors ARLFC

Subs per game: £1 for juniors with an optional family membership of £10 per year.

£5 for adults with a compulsory £15 a year membership.

- All members receive car stickers
- 10% discount on club merchandise
- 10% discount at bar on presentation nights

There are no charges for training.

Players also buy a club t shirt for £10

Do a bag pack at the local TESCO store and earned £217 in 2hrs.

Hire a charity shop in Barnoldswick for the day and sell donated goods to the club. This is in effect like a car boot sale but from a shop in the town. This costs £70 to hire for the day but they get to keep all the money from goods sold.

Members play the weather lottery (National Scheme with clubs getting %)

Sign up by Direct Debit

All Club Examples are correct as of 2008

Liverpool Buccaneers RLC

Charge £4 subs to players unless they are students – then its £2 subs.

There are no subs on away games because now were in the RLC National League there is a lot of travelling involved and players usually give up a full day e.g. playing Celtic crusaders in Bridgend.

At home games we run a raffle after the games with the winner taking a crate of beer that's been donated to the club. Players get a free t-shirt but have to buy their tracksuit at a reduced rate.

We also rely on sponsorship and funding grants to run the club. We have landed 2 big sponsors in the last couple of seasons with radio Merseyside £5-6000 sponsoring the home jersey and Liverpool NHS PCT sponsoring £2-3000 the alternative strip. Funding grants have assisted with junior development work and coaching courses.

Saddleworth Rangers ARLFC

Annual Christmas bag pack at Sainsbury, involves all age groups from u8s to u16s- raises £500

Annual Junior section Sportsman's Dinner- raises £1000

Annual Summer Festival- make £1000 from food and beverages

Annual Junior section Race Afternoon- raises another £1000

All the money from these annual events goes into the junior section account.

Individual age groups raise their own money through weekly subs.

Each Year the U15s go on a tour to France, so they raise their own money which is specific for that age group.

Woolston ARLFC

We collect subs on a weekly basis

Open Age can either pay weekly subs or get a sponsor for the year

Get shirt sponsors from local businesses

Signed upto Sponsorbank / Pitch side collection at open age / Raffles / Club functions / race night

Leigh Central ARLFC

Income	Expenditure
Subs per player per week £ 5	Insurance BARLA £422
Players fund contribution per week £ 5 (for injury donations)	Pitch Hire for season £ 532
Annual Sponsored Bike Ride £ 1500	Training cost per season £ 850
Annual Dinner £?	Playing kit & polo shirt £ 5000
Annual Golf Day £?	Food cost per game £ 40 x 22 = £ 880
Lotto bingo £5 per player	Referees fees per week £ 30 x 22 = £ 660
Main Sponsor?	Physio fees per week £ 25 x 22 = £ 550
	Strapping & safety equipment per week £ 40 x 22 = £ 880
	Laundry per week £ 40 x 22 = £ 880
	Total:- £ 10654.00 (without cup fixtures)

Wigan St Judes ARLFC

Income	Expenditure
Weekly Draw - £ 12,357	Players Insurance - £ 924
Compensation players - £ 200	All weather hire - £ 1,440
SATURDAY Drawer - £534	Pitch Fees Wigan MBC - £ 1,100
Match Day Sponsors - £ 400	Weekly Prize Draw - £ 5,200
Programme Sales - £ 839	Transport - £ 3,165
Collection at games - £ 636	CK Sports Equipment- £ 2,147
Programme Adverts - £ 2,025	Laundry - £ 780
Gift from J.Hickey(Newtown Surfacing) - £ 400	Kitchen Food - £ 550
Donation - £ 3,800	Printer Pro / Tickets - £ 910
R.L. Grant - £ 120	NWL Fees - £ 50
L.M.R Prize Money - £ 650	NCL Fees - £ 50
Dragons Den - £ 1,000	BARLA Fees - £ 1,729
Total:- £ 22,961	Players Tours £ 845
Subs £3.50 a week plus £1.50 towards end of season trip (ask for £5) - £130	League Fees 8-18 - £ 200
	Flood lights Repairs - £ 546
	NWL Dinner - £ 132
	Optimum Kit - £ 170
	Medals - £ 161
	Indoor bowling £ 160
	Total:- £ 20,674

Pilks Recs ARLFC

Adults have £40 signing on fee then it is £5 per matchday subs or £3 per week all year on a standing order. Also do a raffle after each game and Lottery Bingo (links to Sat night lottery) – Club Chairman collects bottles when abroad or they buy a £8 bottle from shop. Approach the businesses of the players i.e. have a few postmen at club and therefore they have accessed funds from the Royal Mail Sports Foundation.

Chapter Two

Grants

Useful Tips regarding Grants!

Useful Tips

- 1) Assess club needs and identify which grant would be best suited to assist i.e.
 - For boosting playing numbers at club use Sport England Small Grants Programme (£10k)

If commercial sponsor identified... Sportsmatch

- 2) Get the Application Form
- 3) Form a simple plan with costings
 - Qualify people to deliver coaching in Schools (£400)
 - Equipment / Clothing for delivery in schools & later to be used by new club team (£1500)
 - Deliver coaching in schools (£1500)
 - Hold Festival at local club (£250)
 - Provide participants with medals & publicity material for new club team (£400)
 - Pay insurance and start up costs for new club team (£400)
 - Pay for parents of team to attend coaching course (£400)
 - Pay for a new playing kit for the new team (£700)
 - Total cost of this project (adapt accordingly) £5150
- 4) Clearly identify how your proposed programme meets the needs of that particular grant. Remember your grant is marked against a score-chart and if your application does not match up against the needs of the funding body then your application will not score highly and therefore not be successful. The aims of each grant provider will be clearly identified on their website and the accompanying notes with the application form.
- 5) Seek guidance from your local rugby league Development Officer or members of the local council sports development unit
- 6) Submit applications and if unsuccessful keep on trying. Many worthwhile schemes are refused due to just being unfortunate that a lot of applications were submitted for that particular round of funding i.e. little cash flow. Unsuccessful applications should seek guidance, adapt accordingly and re submit for the next round.
- 7) Once successful deliver the outlined scheme in the plan accordingly. Collect all publicity, necessary accounts, receipts etc. and once completed submit a final report back to the funding body to show how the grant has benefited your club. This is a 'must' for clubs who wish to obtain many grants from the same fund provider over the years to come. Reporting back and your club showing the funding provider you can deliver will ensure your next application is looked upon favourably

Example of costs that may be covered by a grant application

Equipment and Kit

Balls (£7 x 40)	£280	
Cones (£15 x 4)	£60	
Water Bottles (£30 x 2)	£60	
Agility Ladders (£54 X 2)	£108	
Carriage/Delivery	£70	
2 Junior Kits	£820	
Total Cost for Equipment and Kit		£1398

Coaching Courses

UKCC Rugby League Level One Coaching Course £130	8 people x Level 1	£1040
UKCC Rugby League Level Two Coaching Course £180	4 people x Level 2	£720
Total cost for Coaching Awards		£1740

Further Courses (part of Clubmark)

RFL Match Official Course x 4 people	4 x £25 = £100	
<i>Equity in Coaching</i> x 5	5 x £24 = £120	
<i>How to Coach Disabled People</i> x 5	5 x £24 = £120	
Cost of Courses		£340

Coaching Sessions (Satellite Clubs)

Coaching costs £15 a session (costs include travelling expenses of coach)
Plan to deliver a block of 5 wks of after school or lunch time coaching (4 wks coaching and a festival)

£15x5=£75 cost to deliver to each group.
Delivering to 20 groups: 20 x £75 = £1500

Cost of cost of Coaching Sessions **£1500**

Estimated size of each group is 18 children (18x20=360 children part of the scheme).

Estimated breakdown of the 360 children

190 Boys and 170 Girls

100 Black and Ethnic Minorities

15 Disabled (Learning and Physical)

300 Low socioeconomic background

Focus Club 'Stepping Stone' sessions / Taster Day

Cost of Community venue for Taster Day (10 – 4pm = 6hours x £25 per hour = **£150**)

Publicity

Publicity for Activities, certificates, photocopies, posters etc **£250**

Administration – Paying student/Volunteer £5 per hour, 4hours per week for 40 Weeks to help administrate and start up new sections of the club (£5 x 4Hrs x 40 Weeks) **£800**

Start Up Costs – New club sides (insurance etc.) **£350**

Transport

Provide Mini bus (£110) and Petrol (£75) to go to 3 Regional RL Taster Festivals.
(110+75 x 3 = £555).

Total Cost for Transport **£555**

TOTAL COSTS REQUIRED THROUGH APPLICATION **£7083**

Sport England Funding

Annual Investment of Funds for Sport England

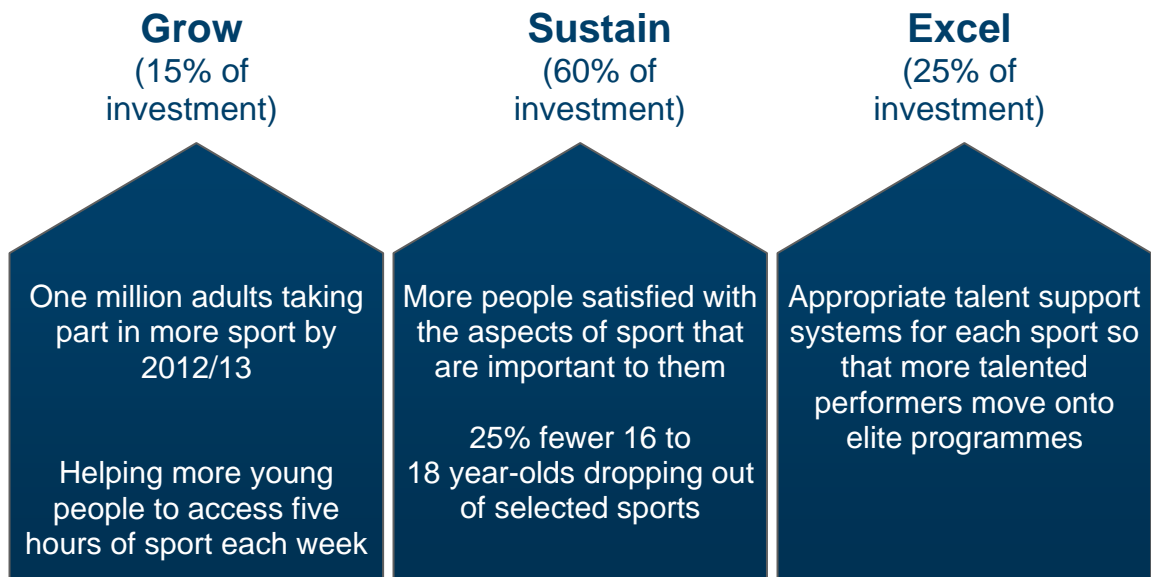
£120m to National Governing Bodies	£30m Themed rounds		
	National Partners £10m	Facilities £10m	Small grants £7m
	CSPs (core) £10m	Innovation fund £5m	Sportsmatch £3m

Details on all the funding can be found on... www.sportengland.org/funding

Sport England funding applications on the:

- 1) Contribution to Sport England Outcomes of Grow, Sustain & Excel
- 2) Quality of Plan
- 3) Deliverability

Sport England Strategy is based on 3 core outcomes; Grow, Sustain & Excel:



Sport England receives most of its funding through the lottery however a proportion is exchequer (government) funding i.e. £3m Sportsmatch pot is exchequer funds.

Examples of other grants available April 2009

Name of fund	Funder	Amount	Website	Note
BIFFA community	BIFFA	£50K max	www.biffaward.org/	To improve local buildings and spaces
RL Foundation	RFL linked	£10K max	http://www.therfl.co.uk	
Veolia Trust	VEOLIA	£150,000 max	www.veoliatrust.org/	Not that keen on funding sports projects at the moment but still worth a try
CF Grassroots Grants	Community Foundation	£5,000 max	www.communityfoundation.co.uk	Help for grassroots activities in Greater Manchester
Community Spaces	Ground work	£49,999 max	www.community-spaces.org.uk/	Improving community spaces
Awards for All	Big Lottery Fund	£10k max	www.awardsforall.org.uk	People have better chances in life, Stronger communities, Improved rural and urban environments, Healthier and more active people and communities.
Variety of Funds	Sport England		http://funding.sportengland.org/funding	
Tesco Charity Trust	TESCO	Up to £4,000	www.tescopl.com/plc/	for community projects (an extra 20% is available to TESCO employees)
Children in need	BBC Children in Need	£50,000	www.bbc.co.uk/pudsey/	July 15 th Deadline
Comic Relief	BBC link		www.comicrelief.com	www.comicrelief.com/apply_for_a_grant/uk/sport
Sport Relief	BBC link		www.sportrelief.com	
Mars Refuel	MARS	£500 max	www.marsrefuel.com	£10,000 to spend in total
Capacity builders	Government	Many funds	http://capacitybuilders.org.uk/	Various funds
Co-op Community Fund	The Co-operative	£100-£2K	www.co-operative.coop/membership/Community-Fund/	Community projects near coop branches
O2 its your community	O2	£1,000 max	www.itsyourcommunity.co.uk/	To benefit local community
Coalfields regeneration Trust	Coalfields	£500 - £10K	www.coalfields-regen.org.uk/	For voluntary and community groups
BT Community Connections		Free laptop and broadband.	www.btcommunityconnections.com	applications rules and guidance notes Contact our team on 0845 257 6792
Cash 4 Clubs	Online only	£250, £500 and £1,000	www.cash-4-clubs.com	
Sainsbury's Community Grants	Controlled by Store Managers		customerservice@sainsburys.co.uk	Focus community programmes on health, food, families and children - emphasis on healthy eating & active lifestyles.
Coalfields regeneration Trust	Coalfields	£10,001 - £300,000	www.coalfields-regen.org.uk/	capital and revenue projects for up to 3 years
The Secret	Big Lottery	£300 - £10,000	www.secretmillionaire.channel4.com	Same eligibility criteria as Awards For All

Millionaire Fund	Fund			
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Sport England Small Grants

How much: £300 to £10,000

Spent by: 1 Year from award

Maximum: £10,000 in a one year period.

Eligibility: For not-for profit organisations – i.e. community clubs / leagues / charities & trusts. Sport England themes of Grow, Sustain, and Excel.

- The total project cost should not exceed £50,000
- Projects must be deliverable within 12 months and provide a monitoring report within 13 months of the date of the offer letter
- Projects must seek to increase participation in sport (GROW), sustain participation in sport (SUSTAIN) or provide opportunities to excel at a chosen sport (EXCEL).
- Sporting outcomes must be the main focus of the project. Applications for projects using sport as a means to an end are acceptable, but there must be a clear sporting benefit
- Projects must be focused only on sports currently recognised by Sport England and delivered to beneficiaries based in England.

How to apply

You can submit an application through the website at any time

<http://funding.sportengland.org>

To help you pull together the information you need for this form, you can download a dummy version of the online application form. This form should not be used as an application form. You must apply online.

If require any other help, phone our funding line on 08458 508 508.

How long will it take?

Once we've received your application, it should take no longer than six weeks for you to receive a decision. However, this only applies if you send all the necessary information when you submit your application.

All clubs and associations must remember to submit:

- Their constitution / governing document
- Their most recent annual accounts
- Copies of their last three bank statements.

Awards for All – It still exists!

BIG Awards For All

How much: £300 to £10,000

Spent by: 1 Year from award

Maximum: £10,000 in a two year period. (Only one project on the go at a time)

Objectives: Healthier and more active people and communities, access to training, development and improving life skills – Will not fund “Sport for Sport’s Sake”

How to Apply www.awardsforall.org.uk – 2 stage application process.

What’s new: No need for supporting docs – BIG will make conditional offer and then request extra details. 20 days from receiving conditional offer to sending in details; so prepare them just in case.

Contact enquiries@awardsforall.org.uk or phone 0845 4 10 20 30

Changes to Awards for All

- Until April 2009, Awards for All was run by the four main Lottery distributors
- Each distributor now has its own small grants scheme
- Awards for All is the Big Lottery Fund’s small grant scheme
- Projects must help to deliver the Big Lottery Fund’s outcomes

What will Awards for All fund?

Awards for All projects must meet at least one of BIG’s outcomes:

- people having better chances in life with better access to training and development to improve their life skills
- stronger communities with more active citizens working together to tackle their problems
- improved rural and urban environments which communities are better able to access and enjoy

Healthier and more active people and communities

Name of Scheme	SPORTSMATCH
How Much	£500 - £100,000
Spent by	Sportsmatch can co fund project for a maximum of three years. However their match funding decreases by 50% each year.
Maximum	£100,000
Who can apply	Any not-for-profit group can apply e.g. sports club, school / college, charity, governing body of sport, local authority, voluntary groups etc.
Eligible Projects	<p>Projects being sponsored should be aiming to include one or more of the following elements:</p> <ul style="list-style-type: none"> • Increase regular participation in sport by adult (200,000) Per annum • A major contribution to the delivery of the 5-hour sport offer engaging more 5-19 year olds in sport • A reduction in post-16 drop-off in at least five sports by 25% by 2012 -13 • A quantifiable increase in satisfaction <p>Projects can be capital e.g. floodlights (up to £25,000) or revenue e.g. coaching, equipment etc. Priority will be given to revenue projects.</p>
Contribution required	<p>Money from sponsorship from any profit-distributing business e.g. a bank, restaurant, estate agent, supermarket etc.</p> <p>Sponsorship can last between one and three years for any one project. Sponsorship can be in cash or in kind (in kind for sporting equipment only)</p>
Contact	<p>Telephone: 08458 508 508</p> <p>sportsmatch@sportengland.org</p>

LOCAL FUNDS

All boroughs have funds that are specific to that area, always speak to your local council development officer for further details.

Below are examples of some of the funds that may be available to you.

School Sport Coaching Programme:

Each School Sport Partnership has £21k per year to spend on trying to get 'Sporty Types' the 5th hour of activity (focus on more elite children - making links to local community clubs)

For more in depth information you can go to the Youth Sport Trust website:

<http://ssx.youthsporttrust.org/page/core-prog-info/index.html>

Coalfields Regeneration Trust www.coalfields-regen.org.uk/

The Trust has identified four key funding themes that respond to the needs of Coalfield communities. A project must address one or more of the themes and for guidance on the suitability of your project please contact your regional office.

- Access to Employment
- Education and Skills
- Health and well Being
- Access to Opportunities

Supermarkets

E.g. Tesco Community Awards Scheme www.tescopl.com

The Tesco Charity Trust Community Awards Scheme provides one-off donations of between £500 and £4,000. The funding we give goes towards providing practical benefits, such as equipment and resources for projects that directly benefit children, the elderly and adults and children with disabilities, living in the local communities around our stores in the UK.

BT Community Connections www.btcommunityconnections.com

BT Community Connections is an award scheme which enables community and charitable organisations to get online and make use of information and communications technology (ICT).

Organisations, working in any field of community benefit, located throughout the UK or ROI can apply for a laptop and a year's free broadband connection. There are more than 1,000 award packages available to groups who can demonstrate how an award will benefit their work and the local community.

ASK YOUR LOCAL COUNCIL TO FIND OUT WHAT IS AVAILABLE!

TAX BREAKS: CASC & GIFT AID

With effect from April 2002 many local amateur sports clubs will be able to register with the HM Revenue & Customs as Community Amateur Sports Clubs (CASCs) and benefit from a range of tax reliefs, including Gift Aid.

Clubs must be CASC registered before they can register for Gift Aid

All information regarding CASC can be found on HM Revenue & Customs website www.hmrc.gov.uk/casc - multiple benefits are provided to the club including rate relief.

Once successfully registered on Gift Aid this enables clubs to claim 28p on every £1 raised through donations.

A fantastic short guide called 'Taxation and Sport' by Running Sport can be downloaded at www.helpforclubs.org.uk by clicking on 'Resourcing Your Club'

The Key Benefits to CASC

- Mandatory 80% rate relief (funded by central government)
- The possibility that clubs will benefit from 100% rate relief
- Gift aid on donations by individuals - clubs can claim back 28p of every £1 donated
- Exemption from corporation tax on bank & building society interest
- Exemptions from corporation tax on profits from trading and fundraising where gross income is less than £30,000 per annum, and from income from property where gross income is less than £20,000 per annum
- Exemption from corporation tax on chargeable gains

How to qualify for CASC status

Download a CASC application form from www.inlandrevenue.gov.uk

Funding Websites

Sport England Website	www.sportengland.org
Fund Finder	www.funderfinder.org.uk
Big Lottery Fund	www.biglotteryfund.org.uk
Sports Aid	www.sportsaid.org.uk
Football Foundation	www.footballfoundation.co.uk
Children in Need	www.bbc.co.uk/pudsey
Awards for All	www.awardsforall.org.uk
Lord Taverners	www.lordstaverners.org
Free Kit	www.barclays.com/community/spacesforsports
Grants First	www.grantsfirst.com

Access Funds Website

Access Funds Website www.access-funds.co.uk the place for up-to-date information on sources of funds for the British non-profit sector. Updated regularly and contains information on the following funds:

- EU Funding
- Lottery Funding
- Central Government
- Local Government
- Fundraising Guide

Statistics Website

www.statistics.gov.uk can provide the statistics you may need for funding applications i.e. areas of deprivation etc. Click on 'neighbourhood' to find area of your choice

Regional Grants

www.grantsnet.co.uk lists grants available under a variety of categories in different regions, lots under community.

The 4 Main Lottery Distributors are:

SPORT ENGLAND	www.sportengland.org.uk
HERITAGE LOTTERY FUND	www.hlf.org.uk
BIG LOTTERY FUND	www.biglotteryfund.org.uk
ARTS COUNCIL ENGLAND	www.artscouncil.org.uk

Chapter Three

Membership & Matchday

MEMBERSHIP AND MATCHDAY

Introduction

Annual membership and income generated on matchday through player subs, raffles, spectators and programmes etc. ensure all amateur clubs have a steady income for the season and certainly lots of good practice exists in our game. The following six headings: 'Membership Policy', 'Player Subs', 'Generating Crowds', 'Food & Drink', 'Raffle & Scratch-cards' and 'Products to sell' are there to stimulate clubs ensuring they maximise their income and take a proactive approach to self-development.

Membership Policy

All amateur clubs should have an annual membership for all playing and non-playing members. Examples include

- Junior Players £25* includes a polo
- Senior £40*
- Concessions (Students etc.) £20*
- Non playing membership – Senior £10* / Jun & OAP £5*

* Prices vary at clubs

Clubs must clearly show the benefits to the individual i.e. list of benefits could include

- 1) Weekly training from a qualified coach
- 2) Opportunity to play on match days (no membership – no play)
- 3) Access to a qualified physio
- 4) Access to facilities (Gym, bar etc)
- 5) Discount on club merchandise
- 6) Free entry to family members on designated 'family game days'
- 7) Discounted tickets to club social events
- 8) Free ticket to end of season presentation
- 9) Discounted coach travel on match days (non playing members)
- 10) Discounts with products from commercial partners of the club*

* Clubs have set up a photo ID card for all their members and used this membership idea to entice local businesses to invest in the club. Examples include a local pizza company sponsoring the club and in return all club members who show their club ID card upon their purchase of a pizza receives a 10% discount. Pizza shop is happy as it encourages purchases at their outlet and the club member is happy because they are getting value for their membership. Other examples include local gym, nightclub, sports shop, restaurants and food outlets etc.

Other membership categories include

- Social – Use of facilities
- Health Club Membership (use of gym)
- Lottery Membership

It is essential all club committee personal and team coaches truly believe in their club membership and pro-actively push with all players and non playing members (we all know they will try to get away with it). This should all be detailed to players in their welcome pack at the start of each pre-season or upon arrival.

New members arriving throughout the season

All clubs have new players arriving throughout their playing season and the club again should have a membership policy and rulings for these to avoid confusion i.e. full price for all persons arriving anytime upto one month into the season and half price for those who arriving afterwards or 10% off for every month into the season.

Player 'Subs'

All amateur club players should be expected to pay 'subs' for every match they participate in. This helps to offset costs of the matchday which includes post match food and washing of the kit.

The charge is obviously dependant on the area in which the club is situated and the social make-up of the playing members. On average:

- Junior £1.50
- Senior £3
- Senior Concessions £1.50

A simple bit of good practice is for each team manager/coach to keep a 'Subs Book' to keep on top of payments and ensure none are missed. Next to each players name would be a played column with date of fixture/opposition and a paid column. This ensures that the players who are late with payment can not make the excuse they did not play in that fixture.

All collectors of subs should submit their collected team funds to one central point at the club, who keeps a record, to ensure none are lost or misplaced. This is usually the treasurer of the club who will budget for this income and show this in their reports at internal club meetings.

Good Practice 1 – Link to membership

Some clubs link payment of subs to this to their membership and those who pay all of this upfront receive a slight discount.

Example: Club has an annual membership of £25 for senior players and charges £3 subs for every match (25 games a season $£3 \times 25 = £75$). Those players wishing not to pay weekly subs may purchase a £80 membership (£20 off) and therefore be exempt from subs.

Players who wish to take this up therefore don't have the hassle of paying subs and receive a slight discount however rarely do players play all their matches in a season. The discount is therefore not really there and therefore no loss to club, who has a greater amount of funds at the start of the season.

Good Practice 2 – Monthly payments or direct debits

A) Instead of weekly subs some players/clubs prefer to pay a monthly fee (first match of the month).

B) Clubs can set up forms to arrange direct debits from the players bank account into the club accounts. A small weekly or monthly fee is therefore paid into the accounts without the hassle of chasing players etc. To provide incentive to paying by direct debit clubs could link this to a club lottery etc or players could receive a discount on price.

Clubs who push direct debits also link this to their 'ex players association' who for a small annual subscription (£20 DD) will receive a 2 newsletters and invitations to social events etc.

Generate large paying crowds

Realising not all amateur clubs have the facilities to ensure a paying gate however all want to further their income and therefore the topic is applicable to all clubs. Lots of spectators' means lots of customers who will in turn buy programmes, raffle tickets, food, drink and merchandise etc. Many clubs who put a charge on the gate also provide a free programme others send a bucket around in the first half of the match where spectators make a contribution for their attendance.

To ensure large crowds are generated for every home fixture clubs must take into account the two main factors, recruitment and retention. It is little use to a club in ensuring lots of new people come to matches every week if person doesn't like it and doesn't wish to come again. This coupled with customer service is a huge topic, one of which many books have been written and therefore the following is therefore very brief and simplistic but hopefully a huge help.

Recruitment

Media

Local paper/websites should all be sent details of forthcoming fixture and events. Talk up the match, build up the match day, plug games on a local radio station 'phone in' and build up the players, the ex pro, the exciting foreign player etc.

Poster Zones

Club should list all poster zones (sites that are willing to put up a club poster) on one database, therefore when coming to change the poster this can be done in a more effective way. Sites can include schools, colleges, shops, offices etc. As well as recruiting for players/volunteers they should always advertise the next big home game. Each club should work to improve their number of poster zones and link long term partners into becoming commercial sponsors of the club.

Invitations

Senior fixtures could have teams play a curtain raiser or a local gym/dance troupe perform at half time, which as well as adding to the atmosphere will bring in their families to the club. Presenting the junior teams to the crowd or inviting local community groups or ex players to a special fixture could help. Invitations should be sent to all current contacts on the club database – e mail is most cost effective way. Players could also push for family members and friends come.

Deals & Events

When advertising the game in the local media & building up the game ensure you advertise more than just the game i.e. social side, new friends, be part of the community, bouncy castle, BBQ etc – remember not everyone is interested in rugby and therefore rugby is not going to be the factor that entices them to attend.

Big Games

It is hard for amateur clubs to continually push for new spectators however it is essential clubs push their first game of the season (home-opener) and corresponding big fixtures. A new customer/spectator coming to a low key/drab rugby match for the first time is not going to want to return. Have the special events and big publicity drives for the major games of the season. Make the big games bigger!

Retention

As well as all the initiatives that attract the new person to the club it is essential the club ensures they are retained. Few spectators watch amateur rugby for the quality of product however all clubs ensure a good quality of service to the customer most of all a Friendly environment. People attend for the social banter and sense of belonging, therefore clubs must ensure the right environment is created at the club.

Friendly environments: Clamp down on poor touchline behaviour and be aware of clubhouse raucousness that is not suitable to be seen or heard by other people present and their families. Embrace people, make members of the committee pro-active in going around the bar area and saying hello to players and their families – listen to them and create banter. Remember this little bit of hard work at the beginning of the season will ensure a cracking atmosphere for all to enjoy and revel in for the rest of the season

Welcome people when they get to the club and make sure new faces sat on their own are approached and made welcome.

Food and Drink

Again not all clubs have clubhouse facilities to sell hot food etc. however many of the following ideas can be adapted to suit. Obtain advice from your local council to ensure all regulations and laws are being followed in the preparation and selling of food & drink.

As well as providing the standard products to sell, sweets & burgers etc. all clubs could take a proactive approach and do a quick ask around to those who turn up each week asking what they would buy if it was available. Without realising it 20% of your spectators/player partners/parents may be vegetarian and by providing a salad sandwich each week may help to boost sales. Ask the question & meet the needs of the customer.

Amateur clubs cannot have a supermarket range of products on sale for everyone to buy therefore it is essential the club recognises their biggest sellers and pushes these (not obscurities). If crisps, sandwiches, cans of pop, burgers and apples are your biggest sellers then just sell these – keep it simple!

<i>Pro-active sales</i>	Sell food/drink in the crowd at half time, walk around with a box of sandwiches, drinks and sweets. Take the sandwiches & drinks around the clubhouse afterwards – push the sale.
<i>Advertise</i>	Show food and drink is available. Show the crisps, sandwiches and chocolate is available behind the bar. Clearly advertise what is available to buy from the kitchen.
<i>Current Members</i>	Check with club members to see if any are connected to the food business – may lead to a cheaper supplier of the food or drink
<i>Suppliers</i>	Long term suppliers should be approached for sponsorship. RFL national sponsors are Castleman XXXX and BARR soft drinks
<i>Bulk Buying</i>	All clubs in the local area could use the same supplier and therefore bulk buy and get the produce for cheaper.
<i>Value & Price</i>	Don't be frightened of charging to make a small profit i.e. 50p for a cup of tea instead of 20p. People know they are helping the club and are willing to pay the 'mark up' price.
<i>Promotions</i>	Many bars run well advertised promotions on low selling stock – happy hour on vodka etc.
<i>Away Team</i>	Many open age teams have a drink on the way home and may wish to purchase a few crates of ale. Clubs with the capacity should stock this in order to make the sale.
<i>Outside Caterer</i>	To avoid the hassle of getting more volunteers to make the sandwiches clubs get outside caterers to run the kitchen or set up a stall outside on matchday. All will charge a set fee and all profits will go them unless specified your partnership agreement.
<i>Supermarkets</i>	Can provide food and drink to a local community initiative i.e. school festival at your club or a 'skills day' for kids. Adult teams have also held 'Cheese & Wine' theme nights and experts from the local supermarket have led on this, bringing down a variety of their wines.
<i>Quality of Service</i>	Make the sales area/person selling act and look professional
<i>Quality of Product</i>	If your judgement is that the food & drink isn't great then you can guarantee many others feel the same way – change it quick!

Raffles, Scratch-cards, programmes and initiatives

To ensure extra income many initiatives are run by clubs such as raffles, scratch-cards and boat races etc.

<i>Weekly Raffles</i>	Selling a strip of raffle tickets for £1 at all home matches after or during the match. Examples of prizes: electrical goods (link to sponsor /business of one of the players), bottles of spirits/wine, tickets to local pro club match & drinks behind the bar. If struggling for volunteers to do this then pay some expenses for doing the raffle and other duties on match day i.e. donate £3 to the young person who goes around collecting the raffle. Delegate and don't have the same person doing everything
<i>Scratch-Cards</i>	Many clubs use the scratch-card to raise funds on the coach during the away trip. Persons put their initials in a box of their choice (name of a football team) for 50p/£1 and once all the boxes are full the secret box is scratched off to reveal the winner.
<i>Season Raffles</i>	Many clubs now run a huge raffle during their pre-season to sell the naming rights on the front of the playing jersey. Usually £50 a raffle ticket and this is sold to local business's and players are set targets of selling at least three each (businesses related to their family and friends). The collected tickets are put into a hat one month before the season and examples of prizes include: 1 st Prize: Playing Jersey Sponsor and 2 nd Prize MOM Sponsor
<i>Money Raffles</i>	At many fundraising dinners envelopes are left on tables and guests are asked to put £5 in the envelope with their name on the front. Collected in and winners get a nice prize.
<i>Heads & Tails</i>	Many variations on this game (kings and queens etc) however it involves everyone standing up who have put money into a pot and the overall winner winning a percentage of the collected funds. All people standing up must decide on whether they place their two hands on their derrière (tails) or their head (heads). After everyone has decided the central speaker will toss a coin and depending on the outcome will inform all those matching the side of the coin to sit down. This continues until one person is left standing who is declared the winner.
<i>Boat Races</i>	To help with bar sales and have some fun many clubs arrange for drinking boat races against the away team. Arrange two rows of chairs (one behind the other) with the away team forming one row and the home team sitting on the other, all persons having a full drink (all the same). On the word 'go' the person at the front of each row stands up and drinks until finished. Once finished the glass is placed on the head to inform the person behind to stand up and begin drinking. This continues until the final person finishes drinking, first to finish are declared the winners.
<i>Auctions</i>	Fantastic at fundraising dinners and all prizes should look the best they can i.e. put a signed shirt in a frame and a special pair of boots in a glass box with signed certificate of authenticity etc. Do not forget the fun auctions with actual persons i.e. buy Jack to cook a meal for all your family or a dance with John etc. Twists on auctions include 'lowest unique bid'
<i>Club Lottery</i>	Link lottery to club membership, push standing orders (extra numbers), 500 Club, link to charity & show where funds are going. Refer to Lotteries Act & register with local council before doing lottery
<i>Programmes</i>	Usually free with entrance, helps with sponsors (buy adverts)

Chapter Four

Events

Events

The real big money is brought in through organised events and good fundraisers will ensure healthy future seasons in terms of finances. Good events also bind the social fabric of the club together and ensure members enjoy coming along and therefore retained.

End of Season Presentation Night

Something all clubs/teams will have and something that can certainly generate a good amount of money for the club.

Location

Whether in the own clubhouse, a hired function room or another sports club consideration must be taken into account of who keeps what money. If you cannot keep the bar takings then other initiatives must be considered to help raise funds.

Ticket

The cost of the ticket should cover the cost of the evening and therefore monies raised on the night will be profit.

Format

Variety of options available, clubs may just decide to hire out a room with bar facility and have a disco, buffet and speeches and other clubs may decide to have a formal dinner with disco afterwards. An example of a format...

7pm	Arrive Ongoing	Bar open and music on Raffle sold throughout night
8pm	Food	Buffet served
8.30	Highlights	Compilation footage of season highlights on a big screen
8.40	Speeches & Awards	Microphone provided for coach
9.15	Heads & Tails	Quick game to raise funds
9.30	Stars in your Eyes	Players or members dress up and sing on karaoke – all prearranged
10.00	Disco	

Sponsors

All the season sponsors and potential sponsors should be invited to the end of season presentation night due to always being a fun night for all concerned. The potential sponsors for next season may wish to dip their toe in the water at the club by sponsoring the trophies or donating a prize for the raffle

Trophies

Player of the Year / Player of the Year – Runner Up / Club person of the Year / Long Service Award / Most improved player / Volunteer of the Year / Coach of the Year etc.

Home Opener

The 'home opener' is the club's first home game of the season and a fresh start for all concerned. It is a useful event to attract new fans (customers), market in the media and ensure a fantastic atmosphere/environment due to the greater amount of given time in order to plan. Getting it right will ensure new members are retained and sales are maximised, getting the season off to a great start.

The first home game of the season obviously sets the tone for the rest of the season, so it is an ideal time to introduce initiatives that will improve the game day environment. Launching RESPECT campaign at the club, technical areas for coaches, touchline marshals, spectator areas, new raffles are all easier to introduce in the home opener than half way through the season.

Due to the long lead in time to the home opener it is the ideal time to turn the match into an event and work with community partners to boost the atmosphere on the day.

Why is the season opener so important?

- To Find New Customers
- Retaining New Customers
- Maximising Their Spend

Key Points

- Budget
- "Big Games Made Bigger"
- Creating The Event
- Creating Awareness
- Promotion In The Target Markets
- The Role Of The Community Programme

Creating Awareness (see 'Generating Crowds' – Page 18)

- Release weekly stories in local press in build up to 1st game, build anticipation
- Radio and local media
- New Players
- Endorsement from Famous People, ex players now in pro game etc.
- Launch new strip fortnight before
- General Interest Stories
- Theme The Day
- Invite all members on club database, telephone, e mail etc.
- Posters – See 'Poster Zones' page 18

Promote through your networks

- Poster zones and schools who you have links with
- Invite letters to player family members*
- Current and potential sponsors
- Current club members and families of players

*Parents Meeting (volunteer recruitment)

Clubs have started to hold a quick meeting for parents, carers & family members whilst their children are getting changed before the match starts. Special invitations have gone out the week before through the players to ensure everybody is there. The club inform the parents of any related club matters, rules for matchday (swearing etc.) and most importantly how the club would appreciate help from them in whatever form possible. Interested parents (and there always is) are asked to complete a form and all are followed up to ensure they get involved in the club. How to recruit, retain and develop volunteers will be covered in another workshop.

Cash-back Deals

Many professional clubs and major RFL events run 'Cash Back' deals for tickets sold through amateur clubs. Selling tickets via your amateur club to members to these matches can ensure a percentage of the takings are given to the club i.e. for each £20 ticket sold the amateur club keeps £5.

Pre Season Events and Fund Raisers

A must for all pre-seasons is to organise a 'planning evening' and engage with a wide number of people to bring them on the clubs bandwagon and ensure everyone is working with you to get more people down the club. The more people enthused by what the club is trying to achieve the better chance of success and the less isolated you and a few others will feel. A good idea would be to hold a planning evening with as many people as possible (committee members, current players, ex players, players wives, professional club, council, service area, spectators, local community groups and anyone with a vested interest in the club) to come up with the aims of the club and a plan. Let them come up with the ideas (even if you already know them), that way you will get them enthused in the plan and the club itself. Let the people in the audience come up with what events they would like at the club.

Examples include:

- Sponsored Walk
- Calendar (Pictures of players)
- Ex-Players Reunion
- Bag packing at a local supermarket
- Collections before a Super League match (around the stadium)
- Collections at the entrances of major stores (usually around Christmas)
- Car washing
- Community Fair - sponge throwing, stalls, tom bola
- Car boot sale
- Family fitness night (invitation to all family to participate in session)
- Chairman's Dinner
- Golf Days
- Whole Club Training nights (mix ages and work coaching on a carousel basis)
- Hosting summer tournaments and charging entry fee
- Running a Summer Touch Rugby Competition
- Cross Code Match
- Ten pin bowling
- Theme park visit
- Go-Karts
- Paintball
- Camping Trips
- Tours

Sponsored Events

All players have friends, relatives and work colleagues prepared to pay anything from 5p to £5 for every completed walk, swim, skip or sit in a bath of beans.

CASC registered clubs who then register for Gift Aid may also claim 28p for every £1 donated to the club – see page 14 or click on www.hmrc.gov.uk/casc

Monthly Events

During the season players and their families need something to look forward to and participate in. Plan a season of events and send these out along with the fixture list. The events do not have to be monthly, it is obviously club/team dependant however usually planned around home matches so members are encouraged to stay on.

A well marketed and organised social event will ensure greater retention of club members due to a greater sense of belonging to the club by the players and their families.

Many of the examples of events have already been listed in the pre-season events however others include:

- Race Night
- Fancy Dress Night
- Golf Days
- Poker Night*
- Casino Night*
- Quiz Nights
- Ladies night
- Karaoke night
- Comedy Night
- Barn Dancing
- Valentines Ball
- Bonfire Party
- Christmas Party / Pantomime
- 70s disco or appropriate era
- Gender swap night (men dress as women / women as men)
- Stars in your eyes (Pre arranged Karaoke with club members dressing up)
- Trip to the dogs
- Live Music
- Trip to a big game or event

* Gambling evenings which are open to the public are not allowed to gamble money; clubs are advised to use tokens and prizes given to the end of evening winners.

Fundraising Dinner

A good fundraising dinner can raise the club £1000's of £s and is a must for many clubs. The following are guidelines to help with your planning of the event:

Location

Situated in a large function room with bar, PA system, capability to serve a meal and possibly a space for disco afterwards. Consideration must be given to attending guests who are drinking and is not a suitable environment for young children.

Ticket

The cost of the ticket should cover the cost of the evening plus a small profit.

Guests

Make it a special evening by inviting famous people such as current or ex professional players or local celebrities. Celebrity guests do not have to speak however could be used to draw the raffle and hand over the prizes to winners etc.

A master of ceremonies (MC), guest speaker and any entertainment i.e. comedian, singers and bands etc. should be organised in the evening.

Invite local partners to buy a table for the evening – businesses, council dept, other clubs, local college, teachers from local schools etc.

Sponsors: All current and potential sponsors should be invited; these will also be the money people who will boost auction prices. The dinner is an ideal excuse to invite a business and the word sponsorship doesn't even need to be mentioned. The person may only wish to come to meet the famous ex football player however once there then they can be approached to becoming involved with the club.

Fundraising

People Bingo, Money Raffles (money in an envelope), Heads and Tails and Auctions. The 'money raffle' could involve a number of prizes and the first out of the hat gets the first choice and so on. The £5 money raffle could also provide you with a free game of 'heads & tails' or 'people bingo' to ensure people get their monies worth.

Prizes

When asking all and sundry for prize donations check what you get back and the smaller/lesser donations should be used as raffle prizes and the larger/special prizes should be used in the auction. Ensure you spruce up the prizes for the auction such as putting the signed jersey in a frame etc.

Feedback

Early in to proceedings guests who wish to pass on any comments or become involved in the club as a sponsor or volunteer can complete a short form and hand into people going around. The MC should highlight to all the form and pens that have already been put on the table and declare people will be collecting these up in 5 minutes time. Every dinner will have new people attending and it is essential they get the opportunity to become involved as well as enjoy a fantastic night.

Example of Good Practice – Wigan and Leigh Service Area Dinner

Over 200 men & women attended, with 23 tables of ten made up of representatives from the amateur clubs, professional clubs, sponsors, famous ex-players, businesses, service area coaches, managers, schools and the RFL.

The letters that were sent out to potential sponsors also raised money from people who could not attend the evening. Other methods of fund-raising on the night included an auction of rugby league memorabilia, a raffle (everyone putting £5 in an envelope with their name on) and also stand up bingo (included in the £5).

The auction contained items such as a signed GB shirt, signed Australia shirt, Andy Farrell signed GB shirt, Dean Bell Wigan shirt from Wembley final (all framed) as well as signed Wigan and Leigh shirts, A Signed Shaun Edwards Shirt and a signed Wes Brown football.

The raffle contained over 30 items ranging from meals for two, match tickets, rugby apparel, sports equipment, golf lessons, beauty vouchers, signed Ian Rush shirt, Signed Wigan Warriors ball and many other prizes.

The tickets for the evening cost £30 per person and included a four course meal, with an MC, a service area presentation and a comedian.

The night was a huge success and we managed to raise over £6000, we will be having a dinner again next year and hope to have Match officials present, more of the amateur clubs present, more sponsors, bigger and better prizes, and we'll hopefully raise more money.

The money we have raised will primarily feed into player and coach development this season but as the dinner grows in size we will be able to fund more facets of the service area. One of the key points of the dinner is to raise awareness of what the Service Area is all about and everything that it can do for not only young players but all components of rugby league and the community.

Chapter Five

Utilising Facility & “Sweating your Assets”

Utilising Facility 'Sweating your Assets'

For those rugby league clubs who own or are the primary lease holders on their facility it is essential they utilise their assets in order to maximise their income.

Create a multi-sport Club

An increasing amount of sports clubs are now joining together in one locality and forming new overarching 'sports clubs' in order to share facilities, resources and access funding. Numerous sports clubs sharing the same site will ensure extra revenue being generated...

- More Clubs = More revenue generated in the clubhouse i.e. bar takings etc.
- Multi sports clubs are eligible for more funding grants than their single club counterparts i.e. facility development etc.
- Pooling resources will ensure a reduction in cost i.e. training etc.

Hire out - big events

Many clubs who own their own clubhouse and fields hire out to private and commercial groups to cater for their events.

The event can either be held in the clubhouse or as many clubs now do, hold the event in marquees out on the field and the caterers/event organisers use the clubhouse as their kitchen/organising room etc. Examples of events include

- Wedding Receptions
- Post Funeral events
- Engagement Parties
- Birthday and Anniversary Parties
- Other Sports Club Dinners
- Fundraising Dinners
- Celebratory Events
- Business Functions/Parties etc.
- Film companies

Hire out - rooms

Clubs can utilise their rooms with in their club house to hire out to local community groups etc for meetings and seminars. Many clubs hire out large rooms for aerobics instruction or dance classes etc.

Hire out - pitches

<i>Schools</i>	Sportsdays and festivals
<i>Other sports</i>	Football Festivals, training venues for other sports etc.
<i>Community</i>	Summer Fairs, car boot sales, summer camps etc.

Out of hours community use

Many clubhouses are just used during matchdays and training nights. Other organisations may wish to utilise this time during the day to host their activities. E.g.

- Youth Clubs from 4-6pm (babysitting service until parents come home from work)
- Daytime Nursery

Long term space hire

<i>Within Clubhouse</i>	Nursery, offices, private gym etc.
<i>On site</i>	Booster Antennas for mobile phones

Chapter Six
Sponsorship

Sponsorship

Many sports clubs use their existing members i.e. parents, players, fans, ex-players, committee members and their links to businesses to ensure sponsorship of teams and the club. It would perhaps be beneficial to the club if on a their own registration form the open age player or young persons parent had the chance to fill in a space to highlight any known business that may be interested in sponsoring opportunities or the company the person works for. This could then be followed up by a committee member.

N.B. Sportsmatch is a grant that can match £ for £ commercial business sponsorship for grass roots sporting event or activity. Sportsmatch acts as an incentive by offering a double the pot of money available from your sponsor on a £ for £ matching basis. Clubs wishing to obtain sportsmatch funding must be aware that the sponsors' cheque must NOT go into the clubs bank account before the Sportsmatch Application has been approved. Sportsmatch is a business incentive scheme and will not double money on cash that has already come into grassroots sport. www.sportsmatch.co.uk

When sitting down at the beginning of the season planning what your club could sell to the sponsor please ensure a reasonable price is put on everything and don't out-price yourself. Sponsorship is a business deal between two parties in which both parties are to benefit out of the agreement, so all clubs must provide something in return.

Benefits to companies who sponsor sport

- | | |
|-----------------------|---|
| • Publicity | Profile to company brand or their new products |
| • Corporate Image | Link values of club and sport to that of business |
| • Public Relations | Business seen as caring for communities |
| • Direct Marketing | To all club members |
| • Product Endorsement | Profile of club/player helps profile of product |
| • Hospitality | For their clients, business partners or staff |
| • Patronage | Giving makes the sponsor feels good |

Many amateur clubs have simple sponsorship packages to sell for their season, examples of which are:

Playing Kit

- Variety of options available:
- Main shirt Sponsor
 - Sleeve Sponsor
 - Collar sponsor
 - Shorts/socks Sponsor

When selling any sponsorship package it is essential the club clearly highlights what the sponsor gets in return.

Examples include of what the sponsor could receive include:

- Team to play all home matches in sponsored strip
- Team photo with new playing kit in frame
- Kit launch story in local press
- Advertisement every time players picture is in the press i.e. local paper every week and rugby league national press occasionally.
- Free programme advertisement

Matchday

Sponsor gets:

- Advertisement in matchday programme
- Official thank you in after match presentations
- To hand over the man of the match awards
- Free sponsorship of MoM awards and therefore mentioned in all press releases.
- Clubs with own facilities can provide pre/post match food and drink.
- Free parking and submission

Season Sponsors

Sponsor gets:

- Advertising Hording surrounding the pitch
- Free Match Day Programme Advertisement
- Free ticket end of season presentation night
- Advertisement on club car stickers and posters (depends on fee paid)

Programme and Website

Many businesses are only willing to pay small payments and this will pay for a small advertisement space in the club programme and website. It is important clubs still embrace these small sponsors i.e. invite to club social events and fundraising dinners etc. and not forget about them – think long term, they may become a major sponsor!

Training kit and matchday wear

Clubs now have a variety of other clothing items that the sponsors name could go on:

- Matchday warm up tops
- Sub Suits (all in one garments to keep players warm on the bench)
- Player Training Kit
- Club Shirt and Tie
- Club Tracksuit
- Coaching Jackets

Man of the match

Sponsor gets:

- Advertisement in matchday programme
- Official thank you in after match presentations
- To hand over the man of the match awards
- Mentioned in all press releases. MoM sponsored by...went to....

Further Sponsorship Advice can be found on www.helpforclubs.org.uk

Chapter Seven

Merchandise

Merchandise

All amateur clubs buy playing jerseys and nearly all have some kind of matchday attire, it is important to note a small amount of money can be made on all of this. Again this section is only a menu to pick and choose from and we realise many clubs will not have the capability to deliver all of this however I am sure all clubs, no matter how small, will pick up something useful.

Having the same clothing, colours and branding running throughout the club will also help to retain club members by ensuring a greater sense of belonging to the club. Common branding will also ensure the club is publicised and easily identifiable in the surrounding community to aid with recruitment of players, members and sponsors.

Developing a range

All sports merchandise providers now clearly state in their catalogues how much it will cost to put the club logo on a particular piece of merchandise i.e. polo shirt, tracksuit, T-shirt etc. After a bit of research into these manufacturers clubs could either

- 1) Ask all players and members during pre-season what they would be willing to purchase i.e. club polo shirt and tracksuit for £30* and then order the required amount.
- 2) Order a set amount of garments and then players/club members who wish to purchase may do so over the course of the season.

*Ensure a small mark-up on every garment sold i.e. cost £28 from manufacturer however costs each club member £30. Getting a sponsor to pay for the clothing and then charging for the garments also ensures funds are raised.

Many clubs during pre-season leave a list on their notice board (Clubhouse, public house etc,) with a picture of the merchandise they are ordering, deadline etc. and have a list below this for people who are interested in buying to put their name in.

The range will be developed by just looking through the catalogue who now offer a variety of garments:

- Playing Jersey
- Polo Shirts
- T-Shirts
- Training Kit
- Leisure Wear
- Shirt & Tie
- Fleeces
- Coats
- Tracksuits

Pro-active Sales

Being pro-active is all about pushing the sale of clothing instead of waiting for the player/club members to ask for a club polo shirt etc. Ensure all players, fans, coaches and club members have the chance to put their order in when ordering all the goods in pre-season.

Advertise how to buy plus prices: Club notice Board, Website, Matchday programme, newsletter and in player welcome pack at the start of the season.

Player Merchandise

All players will require matchday attire and training kit. By charging club members for these garments with a small 'mark-up' on price will ensure money can be made to put towards other resources. Even if a sponsor covers the cost of the clothing a small donation should still be made by the club member.

Photographs

With all photography these days, especially concerning young children, consent forms must be signed by their parents or guardians.

Two very simple tricks to help raise funds

- 1) Having a Pre-season photograph of the team/club in kit then charging players a small fee for a copy of the photograph. Clubs usually take a digital photograph, print it off on special photo paper and put in a small frame, charging £3 to each player.
- 2) Many clubs will have a member who is interested in photography who will have a digital camera of sufficient quality to capture great shots of players etc. on matchday. These captured shots could then be well advertised in the clubhouse afterwards and be available to buy – either e mailed to the customer or printed off there and then. 50p a photo soon adds up and nearly all amateur players would be interested as not many have action shots of themselves playing. Clubs with money in the bank may be interested in purchasing the camera.

Scarves, hats and flags

Club Car stickers are cheap and something sponsors are usually interested in.

Club Playing Jersey

Most teams will order a new kit during pre-season. Instead of ordering the usual 20 jerseys for the team, ask players, parents, club members, spectators etc. whether they would be interested in buying a jersey for themselves. That order of 20 can soon be doubled and a small amount of funds raised on all those extra orders.

Good Practice Tips

Plan

Good early planning will ensure everybody is working towards together to ensure sufficient funds are raised to progress the club forward and cover all necessary costs.

Simply pick the initiatives highlighted in this document that your club has the capacity to deliver over the season, plan when & who are to do these over the course of the season and work to deliver this.

Grow, Develop & Utilise your database

A large and detailed database is only of use in helping to raise funds if utilised properly by the club. 400 names, addresses, phone numbers and e mails provides confidence that fundraising dinners and other such events will be sell-outs. An invite e-mail/letter (followed by a telephone call) to all on the database along with marketing an event to all current club members, parents, families and local community members, will ensure success!

Budget

A simple budget of all outgoings will help ensure targets are set to all income streams and the club is not losing money.

Have a Marketing Strategy

Marketing is essential to driving anything you wish to raise awareness of and therefore help raise funds. Marketing will be covered in greater detail in a separate workshop.

Create a fun family atmosphere

It is imperative that once all these new players, parents, families and community members are attracted to the club they are retained. Losing members or having players families not coming to the club regularly due to a poor atmosphere at the club (touchdown behaviour or unfriendly clubhouse) is bad business!

Develop Partnerships & embrace them!

Working pro-actively with all partners and embracing them throughout, helps to ensure they are in it for the long term and not just for a season. Strategic partnerships i.e. schools and commercial partners i.e. local business will all help offset costs as well as raise new!