



GAA Fundraising Toolkit

www.gaa.ie





Fundraising

Fundraising has long been an important activity for GAA Clubs. As Clubs continue to develop their facilities and provide opportunities for Gaelic games to be played in their local communities, there are ever increasing demands on Club finances.

This guide aims to identify ways to assist your Club meet your fundraising goals and implement effective fundraising activities and provides information on:

- Setting up a Fundraising unit
- Where to start
- Fundraising ideas
- Planning & Organising your fundraising activity
- Keep it safe, Keep it legal
- Quick step by step guide
- Sharing of fundraising experiences



Remember

The funds raised should always be under the control of the Club Committee as a fund-raising unit should have no brief in Club spending policy –

the fundraising unit is there only to raise funds for the financial needs of the Club

Setting up a Fundraising unit

All Clubs, large and small, urban and rural, are often finding they are spending more and more Committee time discussing fund-raising ideas and then activating them.

To facilitate an effective fundraising program in your GAA Club, it is vital for a specialised fund-raising unit to be set up. The fundraising unit should report to the Club Finance Sub-Committee. They need to have the power to recommend different projects and when these projects are ratified by the Club Committee, this unit would have the responsibility to organise and implement the activity.

The Club Treasurer should always Chair this group. It is recommended that the group consists of at least five but not more than

eight individuals. It may be that not all are Club members as the expertise of any individual on a specific project might be of great benefit to the unit.





Where to Start

When a fund-raising unit has been set up within a Club and the financial needs of the Club have been identified, the next step is to explore all fund-raising options and determine what is best suited to the needs of the Club at the time and what is feasible to achieve in the community in which the Club exists.

Remember when considering any project, take into account what other fund-raising is taking place in the geographical area and the impact that this will have on your activity. It is also important that a Club recognises its responsibility as part of a greater body i.e. County Committee and that it also plays its part fully in all efforts by the County Committee to raise funds.





Fund-Raising Ideas

A day at the races - Dogs or Horses

Members, supporters, friends and local business can all be invited to attend. A popular social event, 'A Day/Evening at the Races/Dogs' has the potential to raise significant funds for a Club.

On the day/evening itself there is the opportunity to hold additional raffles/draws – club sponsors and local business may be happy to assist with prizes.

Remember to promote the event well in advance to maximize attendance and ticket sales. Allow plenty of time for the groundwork so the day/evening is a great success.

For more information on a 'Night at the Dogs' visit www.igb.ie and go to the section on fundraising where you will be able to get details of the local track and contact details

For information on a **Day at the Races (horse racing)** visit www.goracing.ie and go to the Racecourses section where you can find details on the various tracks around Ireland, race dates and contact details for the individual racecourse. You then need to make contact with the racecourse you are looking to hold your race day at for further information.

Sponsored Activities – for example Walk, Run, Cycle, Dance

A sponsored activity has great potential for fund-raising and can involve a small number or large number of Club members. Some activities are more suited to adults, some younger, some all ages. Participants source as many sponsors as possible for them to complete the activity

Sale of Work or Auction

In urban or rural areas, a Sale of Work or Auction can be a real money spinner but it takes a lot of thought and planning. The idea being items are sourced at no cost and then sold to a buyer.

Sourcing items for sale is a key task, as is promoting the day/evening when the sale is taking place to ensure as many people as possible attend to bid or purchase items.

Local tradespeople, artists, suppliers and businesses can all be approached and remember to thank all those who have contributed items for the sale!

Draw/Raffle

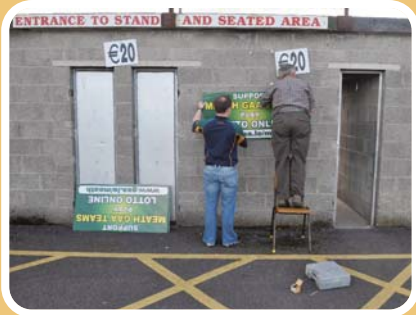
Raffles have always been a popular way to raise funds. They can be a stand alone event, or often they are held at other events as an additional way to raise money.

Stand alone raffles are commonly referred to as public raffles and they give you the opportunity to sell a larger number of tickets. You must obtain a permit – in the 26 Counties this can be sourced from the Gardai, in the 6 Counties from your local Council. There are restrictions on the number of permits that can be issued to a unit in any one year.

When deciding on what price you are going to charge for the tickets, remember to take into account any costs that need to be covered (for example if any of the prizes need to be paid for, printing) and it can help if people can buy multiple tickets (ie. 5 for €10/£10).

If you are holding a public raffle you will need to have tickets printed with sequential numbers and state

Fund-Raising Ideas



where and when the draw will take place. Larger ones, need to also have the results published.

Remember it can be a good idea to offer seller's a prize to encourage them to sell as many tickets as possible

– the prize can be for selling the most tickets or for the person who sold the winning ticket.

Development Draw and County Board Draw

Many clubs hold a development draw to aid a specific project. Top prizes will usually include a car or a holiday etc as well as many other prizes. The main advantage of these draws is that the prize fund is usually large and hence very attractive. These projects need an enormous amount of planning and effort in selling tickets and can only be held on a once off basis.

Many County Boards also hold hugely successful annual County Board draws, whereby clubs receive a high percentage of the overall ticket price. Again, the prize fund is usually very large with monthly draws etc.

The County Board will look after all of the arrangements in terms of prizes, brochures, general administration etc. Each club sells tickets and can generate significant income due to the attractiveness of the prizes that such a large draw can attract.

Trivia Nights, Table Quizzes, etc.

These nights are both popular and a good source of raising funds. The key is to promote the night as much as possible so you have as many tables participating as possible. Normally teams are made

up of 4 to 6 people, each team paying around €40 or €50.

Do the research on your questions & be creative – the internet can be a great source here. These nights are a great opportunity to hold additional raffles – try and source as many sponsored/donated prizes as possible.

The winning team can receive a cash prize, or you may even be able to source sponsored prizes.

Remember a good MC will make the night entertaining for all and to avoid any disagreements mobile phone should be placed in view of everyone so they can't be used to search for answers!

Lotto

Clubs all over the island have been using this to raise funds. Small fundraising lotteries normally require a government license. If you are currently running a fundraising lotto, it is critical that you have an active license. This license is normally very easy to obtain and involves filling in one application form and attending the district court. The regulation governing the licensing procedure is covered by section 28 of the gaming and lotteries act in the Republic and similar legislation in both the UK and Northern Ireland. The maximum amount of the jackpot under this legislation is €20,000 and there are a number of other terms and conditions associated with the license.

Many Clubs are now using online systems like that offered at www.localotto.ie. By offering lotto tickets for purchase online, Clubs can maximize sales by



Fund-Raising Ideas

reaching out to supporters and friends all over the world.

Supermarket bag packing

Contact your local supermarket and request permission for your Club to participate in a bag packing day or evening – agree on a time of day that is busy, like a Saturday afternoon.

Remember make sure all your collectors are wearing Club gear and it may even be an opportunity for you to recruit new club members !

Buy a brick/tile

This activity allows members and supporters of your Club to buy a brick or tile engraved with their name that will then be on display at your Club.

This work's particularly well if you are getting new premises or an extension or refurbishment of the Club house. However you can still do this if any appropriate area can be identified.

Brick/tile fundraisers are a creative way of raising funds and those who support the project are rewarded with a long lasting recognition.

Honorary Mayor

Something a little bit different. Your Club elects 2 nominees to go forward for the position of Honorary Mayor of the village / town / club etc. They should be well known and well liked characters and they don't necessarily need to club officials that normally go for election. Each candidate selects a fundraising committee with the objective of raising more money

than the other candidate. The one who raises the most funds wins the title of Honorary Mayor. This is a novel fundraising idea that creates competition, raises spirit within the Club and local community and it turns into a series of smaller fundraisers that all go toward the candidates pot.

Be careful not to have too many candidates – even raising it from 2 to 4, will mean that there will be 4 individuals running multiple fundraising activities and the overall result will be Club members, supporters and the local community being inundated for with fundraising events.

GAA Give back partners

The GAA have a number of partners who operate 'give-back' programmes. When individuals sign up for the partner's product or service a percentage of the revenue they receive is directed back to the nominated Club.

Remember to publicise these programmes well in your Club and community.

Check www.gaa.ie for the latest information on GAA Give-Back partners.

Other popular activities:

- Golf Classic
- Banquet or Dinner Dance
- Race nights/Casino nights
- Cake sale
- Card Nights



Fund-Raising Ideas

And not to be forgotten are some of the more traditional means of raising funds (these may not always fall under the remit of the fundraising unit):

Membership fees

Collecting an annual membership fee is an often under-rated way of raising funds for your Club. For example 200 adult members paying an annual fee of €/£25 raises €/£5000 for a club annually. Some tips for maximizing membership fee income include:

- Appoint a Club Registrar whose sole job is to look after membership & fees
- Look at providing certain benefits for members (ie. priority access to big match tickets)
- Collect membership fees at AGM's – only those who are paid up members can vote
- Make sure all adult players are paid up members
- Consider family membership scheme
- Remind members about the good the GAA delivers to its members and its communities

Gates

Charging an admission fee is sometimes overlooked by Clubs, but by even charging a nominal fee much needed funds can be generated (this excludes County Championship & League matches which are administered by the County Board). For example, if your Club has 10 adult home games with an average of just 100 in attendance, by charging as little as €/£4 or €/£5 there is potential income of €/£4,000 to 5,000.

Some areas to consider:

- agree & implement a Club admission pricing policy – you also may consider offering a reduced rate for Club members
- consider adopting the principle that all games have a value and therefore attract an admission fee, however small
- put in place a team of people who will be responsible for looking after gates
- don't forget to consider personal safety requirements when collecting and transporting cash on match days

Sponsorship & advertising signage



Sponsorship of teams and the sale of advertising boards around the Club pitch and Club house are core sources of income for most GAA Clubs.

Many Club sponsors and advertisers are involved because they want to support their Club and Community rather than for purely commercial reasons. But that's all the more reason why they should be treated well and in a businesslike manner.

Some tips to remember:

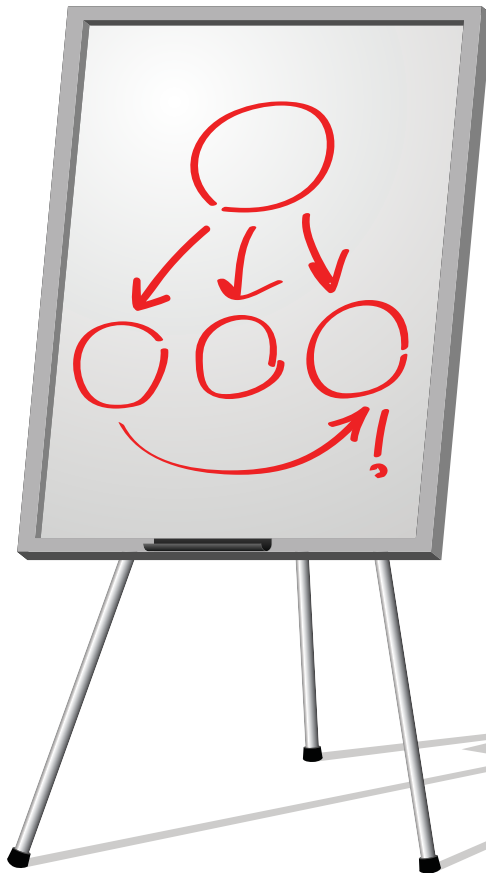
- Always make sure your sponsors and advertisers fit with the ethos of the GAA and your Club
- Plan your sponsorship and advertising opportunities – work out what is available, at what price and also identify potential sponsors and advertisers
- Tell your potential sponsors about your Club and what it does
- Spell out for them the benefits they'll get from their sponsorship eg. Name of shirts, access to tickets, tickets to Club events, advertising boards
- In turn, spell out what the Club expects from them eg. Payment dates, payment amounts
- Treat sponsors well – promote their sponsorship, greet them at Club events, honour the commitment the Club makes.
- Identify your Champion. Try and identify the person at the potential sponsor or advertiser who

will help you sell the idea to the company. It may or may not be the boss, but it will certainly be a key influencer.

- Help your contact help you. Make it easy for him/her. Put together a professional presentation to help him/her sell it internally. Remember you are competing with other local activities that are looking for support. In your presentation show your Club as part of the greater GAA movement.
- Try and get someone in the Club to pull all the information together so that it can be presented to a potential sponsor/advertiser in a professional manner (eg. Powerpoint presentation).
- Many Club members and businesses operating in the community are in a position to help their local GAA Club by influencing their business to support the Club by taking an advertising sign around the Club's main pitch. As advertising is a legitimate business expense it can be an effective way for a local business person to show their support for a Club.



Planning & Organising your Fundraising activity



Having decided on a specific project, the most important phase is the planning one. The fund-raising group must plan and develop every aspect of the Project to maximise its fund-raising potential.

Areas to identify & set include:

- Fund-raising targets
- Fund-raising potential and geographical area being targeted
- Choosing a date
- Identify the key personnel required
- The positive and negative aspects of the project
- How you are going to promote the project
- Time frame for the project
- A schedule of tasks and outline who is responsible for ensuring task is completed
- Budget

Fund-Raising Targets

Identify the potential of the particular project, the manpower required and available and the time scale before completion. In short, if any fund-raising is properly planned and properly executed, any target can be reached but if no proper planning or co-

ordination takes place, then the venture will more than likely not achieve its target or its full potential.

Fund-Raising Potential & Geographical Area

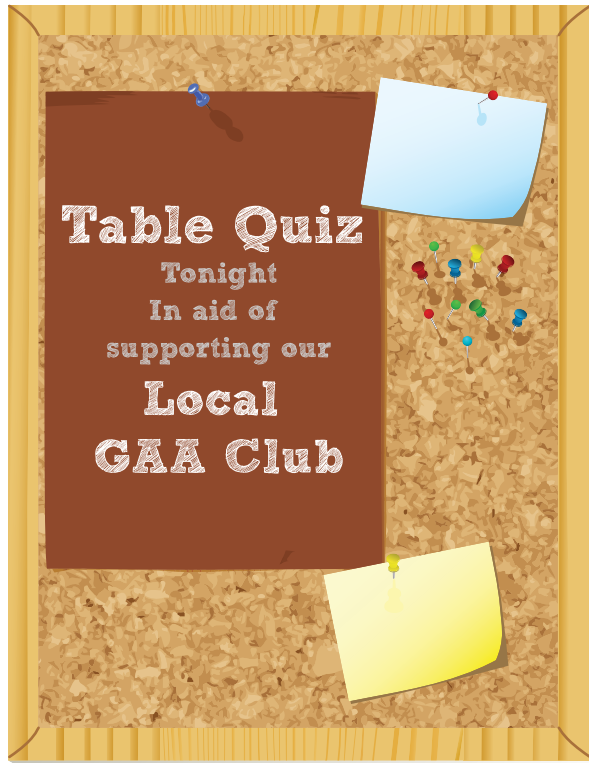
Both are important and interlinked. If a project has a small and narrow fund-raising potential or focus, then the geographical area being exploited will be small and the focus similarly. If a project does not have an appeal outside a particular geographical area, then the fund-raising potential of that project will also be small.

Choosing the date

Choose the date for your event carefully. Check it doesn't clash with other clubs or groups in your area who might be holding similar events. You do not want your date to conflict with another local activity. You may also need to ensure that your Club is not involved in any competition on that date. Check also that you don't coincide with large/national sporting events which might mean that many of your members and supporters are 'unavailable' to participate in your event

Identify the key personnel required

In all areas of fund-raising, there are individuals who are specialists in their fields, i.e. quiz people for quizzes, race-goers for a day at the races, bakers for a



cake sale etc. The list is endless but with any fund-raising from normal ticket sales to a day at the races or a golf classic, it is vital to identify people outside, as well as inside, the Club who may add that something extra to the effort.

Positive & Negative Aspects of a Project

The fund-raising group should identify the positive and the negative aspects of a project so that in selling it to the Committee and the general public, it is able to prepare for any negative feedback they might receive during the fund-raising effort e.g. if it is a raffle and the catchment area already has several raffles or the Club has just completed another fundraising venture, then the reason and the need for the venture should be explained.

It may be after completing this exercise that the negatives and risks far outweigh the positives and it would be better for the Club to undertake an alternative project.

Promotion of the Fund-Raising Project

This should be done through posters, local radio, the press, the club website and/or newsletter and probably the most important, the Club Committee and members as a whole promoting the project through word of mouth to friends and acquaintances.

Try and get the support of local businesses - they may be happy to assist by displaying a notice or poster promoting your fundraising activity.

Remember it can help to put together this promotional plan in writing to ensure all bases are being covered.

Time Frame for Fund-Raising

The time frame will depend on the venture itself but in general many Clubs would find in hindsight they did not allow enough time for a project to exploit its full potential.

Where plenty of time is allowed, don't fall into the trap of leaving all the planning and execution of the project the last minute!

Task list & Running order

Be sure to draw up a list of everything that needs doing both in the lead up and on the day of your fundraising event. Include who is responsible for completing each task. It can be helpful to have regular meetings to ensure everything is on track.

Remember to include important contact phone numbers on the running order you produce for the day of the event.

Budgeting

Once you have decided on the event idea you need to work out a budget for your event – remember any cost incurred needs comes out of the total amount that is raised.

Common costs to consider are:

- Printing & design ie. tickets, posters
- Catering
- Entertainment
- Hire of venue
- First Aid
- Advertising
- Insurance

It helps to look for as many of these to be donated (in return your Club can offer give the business recognition at the event or even on the promotional material leading up to the event).

Also consider potential income - estimate how many you expect to attend your event, if there is an entry fee, is there the opportunity to conduct additional draws or competitions on the day of the event to raise more funds? Don't forget to include contingency costs.





Keep it Safe



- Make sure everyone is safe while raising funds or attending an event to raise funds for your Club.
- If you are going to be carrying money around be extremely mindful about personal security and be accompanied.
- Have a cash box and a secure place for any funds raised on the day to be stored
- If sub-contractors or facilities are used make sure they have the appropriate experience and insurance cover.
- Consider First Aid requirements. You can contact your local brand of St John's Ambulance for advice or assistance. Also consider fire safety.
- Be sure to have appropriate insurance in place (If not covered by GAA Insurance, independent cover may be necessary)
- Depending on the activity you are organising it may be necessary to carry out a health and safety risk assessment. Detailed information is available at www.hsa.ie/eng. The Safety, Health & Welfare at Work Act applied to volunteers as well as employees.

Keep it Legal

- There are rules and regulations that you must adhere to, particularly when fundraising within the general public
- Have at least two people present when counting money



Quick Step by Step Guide

1. Develop your idea

The first step to any successful fundraising activity is knowing exactly what activity you are going to carry out. Original and unique ideas can work well but existing events can also be adapted to raise funds. The internet has numerous sites that list Fundraising Ideas from A-Z – this may help you to decide which type of activity is right for your Club. The next thing you need to do is decide on the date, time and size of your activity.

3. Develop a plan

It is essential to plan your activity or event. Decide on your goals, your timeline, people to approach, venue, ways to market or advertise, target audience etc. For activities involving more than one person, make sure to distribute your plan to all those involved, well in advance of the activity.

5. Make a budget

Draw up a budget for your event or activity, with all income – both cash and in-kind – and expenditure. Always allow for a contingency within your budget, as you will often overspend or underestimate in certain areas. Costs may include printing, postage, technical equipment, advertising, venue hire or catering.

2. Get people involved

Depending on the size and nature of your activity, you may need to involve members and supporters outside of the fundraising unit. They can help you to organise the activity or act as a support network. You need to assign specific roles to individuals so the activity can be organised and effectively.

4. Set a financial target

It is a good idea to decide at the beginning of your preparations what the minimum amount you hope to raise from your event or activity is and always try to exceed this amount. Having this goal in mind will motivate both you and your participants to succeed and will also help monitor costs.

6. Be safe and secure

Remember to always consider the safety of your members and participants. Taking part in high-risk activities is not advisable and it is important to ensure the safety of your venue for events. Be sure to have appropriate insurance in place for certain activities.

8. Advertise and spread the word

It is important not to forget to spread the word about your activity. You may be able to advertise your event on public or prominent notice boards, on local radio stations and in local newspapers, in shops, gyms, pubs etc. The type of advertising you need to carry out will vary depending on your type of activity.

7. Know your legal requirements

There are a number of laws and regulations relating to fundraising activities. It is essential that you comply with these rules when fundraising for your Club. To comply with legal requirements, many fundraising activities need special Permits from the Gardaí or local Council. When collecting money on private property, you should also seek permission from the proprietor.

9. Write a running-order for your activity

It helps to write a running order of proceedings for the day/evening of your activity. This allows everyone involved in implementing the activity to know in advance what their roles are. The running order should also contain a timeline of all proceedings, as well as important contact numbers, such as venue contact person, emergency phone numbers etc.

10. Enjoy yourself

Don't forget to have fun with your fundraising activity and to help others enjoy it too!

11. Thank all participants

It is very important to thank all of your participants and supporters after the event or activity. It takes a lot of time and energy to take part in a fundraiser and it is important that everyone involved is made to feel appreciated for their efforts. This can be done by making a phone call or sending a letter or email, depending on the nature and scale of the event.



Sharing Your Fundraising Experiences



Do you have a fundraising experience you would like to share with other Clubs? If you do please let us know. Send us a brief description of what your fundraising activity was, why it worked (or didn't work) so well and include details of how we can contact you.

Details can be sent to:

Fundraising Toolkit

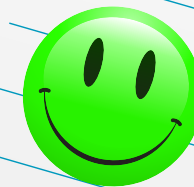
GAA

Croke Park

Dublin 3

or email queries@gaa.ie

We'll then be in contact to find out further information which we will publish as part of the toolkit so other Clubs can learn from your experience.



Worked Very Well



Didn't Work Well

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