**ROLE OF THE CLUB FUNDRAISING AND SPONSORSHIP OFFICER**

A fundraising and sponsorship officer provides a central point for the club to lead, and develop opportunities for funding, grants and sponsorship into the club. This may include the preparation and submission of funding bids to organisations, working with other organisations to develop joint bids and ensuring the profile of the club is maintained. The Club Fundraising and Sponsorship Officer should

report into the club Chairperson.

**DUTIES OF A CLUB FUNDRAISING AND SPONSORSHIP OFFICER:**

* To identify and target sources of funding for the club in association with the club’s development plan
* To prepare funding bids in partnership with club committee members as appropriate
* To establish and develop effective working relationships with key local funding providers
* To develop a sponsorship proposal(s) for the club in association with the club’s strategic plan
* To promote and publicise any funding and/or sponsorship secured for the club through the club newsletters, website and notice board, in association with the marketing/promotions and press officer

**COMMITMENT / TIME FOR THE ROLE**

Will vary from club to club, but will include ongoing weekly responsibilities ranging from 1 hour to 1½ hours, particularly in preparing funding bids.

**SKILLS AND QUALITIES REQUIRED**

* Enthusiastic with a good knowledge and interest in the club’s activities
* Be an excellent communicator, with good verbal and written skills
* Have experience and/or an interest/passion in funding opportunities and/or sourcing sponsorship

**TERM OF OFFICE**

There is no fixed period of appointment, however, a minimum 2-3 year period helps to provide consistency in dealing with potential funders.

**TOOLS FOR THE ROLE**

The following are deemed to be essential items for funding and sponsorship officers to have in order to do their role:

* Use of a computer and email address to prepare and submit funding
* applications and sponsorship proposals
* Use of internet to source funding information and opportunities
* Filing system to record all funding applications and correspondence
* Notebooks for meetings
* Annual diary/chart to record key dates and events
* Club headed stationery
* Telephone with access to an answer phone facility

**GETTING STARTED**

The following sections will guide a fundraising and sponsorship officer through the key areas of the role description above. This resource should be read in conjunction with other ASA Good Club Guides. See further information for more details

**RAISING FUNDS**

Fund raising is the art of getting money for specific projects or club activities. There are many ways to raise funding. Here are some ideas that clubs have used:

* Percentage sales: the Club takes items to be sold (such as swim shop items) on consignment and receives a percentage of the selling price
* Swim-a-thon.
* Selling club buttons or pins: button / pin-making kits are commercially available and will enable you to create club souvenirs or promotional items.
* Auction/Silent auction.
* Quiz or Trivia night.
* Club car wash.
* Wine-tasting/ cheese and wine gathering.
* Car boot sale
* Dinner with a profile coach/administrator: could also be breakfast or lunch.
* Bag-packing in a local supermarket
* Personalised coffee mugs.
* Movie/Theatre/Concert night.
* Dance/disco
* Halloween party
* Golf tournament.
* Coaching clinic of champions.
* Establishing and selling a club calendar.
* Selling advertising space at the Club.
* Raffle, BBQ and a major sporting event viewed in a big-screen TV

**RAISING DONATIONS**

In order to organise donations, clubs should have a worthy cause that people can easily understand e.g providing sporting facilities, opportunities for young people. Potential donors will need to be targeted by the club. Often these are club members themselves, but could also be, family and friends of members, local businesses, schools, the local authority etc.

**TOP TIPS IN RAISING DONATIONS FOR THE CLUB:**

* Set and promote a target you are looking to raise
* Set levels for donations e.g £100 to advertise in the club newsletter
* Train up volunteers to help collect donations and promote key messages
* Establish a timeframe for seeking donations
* Acknowledge your donations in your club newsletter or website

**OBTAINING GRANTS**

Grants for sport and clubs are obtainable from a number of sources. A brief summary is enclosed below.

**THE ASA**

Our national organising body, the ASA, have a number of corporate sponsors who support the sport nationally. From time to time they will offer grant schemes based on specific themes e.g. outreach to schools. Keep a close eye on the ASA website for news of what is available.

**THE ONE FOUNDATION JERSEY**

The One Foundation distributes money in support of sports and arts projects.

**STATES OF JERSEY**

The States have, through Education, Sport & Culture been able to provide some historic support for cost of athletes travelling off-island to compete. Please check with Committee for details of current arrangements.

**CHARITABLE TRUSTS**

The financial services community in Jersey manage a large number of trust structures. Some of these trusts may have charitable objectives and are a useful source of funding. Initially, you should approach trust companies on-island and it’s useful to check if parents already work for some of these organisations as this can be provide a warm introduction.

**WEALTHY INDIVIDUALS**

The island is home to a number of wealthy individuals. These can be a source of discrete funding, for example, in sponsoring a specific athlete. Again, it is worth checking if any parents know or have access to these individuals.

**LOCAL VOLUNTARY ORGANISATIONS**

e.g Local sports advisory councils, local volunteer centres (CVSs), Rotary clubs are worth approaching for small grants to assist club activities.

**TOP TIPS IN OBTAINING GRANTS:**

* Be selective: focus on applications that are a good match for the Club
* Tailor your application to the awarding body’s priorities
* Draw up a calendar of application deadlines as you are researching grants,
* so you can plan in advance
* Prioritise where needed to fit the needs of your club

**SPONSORSHIP**

This section covers information needed for you to develop a sponsorship proposal and maintain a sponsor throughout a contracted period. Sponsorship can be defined as: “*the method of using sport to achieve a commercial aim”*

*(McKay, 1992).*

**TOP TIPS FOR FINDING SPONSORSHIP FOR YOUR CLUB** (further details are available in the ASA Good Club Guide **EXTRA** for a club fundraising and sponsorship officer)

1. **Put yourself in the sponsor’s shoes**. Know the reasons why a sponsor may wish to be involved with your club.
2. **Be clear in reasons why you are targeting a sponsor**, and pre-empt what how a potential sponsor will think
3. **Conduct sport sponsorship research** to help prepare your proposal
4. **Prepare and present a great proposal**.
5. **Service and communicate with your sponsor throughout** the sponsorship period

**MOVING ON FROM YOUR ROLE………..**

Have you thought about how you will ensure all your knowledge and experience is passed onto a person taking over from you, when you decide its time to move on?

Here are some suggestions to ensure a smooth transition, and to ensure the person taking over from you has the information and resources they need:

* Try to give as much notice to the club that you are moving on, in order to allow the club to recruit / elect another volunteer
* Assist in developing an up to date role description and advert for the post based on your experience in the role, and think of any people that may be interested
* Think about the type of information you would like to receive if you were to volunteer for this position, and the format you would like to receive it in e.g. one big file, a face to face hand over meeting, hand over in a 2 week period to not overload with information
* Prepare an information pack for the new volunteer to assist them in their role
* Prepare a list of any outstanding work/issues
* Prepare a top tips or similar list to help a new volunteer
* Provide a list of key contacts or people who can assist a new volunteer
* Hand over hard copies of any files or important correspondence. Put electronic information onto a USB stick or disk
* Offer to mentor the new volunteer in this role for an agreed period of time

**SUMMARY**

We hope you have found this guide informative in supporting you in your role, and providing you with information and helpful tips. We wish you a great experience in your role and thank you once again for all your time and commitment you are giving to the Club.

**In addition:**

running**sports** has a series of top tips that can be downloaded for free. These include tips on health and safety of volunteers, recruiting young volunteers and older volunteers. Available at www.runningsports.org

**ASA website pages dedicated to volunteers……….**

Did you know the ASA website has a dedicated section for volunteers? To find this section, go to www.britishswimming.org, and click on the “club” tab at the top of the home page. When you are through to the “club” page, click on the “volunteers” link on the left hand side of the page.

Your **ASA County Workforce Co-ordinator** may be able to provide guidance and assistance to you in your role. Further details are available on the British Swimming website.