

Guide for Committees

People give to people. Raising funds through your website requires **face-to-face** promotion in your local community. Your fundraising is unlikely to succeed if you promote it only via email, newsletters or on your website. To succeed, you must **go** to LOCAL businesses and ask for their support **in person**.

1. Activate your site so that the tower banner positions can accept messages or adverts (login to your site and click the link 'Tell me more' from the tower banner advertising position on the right, then follow the steps on screen to enter the account you want funds deposited to and click the 'Start' button).
2. Remember, the more sub-sites you create (through the 'Teams' or 'Classes' pages), the more advertising banner space you have available for fundraising. Get creative!
3. Form a fundraising **committee**. Fundraising isn't easy and it's unfair to place all the work on just one person's shoulders. Agree to meet at regular intervals to decide on activities and monitor progress.
4. Plan **individual campaigns**. Set a start date and an end date. Agree upon a financial target and the purpose for each campaign. People prefer to support a tangible purpose, such as raising funds for... new uniforms, a sports trip, new clubrooms, upgraded courts, etc. Summarise your campaign in one sentence. For example, *"For 3 weeks from February 15, ABC Club will raise \$3,000 from our website banners to buy sports uniforms"*.
5. Print and staple together a **fundraising kit** for each of your fundraisers, where each kit includes:
 - a. Five copies of your website home page (and Team pages)
 - b. Five copies of your Fundraising Flyer (visible when you click 'Advertise' at the foot of your website)
 - c. A copy of the Guide for Fundraisers (attached)
 - d. A copy of the Contact Form for fundraisers (see attached)
6. Decide **who will be your fundraisers** - ie. the people who will go into the community to raise funds. They will probably be your club members (or their parents if your members are minors).
7. Decide which website each fundraiser will be promoting (eg who will be promoting the tower banner on the main *club* website and who will be promoting the tower banner positions on each *sub-site*).
8. Hold a **meeting** with your fundraisers to:
 - a. Explain the purpose of the campaign and how it will benefit the club.
 - b. **Demonstrate** the advertising banner positions on your website and how they work.
 - c. Ask for their help where each of them personally visits **three** local business owners, retailers or trades-people.
 - d. Distribute the fundraising kits.
 - e. Communicate which website each fundraiser is promoting.
 - f. Some people (fundraisers and supporters) may not be confident with computers or the Internet so offer to help, including helping a supporter place their message or advert if necessary.
 - g. Set a date for a progress meeting in 7 - 14 days time.
9. Hold a progress meeting where fundraisers show you their Contact Forms. Identify who needs encouragement or assistance. Provide feedback on any funds raised so far. **Push your fundraisers to meet their goal of each approaching 3** local businesses by the campaign end date.
10. Campaign ends. **Thank and provide feedback** to your fundraisers. Thank the supporters who submitted messages or adverts. Acknowledge them on your website and encourage your members to support the businesses that supported your club. Follow up any pledges from businesses who have not yet placed a message or advert on your site (you may need to help them by doing this for them if they are not confident with computers).

Guide for Fundraisers

- People give to people. Raising funds through your website requires face-to-face promotion in your local community.
- It is recommended that you do NOT approach the usual big brand names or corporate sponsors. The pricing of your website banner positions is set at a level that is intended to appeal to any local business owner. This might be a hairdresser, butcher, retailer, café, pub, tradesperson, accountant or professional. You will find potential supporters by simply walking into the businesses that are local around you.
- Use the Contact Form provided. Enter the name of the businesses you intend to approach. When you walk into a business, ask to speak with the business owner or manager. You might need to visit the same business a few times before you are able to speak with someone who has the authority to make a decision. Be friendly and positive.
- You might also approach the businesses that supply goods and services to your club. This may include trades-people, printers, caterers, grounds-keeping companies or accountants. You will greatly increase the chance they will say 'yes' if they recognise the name of your club.
- Keep your message simple. Let people know which club you represent, why you're fundraising and how much you would like them to give. For example: *"My club - ABC Club - is raising \$3,000 to buy sports uniforms. I'm asking local businesses to support us by placing a message or advert in a banner position on our club website for two months. Our web address is www.sportsground.co.nz/abcclub. There are two price options available - appear on every page of our main site for just \$95 or on the sub-site of one of our teams/classrooms for only \$50 for two months. Please could I ask for your support by advertising in one of these positions?"*
- Show them a printed copy of your website to help them understand what it looks like and where the banner position is located.
- Let them know that they can change their message or advert without additional charge as often as they like over the 2 months. For example, a retailer could advertise a weekly special.
- Let them know that their message or advert on your website can be linked through to their own website (if they have one) when people click on the banner.
- If they agree to support you, make it easy for them. Explain that they can simply click on the banner on your website to place their message or advert and pay by credit card, with their banner becoming visible as soon as it is approved by the club. Give them a Fundraising Flyer sheet and learn whether they are comfortable placing it themselves (you can open a print a copy of your Fundraising Flyer sheet by clicking 'Advertise' from the menu at the foot of your website).
- If they appear uncomfortable placing their own message or advert, tell them you've accepted their pledge of support and you'll phone them as soon as you're in front of a computer so you can place their message or advert for them. Accept a cheque if necessary.
- Until you try something, you won't know whether it will work. Don't be embarrassed. Look them in the eye and ask them to support your club. The worst that can happen is they say 'no'.

Contact Form for fundraisers

Statement eg. *My club - ABC Club - is raising \$3,000 to buy sports uniforms. I'm asking local businesses to support us by placing a message or advert in a banner position on our club website for two months. Our web address is www.sportsground.co.nz/abcclub. There are two price options available - appear on every page of our main site for just \$95 or on the sub-site of one of our teams/classrooms for only \$50 for two months. Please could I ask for your support by advertising in one of these positions?"*

Business name	Contact name	Address	Phone	Date approached	Outcome (eg advert placed/pledged)

Fundraising committee (contacts details):

Thank you!