



Fundraising Guide

Introduction

Fundraising can be helpful to maintain and develop successful Swim Ireland clubs. Clubs should aim to cover their facility hire and coaching fees with their membership fee income, with fundraising income used to enhance clubs and enable them to develop and grow. Understanding what you are fundraising for is also important to ensuring your initiatives are successful, i.e. we are aiming to raise €20,000 to kit out our strength and conditioning gym, we want to raise €12,000 to subsidise the club away trip this year.

Fundraising Committee

A fundraising committee can be set up as a sub-committee within a club with the sole purpose to raise funds, seek sponsorship and apply for grants. A member of the club management committee should chair this sub-committee, generally recommended to be the club treasurer.

A fundraising committee generally consists of 3-5 club members, with commitment varying throughout the season depending on the needs of the club. Advance planning for the season is important, event planning and good organisation skills are recommended for members of the committee.

Purpose of fundraising

Fundraising can enable clubs to promote, develop and grow. It is recommended that all fundraising has a specific purpose, this encourages sponsors and participants to get involved and support your club. Common resources that clubs fundraise for:

- Club equipment (large and small scale)
- Coach/ teacher education and ongoing development
- Facility upgrade or improvements
- Club away trips
- Club social events



Fundraising Guide

Tips for fundraising initiatives

- Be innovative - Being imaginative and innovative can ensure your fundraising initiatives are successful and enable your club to achieve your fundraising targets. Also consider events or ideas that will generate funds outside of your core group of members.
- Planning – include your fundraising targets in your annual plan by considering the following questions:
 1. What are you fundraising for?
 2. How much do you want/ need to fundraise?
 3. What fundraising events/ initiatives have you held in the past?
 4. How many fundraising events will you need to hold during the year to achieve your target?
 5. When are you going to hold your fundraising events/ activities?
 6. Is there a cost to running events/ activities?
- Communication is key - Communicate your intentions and fundraising events with the club management committee and club members to encourage participation from all members. Contact your local newspaper and spread the word on your club social media accounts.
- Partner with a Charity - Consider partnering with a local or national charity to raise funds and awareness. This may attract more media attention, create goodwill and generate extra income for both the club and charity.
- Get social – Hosting social events are a great way to raise funds for you club, whilst also having a good time with club members, with a range of events suitable for children, adults and all ages.
- Invest time – it takes time to organise and run successful fundraising initiatives, plan well in advance and recruit adequate volunteers to ensure your event runs smoothly.
- Seeking sponsors – if you are seeking sponsorship for prizes or selling ad space make sure you support the businesses in return.



Fundraising Guide

Fundraising Event Checklist

	Action	Activity
1	Fundraising idea	Select a fun and innovative fundraising idea
2	Develop your plan	Put your event plan together, taking the following into consideration – fundraising target, sponsors to approach, how you will promote event, booking venue etc.
3	Set a target	Set a minimum target to fundraise, be conservative. You should also work out what your potential fundraising capacity is, i.e. if you sell 500 raffle tickets @ €10 each you will raise €5,000
4	Budget agreed	Is there any expenditure needed? Examples - venue hire, catering, raffle tickets, printing, advertising.
5	Volunteers recruited	The number of volunteers needed will depend on the type of event you want to run. Be sure to assign specific roles to individuals.
6	Safety plan	Check with any facility/ venue you are hiring that there are adequate safety plans in place. Where can first aid be accessed? Where are fire exits located? Do you need a letter of indemnity for event? Also consider if the event is safe to host, what would the risk be to participants/ members?
7	Legal requirements	Check if there are any legal requirements you need to meet for your event. When collecting money or selling raffle tickets you will need to seek a permit from Gardai or local council.
8	Promote the event	Plan the promotion of your event well in advance. Advertise with your local newspaper, radio station, in local shops, by email to your club members and on social media. This will vary depending on your event.
9	Event timeline	Put a timeline of tasks to be completed, along with person responsible in the run up to, during and after the event. This will ensure that everyone understands their role.
10	Manage the event	Have a lead person on duty throughout the event to ensure it runs smoothly, be the point of contact with venue/ facility and provide support to volunteers.
11	Say thanks!	Let your sponsors, club members and supporters know how your event went, how much you raised and thanks them for their support



Fundraising Guide

Fundraising ideas

Fundraising activities and ideas be broken down in to five categories:

1. Social events for adults
2. Social events for young people
3. Community engagement
4. Holiday themed
5. Opportunities at club competitions

Social events for adults		
Quiz night	Strictly Come Dancing	Painting raffle
Oskars - movie awards night	The Cube	Silent auction
BBQ	Dinner/ Social Dance	Sponsored wax
Race night	Irish Night (Traditional Ceilí)	Abseiling event
Afternoon tea	Signed Memorabilia auction	Bake Off
Cookery demonstration/ Celebrity cooking demo	Come dine with me (local restaurant)	Whiskey/ Wine & Cheese night
Fashion show	Concert	Hypnotist night
Greyhound Racing	Olympic Swimming Race night	
Social events for young people (under 18)		
Quiz night	Movie night	Field/ Sports Day
Summer BBQ	Bingo	Triathlon
Nerd night (online gaming)	Games night	Disco
Sponsored swim (swim the channel, Swim for a Mile)	Fashion show	Who wants to be a Millionaire?
Talent show		



Fundraising Guide

Community Engagement (consider partnering with a charity or another local club)		
Sponsored walk	Colour run	Tractor run
Street Carnival	Soup Kitchen	Car Wash
Bob-a-job	Beach BBQ	Local Lottery
Raffle - 100 envelopes, 20 prizes, sell the envelopes	Rowing/ cycling gym challenge (to nearest 50m pool)	Raffle for car/ house
Golden Ticket (Sponsorship)	Speed dating	Duck race
Karaoke night	Table quiz	Triathlon/ Swimathon
Lip Sync Battle (invite/ challenge other local clubs)	Bingoloco/ Bingo night	River/ Lake/ Sea swim
Clothing Collection (Cash for clobber)	Family Fun Run	Cycling race
Supermarket Bag pack		
Holiday Themed events		
Easter egg hunt	Easter Egg Raffle	Guess the mini eggs in the jar
Raffle holiday/ weekend break	Spring clean Cash for Clobber	Cheltenham Festival race night
Club calendar	Christmas tea towels	Swim themed Christmas Cards
Midnight swim (X-mas pyjamas/ Halloween dress up)	Santa's Splash/ Polar Plunge	Panto ticket raffle
Open water Christmas swim	Christmas hamper raffle	Christmas Carol singing (shopping centre)
Christmas breakfast club	Halloween trail	Splash & Dash (holiday themed)



Fundraising Guide

Opportunities at Club competition		
Swim shop	Sponsorship boards, toblerones, posters, wall adverts	Sponsor an event/ race
Sell ad space in programme	Programme sales	Raffle tickets
50/ 50 draw	Hire in sweet stall	Invite well known swimmer to present medals, charge for photos
Open baby pool to siblings/ parents, split income with pool	Merchandise - key rings, pens, water bottles, t-shirts	Bouncy Castle for siblings (if suitable)
Guess Teddy's name/ Name the Teddy	Lucky dip	Signed Memorabilia raffle/ auction
Joker Card (Luck of the draw)	Guess how many sweets in a jar	Bake sale