



## Rugby Club Fundraising Tips

### Support

Often there are multiple sources of financial support within a school or university. The club sports and/or student activities department have budgets for various activities. Any financial support from club sports will generally be related to the individual programs organizational practices. For instance, a well-organized program that is able to plan ahead, submit the proper forms on time, and generally has a positive reputation will be more likely to secure financial support.

### Player Dues

Player dues are a common way for teams to pay for their expenses. Rugby is much cost efficient than other sports. As an example, a member of the club crew team is likely to pay as much as \$500. Rugby dues, per player, tend to be around \$50-\$100 for the season.

### Fundraising

#### *Institutional Fundraising:*

Most schools/universities have opportunities for clubs to fundraise and make money for travel and equipment expenses. Specific examples of these opportunities are cleaning facilities, running concession stands, letter writing campaigns, etc. The ability to take advantage of these opportunities is again related to the clubs organization. Once you find out the procedure for these events, you must make sure to follow the specific instructions, and all forms are filled out completely and on time. You must also ensure that the players arrive on time, properly dressed, and stay for the full duration of the shift.

#### *Team Fundraising:*

Activities that the rugby program conducts on its own, in which the university is not involved, can be highly profitable. It is extremely important that officers of the team confirm that the activity does not conflict with any school or university rules and regulations. It is best to consult the club sports administrator prior to the activity to avoid conflict.

#### *Sample Fundraising Projects:*

- Develop a game day/tournament program and sell advertisements
- Develop merchandise (t-shirts, hats) and sell for profit
- Alumni hospitality tent/alumni game
- Sell credit card applications (sometimes comes from institutional fundraising)
- Sell magazine subscriptions or coupon books
- Host a car wash on campus or in the community
- Host a tournament
- Run a clinic for high school teams/players (qualified coaches and administrators required)

### Sponsorship

There is many local businesses within your community to whom you can approach for financial support of your club in exchange for exposure at events or club activities. Make sure to consult with your school or university's club sports department to determine what you can appropriately offer to potential sponsors in exchange for their financial support. Some examples include:

- Signage on game day at your events and tournaments
- Exposure in game day/tournament programs
- Special activities that direct business to a particular establishment

### **Parent Support**

Most teams overlook this opportunity. Parents are very eager to support sports initiatives and this can be especially useful when traveling to playoffs or to a tournament. Make sure to set the donation as a tax deductible entity. This should be established as a regular yearly appeal.

### **Alumni Support**

Teams can receive serious funds from alumni support. If you have not already done so, you may want to appoint an Alumni Relations Committee within your program structure to develop an alumni network and seek out an annual appeal/drive. Alumni are more likely to donate for a specific project or item such as travel, field equipment, or development of a new field or facilities.

Many school and universities, especially private, will have an entire department dedicated to alumni development. It is worth a planned visit to this office on campus to determine whether they may be able to assist in any alumni outreach efforts. In addition, an investigation on records that have been kept of players in past years is worth completing. On that note, the team's Alumni Relations Committee should institute a complete record-keeping system to be used from year to year, as well as regular email or newsletter updates to alumni, and perhaps even an annual fund drive focusing on alumni.

Many rugby programs will host an alumni weekend that may be planned in conjunction with a major alumni draw. (i.e., homecoming, alumni weekend, rival football game, etc.). Special invitation should go out to all alumni, and every attempt should be made to present the team as a well-organized, successful program that anyone would be proud to support.