



# THE GOOD CLUB GUIDE: FOR A CLUB FUNDRAISING AND SPONSORSHIP OFFICER



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## Welcome!

You have either been appointed as, or are considering a role as a club volunteer. We wish you a fulfilling and enjoyable experience in your role, and appreciate your commitment and time you are giving in developing the sport.

## How this resource will help you?

This resource is intended to assist you in your role by providing:

- A guide to the roles and responsibilities of this position
- Templates/resources to assist you and save you time
- Top tips and good practice from experienced volunteers
- Further information and learning/training opportunities

This resource complements other national volunteer publications, which are listed at the back of this resource. The ASA Good Club Guides EXTRA will be particularly helpful, providing practical tips, questions and answers that will equip you with further knowledge and information as a Club Fundraising and Sponsorship Officer.

## Links to Swim21



swim21 is the ASA's club development programme. The Good Club Guide is intended to complement swim21, by providing tools, templates and resources that will assist the running of a club, and ultimately assist in achieving or maintaining swim21 accreditation.





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## 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.

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## 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

This will vary according to club constitutions, and club election processes. Some clubs have rules that stipulate a new person each year, or a limit to the number of times a person can be re-elected, to prevent one person remaining in post for too long a period of time.

## 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



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## 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
- Renting Your Club office to other clubs
- 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
- Trivia night
- Club car wash
- Wine-tasting/ cheese and wine gathering
- Parking arrangements for special events: Clubs provide volunteers to direct parking for a percentage of the parking fees
- Dinner with a profile coach/administrator: could also be breakfast or lunch

- Sports breakfast/lunch/dinner served by celebrities
- 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.

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## 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, but the best source of information is to look at the Sport England website: [www.sportengland.org](http://www.sportengland.org) and click on "get funding"

All contact numbers and details are listed in the back of this resource

### Sport England National Investment

Sport England works with and invests in a range of national funded partners. These include National Governing Bodies of

sport, plus partners with expertise in areas such as coaching, equity and volunteering. Investment is prioritised in 31 sports, comprising 10 UK priority, 10 English Priority and 11 development sports. National investment funding is subject to a business planning process by these partner organisations and is not an open application process.

### Sport England Community Investment Fund (CIF)

Sport England's community - or regional - funding stream is called the Community Investment Fund, or CIF. This is the National Lottery funding available through and managed by the regional offices of Sport England. Funding is awarded through an open application process.

Sport England's nine Regional Sports Boards make decisions about community funding (grants over £10,000) to projects in their region. When making investment decisions, the boards look for evidence that projects will help meet these priorities and support Sport England's work to get more people involved in sport - with a focus on hard to reach groups - and help them stay involved throughout their lives. Please see appendix 4 for a 2007 press release on CIF.



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## **Awards for All**

Awards for all is supported by the national lottery grants scheme aimed at local communities. It awards grants of between £300 and £10,000 for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community. You can apply at any time for grants, the application form is relatively short, and funding decisions are made within eight weeks.

## **Foundation for Sports and the Arts**

The Foundation distributes money subscribed from the Football pools. The Foundation aims to increase active participation in sport and arts, especially amongst young people. Grant aid is available for capital and revenue funding up to £40,000. The Foundation also offers interest free loans.

## **Local Authorities and CountySports Partnerships**

These organisations have access to, and/or can assist in providing information and sources of funding available to assist clubs. Please contact these organisations directly for further information and local priorities for funding.

## **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.

## **Web based search tools to Identify funding**

Grantnet [www.grantnet.com](http://www.grantnet.com) is a website which allows clubs or organisation who are seeking funding to search within their region. It also allows for searches on specific funding areas.

## **Top tips in obtaining grants for your club:**

- Be selective: focus on applications that are a good match for your 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

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## 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
6. Get your sponsorship matched. Sportsmatch it!

## Moving on from your role.....

Have you thought about how you will ensure all your knowledge and experience is passed on to 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 eg. 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



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- 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 sport.

## Further Information

The ASA accepts no liability for any errors or omissions in this resource. Further, whilst it is hoped that volunteers will find this resource useful, no liability arising out of it's use can be accepted by the ASA or the club.

This resource is not a contract of employment and the role you undertake as a volunteer will not create an employment relationship between you and the club or the ASA.

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## Further Information cont...

### **Amateur Swimming Association**

Harold Fern House  
Derby Square  
Loughborough  
Leics LE11 5AL  
Tel: 01509 618700  
Email: [info@swimming.org](mailto:info@swimming.org)  
Web: [www.britishswimming.org](http://www.britishswimming.org)

### **runningsports**

3rd Floor, Victoria House  
Bloomsbury Square,  
London WC1B 4SE  
Tel: 0800 363373  
Email: [info@runningsports.org](mailto:info@runningsports.org)  
Web: [www.runningsports.org](http://www.runningsports.org)

### **Sport England**

3rd Floor, Victoria House  
Bloomsbury Square,  
London WC1B 4SE  
Tel: 0845 850 8508  
Email: [info@sportengland.org](mailto:info@sportengland.org)  
Web: [www.sportengland.org](http://www.sportengland.org)

### **CCPR - One voice for sport and recreation**

Fourth Floor  
Burwood House  
14-16 Caxton Street  
London SW1H 0QT  
Tel: 020 7976 3900  
Email: [info@ccpr.org.uk](mailto:info@ccpr.org.uk)  
Web: [www.ccpr.org.uk](http://www.ccpr.org.uk)

### **Child Protection in Sport Unit**

NSPCC National Training Centre  
3 Gilmour Close  
Beaumont Leys  
Leicester LE4 1EZ  
Tel: 0116 234 7278  
Email: [cpsu@nspcc.org.uk](mailto:cpsu@nspcc.org.uk)  
Web: [www.thecpsu.org.uk](http://www.thecpsu.org.uk)

### **SkillsActive**

Castlewood House  
77-91 New Oxford Street  
London WC1A 1PX  
Tel: 0207 632 2000  
Email: [skills@skillsactive.com](mailto:skills@skillsactive.com)  
Web: [www.skillsactive.com](http://www.skillsactive.com)

### **National Association of Councils for Voluntary Service (NACVS)**

177 Arundel St  
Sheffield S1 2NU  
Tel: 0114 278 6636  
Email: [nacvs@nacvs.org.uk](mailto:nacvs@nacvs.org.uk)  
Web: [www.nacvs.org.uk](http://www.nacvs.org.uk)

### **Sportscoach UK**

114 Cardigan Road  
Headingley  
Leeds LS6 3BJ  
Tel: 0113 274 4802  
Email: [coaching@sportscoach.org](mailto:coaching@sportscoach.org)  
Web: [www.sportscoachuk.org](http://www.sportscoachuk.org)



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## Volunteering England

Regents Wharf  
8 All Saints st  
London N1 9RL  
Tel: 0845 305 6979  
Email: [information@volunteeringengland.org](mailto:information@volunteeringengland.org)  
Web: [www.volunteering.org.uk](http://www.volunteering.org.uk)

## Foundation for sports and the Arts

Tel: 0151 259 5505  
Web: [www.thefsa.net](http://www.thefsa.net)

## Sportsmatch

3rd Floor, Victoria House  
Bloomsbury Square,  
London WC1B 4SE  
Tel: 0207 273 1942  
Web: [www.sportsmatch.co.uk](http://www.sportsmatch.co.uk)

## Awards for All

Tel: 0845 600 20 40  
Web: [www.awardsforall.org.uk](http://www.awardsforall.org.uk)

## In addition

runningsports 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](http://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](http://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 volunteer co-ordinator** may be able to provide guidance and assistance to you in your role. Further details are available on the British Swimming website.

## Acknowledgements

The ASA are grateful for the contributions and input from the ASA Volunteer working group in ensuring these resources are written and reviewed by volunteers, for volunteers. These resources also draw upon the work developed by swim21 clubs, Mike McLaughlin, runningsports and Volunteering England. The ASA would like to acknowledge and thank these people and organisations for their support and permission in using the work they have completed.



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