

Fundraising Guidelines

Fundraising, Donations, & Sponsorship

Club Sport organizations are encouraged to seek outside financial support in order to meet their programming needs. The following are a few guidelines when participating in the activities below to raise funds.

Fundraising

The Program Coordinator of Club Sports is here to assist in your fundraising efforts. If you are looking to fundraise don't hesitate to touch base.

External Financial Support/Sponsorships

1. A SALD staff member must approve all sponsorship proposals and/or donations from businesses in the excess of \$50 prior to finalization. It is important that we consult with the University to assure that we are not contacting businesses which are already under contract with the University or working with businesses that are in conflict with already established sponsorship and agreements with UC.
2. No financial support shall be accepted that would associate the club sport organization, the SALD Office, or University of Cincinnati with performance enhancing drug, illicit drugs, tobacco products, or alcohol.

Donations & Foundation Account Information

It is encouraged that clubs accepting donations receive donations through a foundation account. UC Foundation is able to setup individual foundation accounts per club to assist with the donation of monies to clubs. Contact the Program Coordinator of Club Sports to set up an account. Here are a few benefits of having a foundation account:

- The account setups donations that are tax deductible, which may be an incentive for some donors to donate money. These donations can reduce taxable income and possibly lower one's tax bill.
- The Foundation is able to provide a pre-populated link that can be placed on your website, where donors can donate money directly to the club.
- The Foundation provides donor acknowledgement and stewardship. (This doesn't replace a Thank you note from the club!)
- The Foundation's Business Office can generate donor reports and history.
- Funds are easily credited to the Club Sport's CSB Account. This process takes 30-45 days to have the funds readily available.
- Note: Donations or Checks should be made payable to UC Foundation and in the Memo line the donor should write the Club Sports name.
- There is a one-time 2.5% handling fee per donation of the funds.

Keep in mind the FUNDRAISING CYCLE (Kelley, D., 2012) when asking for sponsors or donations, which is outlined as such. – develop the constituency, cultivate the donor, make the “ask” and get the gift, thank the donor, and repeat the process in due time

Timeline for All Campus and Community Fundraisers

April/May

Football Setup/Takedown – At the end of spring semester, the Program Coordinator will first schedule outdoor clubs who rent space with Athletics to assist with setup and takedown during HOME Football Games. After these clubs are scheduled, if there are any open slots all clubs will be contacted who can commit to having 10-16 members of their club help for 4 hours during a game day (time TBA). Clubs who volunteer for a game day will be expected to assist with the following:

- Setup (mostly) **or** takedown of tailgating events and game decorations
- Pick a game day where your group can be flexible with time – since game times change due to television space. You may not find out an exact time until the week prior to the game
- Be prepared to get dirty, work hard, and lift heavy items throughout your time
- Bring a minimum of 10 members and be prepared to work for 4 hours. The more folks you bring the easier it is.

You will be notified of your time slot. When requesting game days, please provide your club name, contact person for club and email/phone number.

After your group has worked your game day, Athletics will credit \$200 to your club's CSB account.

*** Remember this is a privilege that we have and want to maintain. If you have a conflict - please let Susie Mahoney at susan.mahoney@uc.edu know ASAP. Failure to show, showing up and not working or under the influence or failure to provide 72 hours' notice (Wednesday AM prior to the game day) will result in a budget reduction.**

Feb/March

Flying Pig Marathon Raffle Ticket Fundraiser –

WHO: Any non-profit organization (i.e. Schools, Charities, Clubs, Sports teams, etc.)

WHAT: Raffle ticket fundraiser! Tickets can be purchased online at www.piggestraffle.com or you can sell raffle tickets at an upcoming event! Your organization's name will be posted on both the Flying Pig Marathon AND the Piggest Raffle Ever websites!

Each ticket is sold for \$5.00 and your organization gets to keep every penny from every ticket sold!

HOW: Sign up! Piggest Raffle Ever application forms can be found at our website: http://flyingpigmarathon.com/sponsors_and_charities/raffle_level.shtml

Fill out the form and mail or fax it to the Flying Pig office

WHY: Fun & easy way to raise A LOT of money for your organization!

No administration fees or manpower required

Questions? Email Joel Barnhill at joel@flyingpigmarathon.com or Melissa Helton at heltonmm@mail.uc.edu (2013 contact info)

Reds Fundraiser – Correspondence goes out at the end of February – early March.

To receive the full fundraising packet, please contact us at 513-765-7585 or cincygrp@dncinc.com, and leave your postal mailing address.

Delaware North Companies Sportservice is the food, beverage, and retail provider for the Cincinnati Reds at Great American Ball Park. Sportservice will partner with your organization to operate our concession stands during baseball games as a way to raise money for your group. Your organization will staff the concession stand, including cashiers, support personnel, cooks and runners. You must schedule for a minimum of 12 events. Group members will handle all aspects of cash handling and food preparation to fill the fans' order with friendly and quick service. Set-up and clean-up after the game is also a part of the job. Your organization will be guaranteed a minimum of \$65.00 per volunteer per game. For example, a 12 game commitment with 10 volunteers per game will earn \$7,800.00 in commission, with an opportunity to make well over \$50,000! There is a one-time 5 hour training session per season that is required of all fundraisers.

*A Tax ID is needed for this fundraiser. See the handbook on information on how to get a TAX ID for your organization.

*Group insurance is needed for this fundraiser. Clubs have been using their insurance from nationals. You can pair up with a club sport organization and use their insurance.

April/May

Florence Freedom Tickets – Sell Florence Freedom ticket vouchers @ the \$10 face value, your organization keeps \$4 and has the opportunity to earn the following rewards: 250 tickets sold, FREE mascot appearance for your use, 500 tickets sold = organization sells and keeps 50/50 raffle during a 2012 Freedom game; 750 tickets sold = organization is welcomed on the highway marquee and stadium rental (2.5 hours); 1000 tickets sold = Organization keeps \$5 for every ticket sold. Contact Josh Anderson or Jill Jones at 859-594-4487, if interested. Ticket vouchers cannot be sold at the game. All vouchers are good for any current year's game. The Freedom plays from May through September at 7950 Freedom Way, Florence, Kentucky 41042.

UC Football Game Concessions – This is organized through Aramark (Bill Hibbitt, hibbitt-bill@aramark.com at 513-856-6100 is the coordinator). Bill sends out an email at the beginning of May to coordinate the volunteer schedule. Aramark is in need of groups of 6-8 or more organization members who can commit to at least 5 games or more. This can be a combination of high school games and UC Football games. Fundraising members go through a training session and are then scheduled to

work a food and/or beverage stand. Monies are raised from 10% of concession and beverage carts and 6% from beer sales. Groups average about \$40-50 per person volunteering per game.

*A Tax ID is needed for this fundraiser. See the handbook on information on how to get a TAX ID for your organization.

Cincinnati Bengals Fundraiser - Aramark catering at the stadium runs this fundraising opportunity. Sign-ups go out in the beginning of May. Groups must be willing to commit to all 10 home games. There are 3 different size stands which calls for 10, 15, or 20 members per stand. Each volunteer/worker must be willing to go through a 2 hour concession training and alcohol service training. You must be 19 to serve alcohol. Money raised is 10% of total sales for stand or a minimum of \$500. Checks come within 2-3 weeks of the game.

*A Tax ID is needed for this fundraiser. See the handbook on information on how to get a TAX ID for your organization.

Contact Information: Cheryl Ann Bredestege
Human Resources Manager
ARAMARK - Sports & Entertainment
Paul Brown Stadium
5 Paul Brown Stadium
Cincinnati, OH 45202

Phone: (513) 455-4900
Fax: (513) 455-4901
Email: Bredestege-cherylann@aramark.com

August/September

Cincinnati Cyclone Tickets - Sell Cyclones tickets! The Cyclones will provide you with a minimum of 50 tickets for the game of your choice. The Cyclones give them to you at \$8, you sell them for up to \$13, That's a \$5 profit per ticket for your team or organization! For more details, please call **513-421-PUCK** or contact us via [e-mail](#). The Cyclones play from October until March.

Shine the Shoe – Start looking on the UC web site in late September or early October for the Men's Basketball schedule. When you send the contract back it will include the date and time that you would like to Shine The Shoe. All forms are on the [Club Sports Resources page](#).

The group needs 40 to 50 people to clean; you can have your own group A and B to come up with 50 people between 2 clubs. There must be 40 - 50 between the two groups.

There is not a training session, but expectations are outlined in materials on the [Club Sports Resources page](#).

Fundraising Ideas

Bowling Fundraiser (local in Cincy) – Stone Lanes

My name is Matt Terry and I am the General Manager here at Stone Lanes (located at 3746 Montgomery Rd, Cincinnati, OH 45212). I am reaching out to you to introduce our unique fundraising opportunities for the Club Sports programs. We currently are working with Xavier University and their club sport programs in hosting fund raisers. We have sold out every Thursday night with different clubs bowling and raising money for their club.

We have already hosted the UC Club Baseball team as well as the Club Volleyball team last night. Both events were extremely successful.

We do, a 50/50 split on bowling as well as a portion of pizza and soda sales from the evening that a club is at Stones. We also offer support on social media, our web page and will cover printing cost for up to 50 flyers should a club put together a flyer which must be approved by us and the University. We also encourage each club to bring raffle items to help raise additional funds.

Have clubs contact me for more information.

Thank You
Matt Terry
Stone Lanes
513-396-7003 o
513-544-3127

Sponsorship – if you are looking to get a sponsor for an event or a general sponsorship, please check with Marty Ludwig at martin.ludwig@uc.edu and Susie Mahoney at susan.mahoney@uc.edu prior to approaching any businesses or organizations. Most likely relationships with local sponsors related to your sport or activity would be possible partnerships. Some clubs have been able to develop relationships with sponsors through contests, such as a video contest for Five Ultimate that the Women’s Ultimate team was able to secure. These activities must be approved by the SALD office.

Keep in mind the FUNDRAISING CYCLE (Kelley, D., 2012) when asking for sponsors or donations, which is outlined as such. – develop the constituency, cultivate the donor, make the “ask” and get the gift, thank the donor, and repeat the process in due time.

Charge at Tryouts or Host a Clinic– This may be a tough one to swallow, but some clubs have been successful. If you charge \$5-10 per person at tryouts and have 50-75 people show up, that is an easy \$500-750 in your club account and gets your club a little money in its operating budget before other fundraisers kick in, minus tryout expenses. See the flyer below for U of M’s Rugby Club’s Clinic

The screenshot shows the Michigan Rugby website. The main content area is titled 'High School Clinic' and features a poster for the '2012 Michigan Rugby Summer Clinic' on July 14 at Mitchell Field, Ann Arbor, MI. The poster includes the text 'We will play for inspiration' and 'GO WOLVERINES! GO FOR YOUR BEST PERFORMANCE!'. Below the poster, there is a list of clinic details, a list of topics to be covered, and a '2012 Michigan Rugby Clinic Player Information Form' with fields for Name, email, Grade Level, and Number of Years Playing Rugby.

Silent Auction – This past year, a club was able to get members to donate, as well as businesses, and friends to donate items such as gift cards, sports paraphernalia (signed basketball), picture of club with signatures, and they conducted an auction at an event that raised over \$1000. This can also be conducted online with the sharing of pictures of items.

Rent - a - Player (Rower/Rugger, etc.) – Several clubs have had luck renting out their members to help complete a job, such as raking, snow shoveling, painting rooms/house, serving as movers. Let family, friends, faculty/staff know. Also if you belong to any community organizations, this would be a great spot to advertise to non-students as well.

Kroger Non-Profit Fundraiser – Obtain a set of blank Kroger gift cards from Kroger Customer Communication that will be tied to your organization. A club gets rewards money deposited into bank account directly. The card holders will need to recharge the card to pay for their Kroger purchase. Each time your organization reaches \$5,000 in recharges, Kroger sends a check to your organization for 4% of all recharges. More information can be found on the following link: http://www.kroger.com/mykroger/024/Pages/charitable_fundraising.aspx

Website links – If you do have your own domain/website that is not UC related – you can earn money by how many clicks you get. See the following site for additional information: <http://adf.ly/>. The cricket club has tried this fundraiser.

Rent-a-Player Fundraisers— If you are willing to complete house chores or mow grass/pick up leaves for a day “rent” your players out to faculty/staff/parents and community members. Name your price prior to soliciting rentees. The rowing club has been successful with this fundraiser.

Restaurant Night - Many local restaurants and pizza parlors will allow you to hand out flyers and place ads in school papers for a feed night. Every person who goes in that food establishment and orders food with the flyer earns the team a dollar or a percentage of their bill. This is a good way to make about \$100-\$200 with very little work. Several national chains, such as Friendly’s and Panera, also support this type of fundraiser.

Host a Tournament - Hold a youth or adult tournament. Have your club members officiate and run the management side of the event. Get prizes donated and really hype up the event months ahead of time. This works especially well with youth programs. Leave time to clear waivers through risk management for the event.

All-night Public Skate - Other schools have been able to help organize a local skate night. Find a local rink and help them run an all-night public skate with a live DJ. In exchange for doing the public relations work and providing players to act as skate guards (maybe even DJ's!), most rinks will split the ticket sales with the club.

Services in Exchange for Practice Time A lot of college campuses, high schools, and local city youth clubs will pay your team to hold weekly sports clinics, coach a local youth team, officiate house leagues, work at the rink, etc. Easy work and free rink time! Making it a non-cash deal seems better for rinks. Volunteer your team to run clinics or camps on a weekly basis in exchange for weekly practice times. Not only is this an easy way to get some extra cash, but also an easy way to generate interest for your team.

Run an In-house League If you have a large number of players and a local recreation center willing to work with you or somewhere on campus adequate enough to play roller hockey on, set-up a beginner league. This is a way to increase your club membership numbers to more than just the travel team players, as well as create money by charging the members to play in an in-house league.

Sales:

Rules of Thumb: With the following sales opportunities allow 2-3 weeks for items delivery. Look for a product that will sell to the college community. Set goals for each club member to sell a pre-set number of items. Check with the company to see the best way to communicate and how they want you to send in any information.

Candy Sales – This fundraiser involves selling candy to students and the community. Some companies allow you to return the candy that you do not sell.

Magazine Sales – This fundraiser involves selling popular magazines subscriptions to students and the community. Here is a list of some fundraising companies.

- www.campusfundraiser.com/makemoney.asp?source=googlePPC
- <http://www.magraise.com/>
<http://www.fasttrackfundraising.com/magazine-fundraiser.php>

Krispy Kreme- Even though our closest Krispy Kreme is in Kettering, OH. There may be a few options for you to fundraise through Krispy Kreme. Here is a link for more information: <http://krispykreme.com/fundraising/4-ways-to-raise-funds>.

Little Ceasar Pizza Kits – Information can be found on the following link: <http://www.pizzakit.com/>.

Cookie Dough and other items – Receive profits based on sales. More information can be found at <http://www.allstar1.com>.

Fruit Sales – Here is on site that coordinates sales of fruit baskets. See the link: <http://www.fruitcorner.com/how-fruit-fundraising-works.php>.

Coupons Fundraisers – See the following link for additional information: <http://www.skratchers.com/>. These involves coupons at different stores: <http://couponfundraising.com/how-it-works/>. This fundraiser involves selling entertainment coupon books: <http://www.entertainment.com/fundraising/nsscontactus.php?keyword=CYSA>.

LaRosa's Fundraising Opportunities: See link: <http://www.larosas.com/dayton/pdfs/DAYTON%20BROCHURE%202008.pdf>. Option 1 – buddy card program tied to organization. Option 2 – Pizza Restaurant Night.

References: Eastern Roller College Hockey Association