



Chapter 7

Resource Development and Fundraising

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Resource Development & Fundraising

7.1 Introduction

Resource development and fundraising is a very extensive topic. In a national survey of community-based programs, assistance with resource development and fundraising was voted the number one need. Depending on the structure of a program, fundraising needs may be limited to athletes raising their own funds to travel to competitions or raising funds to support an entire program.

Volumes have been written on resource development, grant writing, and fundraising and it is beyond the scope of this section to provide detailed examples of each. There are, however, a number of great resources that can assist local programs in creating a fund development/fundraising plan and preparing individual grant or sponsorship proposals.

Fundraising Resources:

BlazeSports webinar - *"Five Tenants of Fundraising and Funding Your Organization"* is available online at: <http://youtu.be/ihldYEWMs1I>

The remaining portion of this section will provide general ideas and suggestions that a local program can use in establishing a fundraising program.

7.2 Create a Local Fundraising Plan

When considering any new project, starting with a plan of action is the best place to start in order to maximize success. The following list should be included in a local fundraising plan.

- Establish strategies, budgets, and fundraising goals;
- Define the products;
- Design and schedule fundraising activities to generate dollars and attract participants;
- Consider an annual gift solicitation such as an end of year mailing;
- Make a list of program needs ranging from \$5 items like tires and tubes to \$4,000 items like wheelchairs or handcycles. Have the list available for that potential walk-in donor;
- Consider a list of in-kind donations that could be beneficial to your program;
 - Often products and services are easier to give than cash.

A successful fundraising program typically includes working in partnership with sponsors to raise funds for the organization while providing benefits to both your members and sponsors. Benefits can include:

- Establishing ownership of programs;
- Maximizing sponsor support;
- Allowing individual organizational representatives to form partnerships with local sponsors to leverage local needs and interests;
- Enhancing the image of sponsors;
- Providing members with an incentive to maximize contributions and support in their local communities;



- Establishing a presence for your program within the community;
- Achieving business objectives/sales volume for sponsors;
- Providing opportunities for national sponsors to gain visibility and recognition of their contributions.

Grant Writing Resource:

BlazeSports webinar – “Grant Writing 101: Key Elements for Success” may be viewed on BlazeTV at: http://youtu.be/ExayDwj6i_l

Federal grant opportunities are available on www.grants.gov

Additional tools and grant writing guides may be found on non-profit resource website such as Philanthropy News Network <http://www.pnnonline.org/>

Searchable grants databases such as NOZA <https://www.nozasearch.com/>

7.3 Target Potential Supporters

Targeting specific supporters can maximize the benefits described above. Community foundations, corporations, local businesses, and individuals likely to support your program could include:

- Companies, institutions, and individuals with a history of supporting programs in your community;
- Companies directly involved in the disability community;
- Sports-related companies;
- General merchandise and local service providers
- Healthcare providers;
- Individuals, friends, family, work associates, committee members, and participants and their families;
- Local and state government grants;
- Service organizations including the Rotary, Lions, Elks, etc;
- Service fraternities and sororities such as Phi Kappa Phi and Push America
 - <http://www.pikapp.org/>
 - <http://www.pushamerica.org/>

There are a variety of ways a local program can establish an ongoing fundraising program with a local sponsor. Some examples are:

Donation per transaction:

A relationship is established with a local sponsor. The sponsor agrees to donate a portion of the proceeds from consumer purchases to your program for a specified period of time. Donations can be structured as fixed or variable contributions, with or without a maximum limit.

Donation with specified purchase:

The sponsor agrees to make a donation to your program for every consumer purchase of an agreed upon product/service. In addition to driving volume of a specified item, donations can be structured to achieve a number of business objectives.

Donation with service sign up:



The sponsor agrees to make a donation to your program when a consumer signs up for new or incremental service.

Cut outs:

The sponsor agrees to sell your program's paper cutouts in the checkout line. Consumers purchase cutouts and the retailer donates all proceeds to your program. Cutouts with consumers' names written on them are placed in a prominent location.

Donation Canisters:

A relationship is established with a local sponsor. The sponsor agrees to place donation canisters in front of the cash register. Consumers are encouraged to place their change in the canister with all donations going to your program.

Round up:

The sponsor agrees to encourage customers to "round-up" their spending to the nearest dollar. All of the proceeds go directly to your program. Retailers can utilize donation canisters to collect the proceeds, or where possible, create a separate cash register key.

Give and get:

When consumers make a donation to your program they receive a discount on purchases from the sponsor. The sponsor determines the minimum amount of the donation and time frame for discount.

Matching donation:

The sponsor agrees to match, dollar-for-dollar, in-store consumer donations to your program.

VIP cards:

The sponsor agrees to offer a VIP card. These cards may be sold for a nominal amount (with all proceeds going to your program) or given away for free. During a designated time frame, every time a shopper presents the VIP card, the sponsor donates a percentage of the purchase price to your program.

Fundraising Resources:

Additional fundraising resources are available through numerous websites targeting non-profits including: <http://library.imaginecanada.ca/> <http://www.charityvillage.com> and www.fundraising.com

7.4 Special Events and Activities

Sports days, sports demonstrations, sports challenges, golf tournaments, and competitions can all be useful as fundraisers, as well as ways to raise visibility and increase participation. When possible, use participants from your program to demonstrate their sport and provide donors with a hands-on appreciation of what your program does.

Competitions can also be used as self-supporting program elements through fees and sponsorships. When organized well, hosting a regional or national event can be cheaper than traveling to one.

Lift-a-thons, wheel-a-thons, walk-a-thons, casino nights, gala balls or dances, showings, product sales and car washes...the list of special event fundraising is endless. The bigger the event the more organization and planning needed. Many programs have fundraising



committees made up of participants, parents, and community volunteers dedicated to creating and implementing special events and activities for fundraising.

7.5 Marketing Support Materials

Individual programs will want to develop marketing materials that reflect their community and participants. These materials should be readily available for potential donors or sponsors. An updated website can serve this purpose as many donors start there when considering giving to an organization. Local programs, when developing an ongoing list of marketing resources, should consider the following items:

- Pictures of athletes and events
- General program information
- List of community program supporters
- Collection of press clippings and other media coverage
- Magazine reprints
- Calendar of events
- Event/activity flyers
- Electronic newsletters
- Video footage

Marketing Resources:

BlazeSports webinar – “Harvesting Your Marketing Genius – How to Message, Track, and Convert” is available to view on BlazeTV at: <http://youtu.be/TL0MsCWFhTc>