



Get going on...



Fundraising Ideas

Are you looking for ways to raise revenue for your club? Consider how these ideas could work in your club....

Food, drinks, or a bar

Depending on your club's facilities having a designated area for snacks and drinks can be a passive revenue maker in your club. This does not need to be complicated, and options such as water, soft drinks, chips, chocolates, and even banana bread and fruit can be offered. Work off an honour system and have clear signage encouraging purchases, how to pay, and prices.

Some clubs have a licenced bar (make sure you meet the Liquor regulations in your state) with the option of purchasing limited amounts of alcohol, soft drinks, and snacks. For clubs that have enough trade consider installing point-of-sale technology for the convenience of your membership and accounting purposes. Also, consider giving your bar a name to create an identity and help promote socialisation and sales.

Website/Social Media Sales

Your website is the foundation of your club's information and is often the first point of contact along with social media that potential members have in assessing if gliding interests them. So, we can also use this time to sell other aspects of our sport such as sponsors, local council support, member business directories, and merchandise that can also assist us in generating revenue.



Business Directories

Selling advertising on your website, communication channels, and/or through a business directory is a good way to generate revenue. Creating a business directory where members, local businesses, or ventures can pay a set fee to advertise their services to your membership. Additional funding can be sought for advertising in newsletters or other forms of club communication.



Merchandise

This can be an awesome way of not only generating revenue by allowing members to proudly market your club in their communities. Merchandise can range from practical clothing attire to fly-in such as long sleeve shirts, bucket hats, and sun-safe polos to branded water bottles/coffee cups, bumper stickers, and phone cases.



Look out for...

Want to build on your fundraising knowledge, take a look at:

Get Going On... *Fundraising Basics*

Get Going On... *Fundraising Hassle-Free*

