Fundraising Ideas for Villanova University Club Sports

Information and suggestions to help your club sports team fundraise!
Alumni and Parent Events
This may include games, homecoming weekend activities, and/or pre-approved banquets:

- Designate a date and time when alumni/parents will be invited to campus to compete against current club members in a game/competition or to participate in a “season kick-off” or “year-end celebrate”
- Secure a facility and decide if officials are needed in case of a game/competition
- This event can be a “friendly” meeting or contest where the goal is to establish good alumni relations by distributing newsletters and donation cards
- A fee may be charged to cover expenses and/or include some small team token of appreciation (i.e. t-shirt, key chain, water bottle, etc.). The fee charged may be able to garner a small profit
- Be cautious with mark-up as these are alums and parents where many of whom have given/will give to the program in the future.
- Recognize that these events do not have to be overly elaborate because most of the alums and parents are just excited to see each other and/or the team.
- Keep it simple and your costs will be lower which will increase your chances for profit.

Time required: Low to moderate depending upon event
Risk: Minimal
Profit: Dependent upon charge and quantity of donations

Silent Auction
We recommend holding this type of fundraiser in conjunction with another event:

- The keys to hosting a successful auction are securing donations and drawing people to the event.
- Donations for the auction can vary from clothing to gift certificates to tickets to athletic events.
- Try to secure a wide variety of prizes to appeal to a larger variety of people.
- Contact the Coordinator of Intramurals & Recreation for forms to acquire Villanova Men’s Basketball tickets or a Villanova Men’s Basketball signed ball.
- Set a date and time for the event and invite numerous people to attend
- In a silent auction, the items are placed on tables throughout the room with information on the item, sponsor, and estimated value. Individuals bid by placing their name, phone number, and bid on the sheet corresponding to each item. After a designated time, the bids are closed and the highest bidder wins the prize. Bidders may bid as many times as they wish on items.

Time required: Moderate to high depending upon solicitation of prizes and pairing with another event
Risk: Minimal, mainly time investment
Profit: Approximately $500 and dependent upon numbers and value of prizes

Hosting a Tournament/Competition
Hosting a tournament or competition for your club sports team can raise money and increase awareness of your activities on campus.

- The first step is securing permission to host the event, reserving facilities, and staffing the event. Use as many volunteers from your team as possible and then hire personnel (contact the Coordinator of Intramurals & Recreation) such as referees, athletic trainers, etc.
- After the date and staffing have been determined and reserved, contact teams to participate. A team entry fee should be charged to cover tournament expenses. Work the numbers in advance to determine the maximum number of teams that can be accommodated and the minimum number of teams needed to break even on expenses.
- Once the participating teams have been determined, a tournament game schedule should be distributed to all participants and advertising of the event can occur. Advertising of the event will increase spectators and add to the overall atmosphere of the event.
- Other revenue possibilities include: tournament program, merchandise, and concessions

Time required: High
Risk: Moderate; depending upon fees for rentals/staff and marketability of the event
Profit: Varies, dependent upon many factors
**Letter Campaign**

Letter writing campaigns can be a very effective fundraiser for all types of clubs.

- When undertaking letter writing campaigns, first determine the target audience for the letter. Generally, it is wise to target individuals that have connections to the club through participation, such as alums, family, friends, or mentors and coaches of current club members.
- When designing the letter, have a specific financial goal in mind such as funding a trip to nationals, a spring break training trip, new team jerseys, etc.
- In addition, make sure to mention that the donation will be tax deductible as long as it donated in the appropriate way (check with the Coordinator of Intramurals & Recreation before initiating).
- The letter should be sent on Villanova University letterhead with a tear-off on the bottom including mailing instructions.
- There are ways to make your letter writing campaigns more successful:
  - Require all team members on the club to give 5 to 10 names and addresses of people that they would like to contact – aunts/uncles, former coaches, grandparents, alumni, etc.
  - Suggest that individuals write a small hello on the form letter – it will personalize the request and takes very little time or effort.
  - Challenge each class (if mailing to alumni) to raise the most money – the class that raises the most gets a free t-shirt for each individual or a thank you page in a media guide, etc.
  - Offer team merchandise to anyone donating over a certain amount – t-shirt, hate, water bottle, etc.

**Time required:** Minimal  
**Risk:** None  
**Profit:** $200 and up; dependent upon the number of people contacted and how much each donates

**Percentage Sales**

Various businesses, usually restaurants, offer percentage-of-sales programs

- Some businesses in the area that have offered this type of program are Chipotle and Hopes Cookies. There are plenty of others as well. Do not be afraid to approach management with the suggestion of such an event.
- This type of fundraiser is a mutual relationship between the club and a business. A date and usually a timeframe is determined jointly by the club and business. Some businesses will only agree to this type of promotion on certain days of the week that are typically slower times. The team then receives a percentage of all food sales for that day and time period.
- The percentage of sales can vary depending upon the business. The idea is to publicize the event to team members, family, friends, alumni, etc. and to generate as many sales as possible. This benefits the business and also the percentage of sales for the club as well.
- Coordination of this fundraiser with an alumni event or competition can elevate sales and greatly increase the amount of money raised.

**Time required:** Minimal  
**Risk:** None  
**Profit:** $100 and up; dependent upon the percentage of sales agreed upon and number of customers