BE VOLUNTEER HAPPY

Boost Fundraising

Ways to boost campaign

Easyfundraising - Earn money when your members shop online

Sell tickets to events

Encourage members to get involved

Reach out to the local community

1. Launch an online fundraising campaign

Set up a product in your club shop, set a target figure to aim for, specify amounts or allow custom amounts, display names of those who've donated or donors can stay anonymous if preferred.

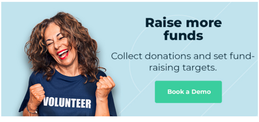
Fundraising potential: £ £ £ £ £

How to get started:

1. Create a fundraising product
2. Promote the fundraising campaign/cause to new and existing members

Useful guides:

Add a fundraising product to your online shop
Ultimate marketing plan to boost fundraising



2. Easyfundraising - Earn money when your members shop online

Using Easyfundraising is a smart way for clubs to earn commission on one-off or regular purchases their members do anyway.

The key to success is ensuring as many member/supporter purchases as possible are tracked via Easyfundraising. Shoppers register, choose their cricket club cause and buy via 4,000+ retailers like Amazon or Tesco.

Clubs who do their buying through Easyfundraising can raise thousands of pounds with no cost to themselves.

Fundraising potential: £ £ £ £ £

How to get started:

1. Start an easyfundraising cause page
2. Create a custom section on Pitchero that explains/promotes how members can use it and the benefit back to the club

Useful guides:

Set up easyfundraising for your club
Create a custom section for your website
Example content from a sports club

3. Sell tickets to events

Selling tickets to events via your club website can really improve fundraising efforts. It brings in funds before the event, locks in commitment of attendees who've paid and is convenient for your members to buy when they want to.

Just create a product in your club shop - include a detailed description of the event - then email your members and nudge them via website articles and social media updates.

Fundraising potential: £ £ £ £ £

How to get started:

1. Organise a really great event that could engage with existing members and increase the profile of the club to prospective members
2. Create a ticket product in Shop and payments for the event
3. Promote events on the website and social media channels

Useful guides:

6 fundraising ideas that really work
How to sell tickets online to your club event
How to automatically post content to social media?

4. Encourage members to get involved

The more members who take part in club life the more fundraising can grow. That's extra volunteers with new ideas and networks of their own.

They can spread the word of events, approach potential sponsors and look to bring in prizes, funds and partnerships.

From sponsored challenges to selling cakes at club events - the more you encourage your members to get involved in fundraising, the greater your chances of raising funds for much-needed club improvements.

Fundraising potential: £ £ £ £

How to get started:

1. Add a fundraising section to the club website, detailing who to contact with ideas to raise money for the club
2. Promote all of your members' endeavors, no matter how big or small. News items are usually the best way to keep people up-to-date with other members' fundraising efforts
3. Encourage members to share the club's content with their family, friends and social accounts
4. Go out of your way to thank everyone who raises funds for the club

Useful guides:

How to get more volunteers at your club
Create member groups (to share content with)

6 Fundraising ideas that really work

5. Reach out to the local community

A club's local community, along with its members and who they know, is hugely important for fundraising.

Getting to know companies, and exploring how to help them, often leads to long-term partnerships with funds, discounts or in-kind support (like free products or services).

Research each business beforehand, think about how your club can support them and get in touch!

Fundraising potential: £ £ £

How to get started:

1. Identify prospective businesses to approach and the key selling points of your club
2. Create fun events at the club that may not directly relate to the sport
3. Use Pitchero's capabilities for your sponsors

Useful guides:

How to increase your club sponsorship
Charity fundraising ideas to galvanise your club
How to promote club sponsors on your website

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