**Tactic 7:** Fundraising Research

**Account Associates:** Hallie Montgomery

**Strategic Statement:**

The purpose of this tactic is to research internal and external fundraising ideas to create a strong financial foundation for the athletics department.

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### **Fundraising Ideas:**

* Jersey Auctions
  + Sell old sports jerseys
* Team Events
  + Host team dinners, breakfasts, or pizza making nights
  + Involve the athletes and their families to support teams by participating in these events
* Alumni Engagement
  + Organize alumni games
  + Invite former athletes to participate with proceeds going towards the athletics program
  + Include alumni donations or sponsorships
* Local Business Partnerships
  + Reach out to local businesses for sponsorship opportunities
  + Businesses could sponsor specific teams or events
* Community Events
  + Host community-wide events like fun runs, golf outings, or sports clinics
  + Encourage local businesses to sponsor the events with proceeds going towards the athletics department
* Sell Ad Space
  + These can be sold in sports programs, on banners in the gym or stadium, or on the athletics department's website.
  + This can be ongoing with local businesses or supporters purchasing ad space
* Restaurants
  + Sponsor programs, 20% or so of proceeds goes to the school
  + Collaborate with a restaurant where your athletic team can cross-promote each other
  + Restaurants you could reach out to that work well with athletes: Little Caesars, Panera, Panda Express, Bdubs, Chipotle, Pizza Hut, Wendys

**Ideas at Games:**

* Raffles or Auctions
  + Raise funds towards the program
  + Gift basket raffles, 50-50, jersey raffle, merch raffle, charity auction raffle, include gift cards, free tickets to games
* Dip-In-Dots Stand
  + Certain teams host a stand where the money goes towards their program
  + Ex: Volleyball hosts a dip-in-dots stand at the basketball game
* Half-Court Soda Shoot Out
  + During half-time of the basketball game, people pay a dollar to shoot a half court shot
  + If they make it then they get a liter of pop of their choice
* Little Games To Do
  + Knockout games
  + Free-throw challenge
  + Soccer penalty kicks
  + Football throwing contest
  + Home-run derby
  + Participants pay a fee to play which goes to the athletic department but winners can receive little prizes
* Photo Op
  + Set up a themed photo booth or selfie station and collect a little contribution
* Merchandise Sales
  + Sell athletic gear and spirit wear

**Ways to Attract Students:**

* Contests and Prizes: Offer rewards or prizes to students who raises the most funds or volunteer at games and contests the most hours
  + Prizes could be Herron athletic gear, gas card, gatorade, food
* Leadership Roles: Allow students to take on leadership roles in organizing and executing the fundraising events
  + Herron Hype could help lead this
* Student Fundraisers: organize bake sales, car washes or do a major saver fundraiser
* Can Food Drive: students bring in canned goods to support a cause
* Shoe Drive: have students bring in shoes and partner with an organization who will provide you with a check

**Online Ideas:**

* Collect donations on the athletics website
* Ask for donations during registration
* Sell team merch online
* Host an online auction
* Sell online raffles
* Get sports grants
  + USAfundingapplications.com, tryflipgive.com, indianasportscorp.org