1. **Online Donations/Donation Letter Campaign**

Letter writing campaigns and online donations can be a very effective and easy fundraiser for all clubs. When undertaking donations, first determine the target audience. Generally, it is wise to target individuals that have connections to the club such as family, friends, alums, or mentors and coaches of current club members. Campus Rec will be able to get you alumni addresses, but clubs tend to have the most success with online donations when postings on team and individual social media outlets. Online campaigns are more effective than sending actual letters and saves money on stamps.

When designing the letter, have a specific financial goal in mind: funding a trip to nationals, a spring break training trip, etc. In addition, make sure to mention that the donation will be tax deductible (#026000937).

Here are ways to make donation campaigns more successful:

1. Require everyone on the club give 5-10 names & addresses/emails of people that they would like to contact – aunts/uncles, former coaches, grandparents, alumni they know.
2. Suggest that individuals write a small hello on the form letter – it really personalizes the request and takes very little time or effort. The note can just be “hi, really miss you, school/season is great, thanks, and a signature.
3. Challenge each class (Sophomore, Junior etc.) to raise the most money.

For online donations, follow the instructions below:

1. Visit the website: [http://campusrec.unh.edu/sport-clubs](http://campusrec.unh.edu/sport-clubs) and click on *Donate to Sport Clubs*
2. Under *Giving Opportunities*, click on *Select Additional/Multiple Funds*
3. Select the club you wish to donate to along with the amount

** Donations MUST be used for the good of the entire club, not on behalf of a select individual**

To thank donors, student leaders must complete the disclosure agreement form below [https://unh.az1.qualtrics.com/jfe/form/SV_6y60Fp29Gh05ZVX](https://unh.az1.qualtrics.com/jfe/form/SV_6y60Fp29Gh05ZVX)

Risk: none

Chance for Success: unlimited! Dependent on amount of donations
Hello Friends, Family, and Alumni,

The 2014-2015 season has been very exciting! Not only did we capture our fourth YSCC Championship this fall, but we also began our first season in the acclaimed National Club Softball Association (NCSA). As members of the NCSA, we are playing more games of greater competition throughout the North East. While our team has gained a greater appreciation for time management and commitment, we have become more aware of our budget as well. This league requires additional travel, overnight stays, and practice costs that we are working very hard to fund.

Having experience with the game, you know how quickly a team becomes a family. We are working to support each other through various fundraisers and to support the community through clinics and outreach. However, if we wish to continue in the NCSA for the upcoming seasons, with the ultimate goal of traveling to regionals representing the University of New Hampshire, we are going to need your help!

We would greatly appreciate any donations that you are capable and willing to make. Simply donate by returning the enclosed card with your tax-deductible donation to UNH Campus Recreation at:

UNH Campus Recreation
ATTN: Club Softball
5 Edgewood Road
Durham, NH 03824

You are under no obligation to respond to this letter; however, we would like to extend a personal thank you for your time and consideration of this request. To those of you who have supported us in the past, we give you our most sincere gratitude for allowing us to continue to play the sport we love!

Sincerely,

The University of New Hampshire Softball Team
2014-2015 Federal Tax ID # 02-60000937
2. **Alumni Event**

This may include games, homecoming weekend activities, and/or banquets.

Designate a date and time when alumni will be invited on campus to compete against current club members in a game/competition, or simply to participate in a “season kick-off” or “year-end” celebration. Reserve a facility and decide if officials are needed in the case of a game. The event can be a “friendly” meeting or contest where the goal is to simply establish good alumni relation. A fee or donation may be encouraged to cover expenses and/or include some small team token (t-shirt, water bottle). The fee charged may also be used to garner a small profit. Recognize that these events do not have to be overly elaborate because most alums are just excited to see each other and/or the team and to hear about how the club is doing! Keep it simple. This will keep your cost down and increase your chances for profit!

**Risk:** minimal

**Profit:** dependent upon charge and # of donations

3. **Clinics/Camps**

Hosting youth, age group, or high school can be a great fundraising tool (and help in recruiting future club members as well). Determine the type of clinic that you would like to host [skill level(s), age group] and dates. Secure the site and facilities necessary (at least 2 months in advance) and work with your Point of Contact to undergo a Background Check and Protection of Minors Training. Advertising is a key element in the success of these events, so get the word out!

Other considerations include: parental release forms, athletic training needs, and/or complementary items to be distributed to participants (consider t-shirts, hats, water bottles). The team may consider selling concessions and/or merchandise to raise additional funds.

**Risk:** minimal to moderate – depending upon expenses

**Profit:** varies based on number of participants and fee assessed but can be rather profitable if marketed properly
4. **Parent’s Association Grant**

The UNH Parents Association awards grants to student organizations for projects that benefit scholarship, student learning, enhancement of UNH and the university community. The maximum award is $4,000. The awards are given only to proposals that are intended to have an impact on the university community and not typically undertaken by the university itself. Funds are often used as seed money or as matching money for projects. Because money for these awards is funded by endowments with gifts from UNH Durham undergraduate parents, the awards are only available to currently-enrolled UNH Durham undergraduate groups. Late and online submissions will not be accepted. The grants are awarded in December. Call 862-0888 for more information.

**Proposal Must Include**
- Application
- No more than three pages of additional information including a detailed budget outlining specific proposed expenditures
- List of all sources of support, financial and non-financial, and a specific dollar amount requested from the UNH Parents Association.
- Approval of their appropriate dean or department chair to provide an administrative recommendation as a sponsor. Sponsors must sign and comment on the proposal being submitted.

**Grant Writing Workshops:** All Grant Writers are strongly encouraged to attend a grant-writing workshop (Location TBD). No RSVP required, just come to the one that suits your schedule. Dates will be released in the Fall.

**Grant Criteria:** The UNH Parents Association will be considering the following in evaluating submitted proposals:

- Overall quality and merit of proposal, how it affects students, UNH and the university community.
- The number of students and other campus community members that will be directly and indirectly impacted by your proposal.
- Specific efforts to bring the program or program results back to UNH and the university community.
- Benefits to scholarship and/or student learning and/or enhancement of the quality of UNH, and the university community.
- Long term impact of the proposal for the students, UNH and the university community.
- Serious efforts to obtain alternative/additional means of support.

**Time Required:** moderate- dependent upon amount of research and type of grant

**Risk:** none
5. **Hosting a tournament/competition**

Hosting a tournament or competition for a sport club can raise money and increase awareness of your activities on campus. The first step in hosting an event is to secure permission to host the event, reserve the facilities, and begin staffing the event. Use as many volunteers to staff the event as possible and then hire the personnel (referees, athletic trainer, etc.) that you are not able to provide.

After the date and staffing needs have been determined and reserved, contact teams to participate. A team entry fee should be charged to cover tournament expenses and also generate money for the club. Work the numbers in advance to determine the maximum # of teams that can be accommodated and the minimum # of teams necessary 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: concessions, and merchandise (both team and/or tournament specific gear are options).

**Risk:** moderate – dependent upon fees for rentals/staff and marketability of the event

**Profit:** varies dependent upon many factors but most clubs charge about $200-300 per team!
6. **Percentage-Nights**

Various businesses, usually restaurants, offer percentage-of-sales programs. Some businesses in the area that have offered this type of program are Chipotle and Flatbread Pizza in Portsmouth. There may be others as well and don’t be afraid to approach management with the suggestion!

This type of fundraiser is a mutual relationship between the club and business. A date and a timeframe is determined jointly by the club and business. Some businesses will only agree to this type of promotion certain days of the week that are typically slower times. The club then receives a percentage of all food sales for that day and time period. The percentages of sales can vary from 5 – 20% depending upon the business. The idea is to publicize the event to club 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 the amount of money raised greatly. Work with your Point of Contact, as you CAN NOT give businesses a tax ID information as this is a fundraiser, not a donation!

**Risk:** None

**Profit:** dependent upon the percentage of sales agreed upon but $100 and up
7. **Work Weekend**

This fundraiser uses club members as a “labor force for hire”. In exchange for services, a fee is collected. For example, clubs can charge $100 for a full day per person or $50 for a half day of work as the set base rate. The set base rate is NOT a charitable deduction. If the person paying for the work pays more than the base rate, whatever they give above that base rate IS considered a charitable deduction. When offering these types of services, the language should always be “base rate” and not “donation.”

**What to Do**

Determine a date for the event and include a rain date. Usually those who contract team members are looking for assistance with outdoor tasks. These may include: raking leaves, painting, cleaning windows, stacking firewood, assistance in boxing items, etc. In addition to a date, the length of time must be determined.
- Will the fundraiser last for 1 or 2 days?
- Will you offer ½ and full days of labor?

Then, determine the fee that will be charged and the number of “jobs” your work force will be able to complete successfully.

Advertise the work weekend throughout campus and the community. Once the work orders begin to be submitted, a work schedule and driving plan can be determined.

The club is responsible for creating a Google Doc registration and is directly responsible for organizing the event (Point of Contact is glad to set up a meeting to help initially!). After the shift ends, make sure a check is made out to UNH with the clubs name in the memo line.

Additional donations/tips for services above and beyond may be accepted.

**Risk:** minimal

**Profit:** unlimited – depending on # of workers and days of fundraiser
8. **Whittemore Center Changeover & Football Clean Ups**

Throughout the year, there will be opportunities to sign up for Whit Changeovers, assisting with tear down and set-up of events that take place within the arena. Members will be paid $8.50 an hour to assist which will be transferred to the clubs account. The shifts can often be at late hours of the night but many clubs have expressed that it is a great team-bonding opportunity and a great way to earn a few hundred dollars.

Before and after UNH Football games, there is an opportunity for clubs to make $500-600, cleaning up after home football games. You’ll need 12-15 club members to work the event or you can combine with another club and split the generated money. Athletics will typically request that 3 of the workers arrive at game-time and the rest of the members arrive 2 hours after kick-off.

**Risk:** minimal

**Profit:** up to $600 per football clean-up and a few hundred for Whit Changeovers

9. **Clothing Sales**

Merchandise: Sales can include T-Shirts, sweatshirts, shorts, hats, water bottles, car decals, etc. Our approved vendor, BSN, is able to set up club stores that allow anyone to purchase the above merchandise. The BSN rep will assist you in putting whatever merchandise you want on the site. He/she will then give you a link to share with others that will direct them to your team specific store. Purchasing merchandise works the same way as buying something off of nike.com etc.

**Risk:** Minimal

**Profit:** Dependent on the number of items sold, $500-$2,000
10. **Tournament/Outing for Community/University Members**

Hosting an event for the public can generate interest and raise money for your club. The Mens Club Hockey team hosts a golf tournament at the beginning of first semester and bring in a large amount of money.

The first step in this process is to determine the costs involved. Contact area golf/tennis facilities and/or obtain numbers on what rental fees are for your event. The break-even point and registration fees for the event need to be determined by the costs. Determine a date for the event and then advertise, advertise, advertise! This is especially necessary for a new event. Contact parents, alumni, university faculty/staff, and community members to assist in advertising. It is important to have club members recruit entries to achieve the ideal number of participants.

An event of this type may combine a number of fundraising opportunities including sponsors, selling of merchandise, raffle, etc.

**Time:** High  
**Risk Moderate – Choosing the correct event and date and advertising are key factors!**  
**Profit:** $500-$2,000

11. **Selling unused equipment on Surplus**

If the club has old equipment or gear they that is no longer used, work with your Point of Contact to sell the items on UNH Surplus. All equipment/gear must be sold on UNH Surplus but you can share the link via email or on social media outlets to get the word out!

**Time:** Low  
**Risk Moderate – Choosing the correct event and date and advertising are key factors!**  
**Profit:** $500-$2,000