



# FUNDRAISING GUIDANCE

## 1. INTRODUCTION

Fundraising is a vital aspect of any Supporters Trust's remit and questions of how to effectively fundraise, sources of funding and suitable projects for Trusts to raise funds for is one that is debated widely throughout the movement.

Supporters Direct have put together a fundraising guide to offer some ideas and suggestions as to the best way forward when your Trust is planning its next fundraising drive.

## 2. WHY IS FUNDRAISING IMPORTANT?

Fundraising helps your Trust raise money for suitable community projects, to increase Trust reserves, fund purchases of shareholdings at the club or, in some cases, help Trusts take ownership of their clubs. Fundraising can also be a great way for Trusts to increase their profile with the club, supporters and the community around them.

A fundraising project can also be a fantastic way to bolster the objects of the Trust with members and non-members alike. It can increase Trust membership and encourage wider engagement from the community on Trust projects.



“It’s pretty much money for nothing. Members shop via the website when they purchase online and the Trust receives a percentage every quarter. Only work is promotion here and there.”



### 3. FUNDRAISING AREAS

There are many different types of fundraising and in this section, we will highlight some of the main ones and provide some examples from the movement.

#### 3.1 Partner Funding

##### *Easyfundraising*

Easyfundraising is a shopping directory listing well known online stores including Amazon, NEXT, Debenhams, John Lewis, Toys R Us, HMV and over 500 other top name stores. Whenever you shop with any one of them using the links provided on the easyfundraising site, you’ll generate a free donation for your Trust of up to 15% of the purchase price every time!

For example, spend £25 online with WHSmith on books and 2.5% will be donated directly to the Trust. You will have raised £0.63, with no extra cost to your purchase. Make any purchase from Amazon and 2.5% will be donated. Insure your car with Aviva and raise £30.00, or purchase a mobile phone from O2 and earn £17.50, and so on. It might seem like small amounts, but with thousands of Trust members making regular online purchases the amounts will soon add up.

##### *Case Study: Mariners Trust*

**What it is:** The Mariners Trust signed up and displayed the easy fundraising scheme on their website.

**Resource required:** One person can set this up and it requires very little resource from the Trust.

**Main Benefits:** Income for very little work.

**Three top tips:** Ensure your website is linked correctly.

Make sure your members know about it.

Research benefits and sites most appealing to your members.

If you would like to know more about this project please contact:  
<https://www.easyfundraising.org.uk> or  
[hannah@marinerstrust.co.uk](mailto:hannah@marinerstrust.co.uk)

## 3.2 Crowdfunding

### Donations

Donations can be a simple way to encourage trust members to support a project the trust is working on and the amounts raised vary widely. Here is a great example of a funding raising project that smashed its target. You can also look at rewards based donations too to incentivise people to give money at different levels.

#### Case Study: Leeds United Supporters Trust

What it is: Justgiving crowdfunding project to raise money for Leeds United mural on the Lowfields Road underpass. [https://www.justgiving.com/crowdfunding/leedstrustesa?utm\\_id=92&utm\\_term=Dnva9yW6Y](https://www.justgiving.com/crowdfunding/leedstrustesa?utm_id=92&utm_term=Dnva9yW6Y)

Resource required: We work as a team of 12 and everyone was involved but we mainly utilised our social media presence, but I'd say 4 people would be the minimum.

Main Benefits: Justgiving is great because people usually already have accounts so it's easy for them to donate. It uses Paypal and it's transparent - everyone can see what you've raised and how close you are to your target.

Three top tips: If you're using Justgiving, you'll need to add around 6% to your target as they take a cut and deduct payment charges.

Set mini milestones, e.g. 'We only need £109 to get to our first £1000'.

Contact any public figures you have connections with: celebrity fans, local MPs, etc., particularly if your own network isn't particularly big.

If you would like to know more about this project please contact:  
[danielle@leedsunitedtrust.com](mailto:danielle@leedsunitedtrust.com)

"Our target was ambitious and we thought the effort needed to reach it would be huge, but if people buy into you as an organisation and what you're trying to achieve, you'll find they can be incredibly generous! We gave ourselves a month to raise the money but we raised it all in just 6 days!"

### Draws/Lotteries

Lotteries that have a monthly subscription are fantastic fundraisers because the regular committed money is something you can rely on when budgeting once the lottery is established.

#### Case Study: Dons Draw Lottery

What it is: A weekly cash prize draw that has been run since 2004 raising over £700,000 and paying out over £250,000, as well as some great non-cash prizes.

Main Benefits: By having people set up on Direct Debit it makes it much easier to predict how much money will be raised, as well as making it easier for volunteers to manage.

"The Dons Draw has provided vital funds for the club over most of our history",  
**explained Matthew Breach,  
Chairman of the Dons Trust.**

"Initially targeted at the ground improvements necessary to be able to reclaim our place in the Football League, more recently the funds raised have been allocated to the Academy and have contributed to their successes leading to the superb FA Youth Cup run this season and the increasing presence of home grown talent in our first team squad."

### 3.3 Events

Events can be anything from an end of season dinner, to a celebration of a specific event or person, a community awards evening, celebrity football match or even a beer festival! Get creative, the more appealing to the local community your event is, the more successful it is likely to be. With such events there is always a lot of effort, and high risk, involved, but in almost all cases there is also substantial reward.

#### **Case Study: Fulham Supporters Trust Annual Dinner**

What it is:

The Fulham Supporters' Trust held a successful end-of-season dinner for Fulham fans at Craven Cottage in May. It was the first end-of-season event for supporters in more than a decade – and was an excellent opportunity to promote the work of the supporters' trust to a wider audience.

**Guests were treated to a three-course meal with speeches and Q&As sessions from:**

Alistair Mackintosh, chief executive (Fulham FC)

Huw Jennings, director of the Fulham FC academy

Tony Khan, vice-chairman, Fulham FC

Sean Davis, former Fulham midfielder

The initial intention of the evening were to promote the work of the supporters' trust to a wider group of Fulham fans and to allow supporters to come together and reminisce about the best parts of the season. It did, unexpectedly, turn into a bit of a fundraising opportunity.

**Resource required:** In order to secure the venue, the Trust had to put down a rather large deposit with Fulham's catering partners (around £1,500) and sell tickets independently of the Club. This had an impact on the price point

they had to charge, but in order to make the event accessible to Trust members and non-Trust members alike, the Trust Board made the decision to add a £10 surcharge for non-members, affording them the option of Trust membership for the forthcoming year. They were able to sell out all the tables and enjoy an excellent evening.

In terms of preparing for the dinner, making the initial arrangements, promoting the event itself, sorting out the tickets, seating plan and arrangements for the evening did all take a significant amount of time and effort. Two Trust board members were designated as event coordinators and a separate email address was set up so as not to detract from the day-to-day Trust administration. In advance of the event, they promoted the dinner on the Trust's website, email list, on all the main Fulham fans' forums and in the programme at the last home game of the season.

**Main Benefits:**

The Trust eventually made a profit from ticket sales and from an auction that featured a signed 2016/2017 first-team shirt and a signed copy of former Fulham striker Louis Saha's autobiography, kindly donated by the Club and the player himself.

**Top tips:**

The success of the event also hinged on the venue and the participation of current Club officials and a former player who has been very helpful to the Trust.

It helps to have some of these avenues open to you, but we would strongly urge any Trusts to look at the potential of running events for the fans, especially in a situation where the Club doesn't do this as a matter of course.

“Since the success of the dinner, we have been inundated with positive feedback and are planning further events throughout the forthcoming season. These will range from Q&A nights to a repeat of the end-of-the-season making sure that there is a wide ranging offer for all types of Trust member. I would be happy to discuss the logistics and experience of organising these sorts of events with any Trust who would be interested in having a further conversation.”

If you would like to know more about this project please contact:  
[info@fulhamsupporterstrust.com](mailto:info@fulhamsupporterstrust.com)



### Case Study: Forever Bury Beer Festival

What it is: The Annual Forever Bury Beer & Cider Festival – at the end of each season.

Resource required: It is mainly organised by one person and it takes several months of finding as many sponsors as possible and sourcing all the beers, ciders, bottles and entertainment plus pulling all the artwork together for the programme. In March, they get around to advertising it and actually putting the festival together and at that stage it becomes a four man job. They spend 4 weeks getting out and about with posters and flyers all over the Greater Manchester area and around 6 days to get the rooms sorted and everything set up ready to start.

Over the years they have built up all their own kit and we put 55 real ales on with 25 on hand pump with the rest on tap. They also have around 15 – 20 ciders and an extensive bottle bar for the 3 day event and when they open the doors we need more volunteers to man the entrance and various bars.

Main Benefits: It has been their main fund raiser over the years and the 12 Festivals to date have raised £146,904.00.

Three top tips: It takes a year to put together so please give yourselves plenty of time.

Get local breweries involved as they may be able to source beers for you.

Provide a range of sponsorship options and contact every business in your area to try and get them involved.

“Make sure to have fun and one thing we do is ask people to turn up on the Saturday afternoon session wearing their club colours.”

If you would like to know more about this project please contact:  
[davegiffard@talktalk.net](mailto:davegiffard@talktalk.net)





### Case Study: Mariners Trust

What it is:	A celebrity match.
Resource required:	5 people and a significant amount of effort! Promotion, organising every little detail. In the run-up it was a full time job.
Main Benefits:	Raises profile of the Trust, raises lots of money for charity and Trust, involves the community.
Three top tips:	<p>Have a very detailed timescale from the start.</p> <p>Organise a sub-committee with specific roles.</p> <p>Prepare for the unexpected!</p>

“As Jack Whitehall was involved it caught the attention of those that wouldn’t normally be interested in football, that led to them visiting Blundell Park and getting a feel for what Grimsby Town is about. Hopefully the Trust can then turn this into membership and more regular visits to the club.”

If you would like to know more about this project please contact: [kristine@marinerstrust.co.uk](mailto:kristine@marinerstrust.co.uk)

### Top Tips for fundraising

- Engage with the local community to identify needs.
- Establish clear priorities.
- Work with local partners; i.e. Councils; Health Bodies; Charities; Community Groups.
- Link activities to the Club brand.
- Measure and report outcomes.
- Use social media to promote activities.
- Share best practice within the SD Club network.

## 4. SUMMARY

This guidance has been designed just to give you a few starter hints and tips on fundraising. If you have any you would like to add or have recently carried a fundraising project that you would like to share with us, please drop us a line at: [enquiries@supporters-direct.org](mailto:enquiries@supporters-direct.org).

**SD**

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