

As a coach, you have a major influence on your athletes. Not only will you affect the development of their skills and long-term enjoyment of the sport, you will also play a role in their development as individuals. It is important that you have effective resources to help you.

The Coaching Association of Canada, in partnership with the national sport organizations, compiled the following coaching tips.

Fundraising



General Tips for Fundraising:

- Assess the needs of your organization.
- Know the federal and provincial/territorial regulations set for not-for-profit fundraisers.
- Brainstorm for original ideas. Come up with new and original ideas.
- Go after larger corporations first – think like a business when approaching them.
- Do not set your mind on just getting money – equipment and in-kind donations are valuable too.
- Research government grants or bursaries.
- If holding a special event be sure to contact all local media.
- Call other clubs and organizations and see what kind of fundraisers they have been successful with in the past.
- Plan the fundraiser down to the last detail.
- Be sure to advertise.
- Try not to ask for too much money at one time.

Steps to Successful Fundraising:

STEP ONE – STARTING OFF

- Assess and determine your organization's fundraising needs.

STEP TWO – WHAT NOW?

- Based on those needs, pick the ideal fundraiser.

STEP THREE – PLANNING YOUR FUNDRAISER

- Set an objective.
- Set a deadline.
- Organize and know the group you are working with.
- Motivate your group – constantly.
- List as many potential customers as you can before you even start to approach people.
- Know your cause.

What Types of Organizations should you Approach?

Local Club

- Stick within your community.
- Approach local businesses – you, your members, your athletes, and their parents are their potential customers.
- Approach businesses and organizations that will receive direct and indirect benefits from sponsoring your team or organization – potential customers, community-awareness, etc.

Provincial/Territorial Sport Organizations

- Think on a larger scale.
- Approach businesses that have (head) offices in your province/territory.
- Approach businesses that have a large target market in your province/territory.
- Make sure the businesses you approach are ethically appropriate for the age and particular group you represent.

