

5 THINGS TO AVOID IN YOUR NEXT SOCCER FUNDRAISER

By Jeff McIntyre

Are you struggling with the “formula for success” in your soccer fundraisers? To make your next fundraiser a success, you need to ensure you generate quality income and enthusiastic participation from others.

Here are 5 things to avoid:

- 1** This is a no-brainer, but one of the most common mistakes made in fundraisers. If you have to make an investment in a product or service, do not invest in something that will not guarantee at least a 100% return on your money.

DON'T: Create a bunch of custom car flags that cost you \$8/each, only to turn around and sell them for \$10/each. Too much work and effort goes into the fundraiser to only generate this small of a return.

DO: Find a product/ service that you can customize, it will allow you to sell at a premium with your target audience, ensuring a 100% return. Pre-sell the product/service if there is production time involved to avoid wasting any valuable selling time.
- 2** Don't get stuck in the “old-school” boring fundraiser rut. There are tons of other fun and money-generating ideas that you can use, besides the car wash, candy bar sale, and walk-a-thon.

DON'T: Conform to the old standards of fundraising. Remember, the players, parents, coaches and administrators have to want to participate in order to make it a success.

DO: Think outside of the box. How about custom soccer scarves, set up a fundable.com site, sell action photos online, sponsor-a-player kit, etc?
- 3** Whatever you do, don't try to do everything on your own. This is a club/team benefit and therefore needs to be a club/team effort.

DON'T: Try creating the fundraising ideas, getting everything set up and promoting/selling your ideas without enlisting the help of others

DO: Assign roles/responsibilities to players, parents, coaches and administrators. NOTE: Leverage your sponsors as well. Many times your sponsors will offer to pay for products that include their logo/ad. It's an advertising opportunity for them and your chance for an even better return.
- 4** Do not assume that your fundraiser will sell itself. A lack of a sales strategy will only bring frustration if you get stuck with a garage full of products no one is buying.

DON'T: Assume that if you “build it, they will come” with any fundraiser.

DO: Set up FREE online sales via BigCartel, Paypal or team shop. Assign sales responsibilities i.e. every player is responsible for selling 10 items. Set up a merch table at games/tournaments. Email an order form to all the parents/contacts in your database.
- 5** In the words of the legendary Jimmy V. “Don't give up, don't ever give up”. Fundraisers are not always easy, and not always as successful as you had in mind. Be creative and keep trying new things to keep it fresh. If you do find something that was a resounding success, repeat it next season.

DON'T: Give up! Fundraisers will always be part of the equation. Keep trying and I'll guarantee you'll succeed.

DO: Keep things fresh and exciting. If you are creative, positive and enthusiastic about your ideas, others will share in your enthusiasm and work harder to make it a success.

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Ruffneck Wear specializes in custom soccer scarves for fundraisers, club merchandise and corporate promotions.