



FUNDRAISING: A RESOURCE FOR TEAM LEADERS

The websites and resources listed in this document are by no means recommended as preferred by USQ, but rather only to give members and the community an idea and example of the fundraising opportunities available.

CROWDFUNDING

Platforms:

<https://www.indiegogo.com/> (can opt to accept less than target goal in return for greater revenue share going to platform)

<https://www.kickstarter.com/> (need to hit target goal or receive nothing)

Forbes Crowdfunding Tips:

<http://www.forbes.com/sites/chancebarnett/2014/07/03/7-crowdfunding-tips-proven-to-raise-funding/>

Entrepreneur.com Crowdfunding Tips:

<http://www.entrepreneur.com/article/232301>

Tips from CEO of Indiegogo:

<http://techcrunch.com/2013/10/29/crowdfunding-tips/>

Summary Tips:

- Spellcheck and proofread! Prove to the public that some effort went into the preparation of your campaign.
- Include relevant photos and videos.
- Update the page and your followers regularly throughout the campaign.
- Review past quidditch team campaigns- neither Kickstarter nor Indiegogo take down pages. Did the teams reach their goals? What are the differences between a successful and unsuccessful campaign?
- Do not have too many perks- it's overwhelming!



- Plot your price points carefully, making sure that you are receiving enough funding to cover the material perk (if applicable), as well as offering enough variety to your funders.
- Have your immediate network ready to donate as soon as the campaign launches; they should be able to help you raise ⅓ of your goal within the first few days. This success will spur on the donations of others.
- Consider targeting your rewards to your local audience; the national online quidditch community is saturated with team gear and clever quidditch tees.

A few more local perk ideas:

- An hour of one-on-one study time with a hard-to-schedule professor.
- Gift cards and/or merchandise donated by local restaurants and small businesses.
- A night of car service and sober driving by players.
- An afternoon of yard work and cleaning.
- A quidditch photo shoot.
- A player-led quidditch workout session at the local gym.
- A moving crew made up of the team!

T-SHIRTS

For teams that do have a classy logo design, a winning tee idea, or at least a passionate and loyal community, there are a few options for merchandise production and sales.

If you have enough cash on hand, you can approach a local printer and order a number of shirts to sell within your community and online (and possibly even as an additional crowdfunding campaign perk!).

For those without the upfront capital, sites like TeeSpring (<http://teespring.com/>) can help. CafePress (<http://www.cafepress.com/make/design-your-own>) is another option.



*Be wary of copyright infringement and make sure you have the permission to use any artwork, logos, or university names before printing.

DIRECT SOLICITATION

Once or twice a year (you don't want to overburden your network or disengage them for future seasons), each player should send a letter, email, or phone call to 5-10 of their close family and friends to ask for their support of the team. You should be specific in your ask, letting your contacts know exactly what their gift will be funding- new equipment, new uniforms, World Cup travel, field rental, etc. Do not forget to send a handwritten thank you note immediately following receipt of the gift!

ALUMNI NETWORK

Even if you are a newer team, make sure you have the structure in place to begin soliciting and updating your former players and captains as soon as they graduate. Keep them updated on the team's successes and challenges throughout each season, and make a limited number of asks each year for financial support. As your alumni network grows, so does the opportunity for more meaningful contributions as your former players begin to earn money in the American workforce.

RESTAURANT NIGHT

Local restaurants often host profit share nights to benefit local charities and organizations. 10-20% of the night's proceeds (generally when customers show your group's coupon or mention your group's name) will go back to your team! Ask your local restaurants if they would support this type of event, but generally the following chains are a good place to start:

- Boston Market
<http://bostonmarket.com/fundraisers/index.jsp?page=instore>
- Chili's <http://www.qdi.com/chilis/chilis.htm>
- Chipotle http://www.chipotle.com/en-us/talk_to_us/fundraiser_donation/fundraiser_donation.aspx



- Friendly's <http://www.friendlys.com/about-friendlys/fundraising>
- Panda Express <https://www.pandaexpress.com/Fundraiser>
- Pizzeria Uno's <http://www.unos.com/raisers.php>
- TGI Fridays <http://www.fundraiseattgifridays.com/>

Keep in mind that a number of these restaurants do need the participating group to be a nonprofit organization; if you are a school-affiliated organization, talk to your club advisor about how you might utilize the school's nonprofit status to facilitate your restaurant night. If you are a community group, you might consider applying to the IRS for nonprofit tax-exempt status (be warned- it is a lot of extra work and responsibility, especially in terms of tax and general liability). Talk to a USQ staff member if you're interested in exploring this option further and would like to learn more about the process.

YOUR SCHOOL

If you are a school team, make sure you explore all possible funding and fundraising opportunities available with your university or high school. Generally, you'll be able to apply for a certain amount of funding every year, and the administration might have a little more available for emergency or hosting purposes.

Ask about in-kind donations from your school, too! If you are hosting an event, they may be able to provide athletic trainers, facilities, and chairs and tables for free.

Schools also have other ways for their clubs to earn money. Many universities allow groups to clean stadiums after a big game, and universities and high schools alike often allow groups to run the concession stand during an event in order to keep a percentage or all of the profits. (Some local professional sports teams even allow outside sporting groups to run their concessions as a fundraising effort- you'll never know if you don't ask!)



IN-KIND DONATIONS

Reach out to local vendors and businesses to see if they may be able to help you by donating food, services, or gift cards in exchange for some publicity.

HOST EVENTS

Consider hosting a “yule ball” or other social event for which you can sell tickets to raise money, as well as awareness, for your team.

SPONSORSHIPS

Create a one-sheet and/or packet that succinctly and effectively promotes your team to potential partners and outside parties. Research companies whose missions align with your team’s, and reach out to them with your information in order to offer them the unique opportunity to sponsor a growing team in a new sport. Have a conversation with interested parties in order to determine what they might hope to benefit from your relationship; most companies probably do not want free tickets to a game, but rather prime logo placement on your website or jersey, as well as frequent promotion via social media. For this reason, it is important to develop a robust social media network for your team.

Do not be afraid to fight for a good offer or reject an offer that doesn’t seem like a good fit for your team.

GOOD LUCK!