Fundraising Resource Guide

UWF
University of West Florida
Sport Club Program

Sport Club Program Fundraising Guide
### INTRODUCTION
Before you get started on any fundraiser, it is important that you review this section. It covers areas such as how to use the guide, what Recreation and Sports Services expects from you, and some tips that will help your fundraiser run smoothly.

### FUNDRAISING TIPS:
- 15 Common Fundraising Mistakes – page 3
- Fundraising Publicity Tips – page 4
- Easy Fundraiser Tips – page 5

### SECTION ONE: Self Organized Fundraisers – page 6
These fundraising ideas are designed to be completed with no outside help. This means that all the ideas in this section can be planned and implemented without relying on a fundraising company.

1. Letter Drive to Friends and Family
2. Letter Drive to Alumni
3. Letter Drive to Companies
4. Sponsor a Dinner
5. Car Wash (Also Boat or Dog Wash)
6. Finals Survival Kits
7. Garage Sale
8. Seasonal Specialty Item Sale
9. Krispy Kreme Doughnut Sale
10. Publish a Club Cookbook
11. Bingo Night

### SECTION TWO: Weekend Long Fundraisers – page 20
Included in this section are fundraisers such as alumni weekend, parent’s weekend, and various tournament ideas. Take note that these are fundraisers that take a lot of time and organization on the part of your team.

1. Parent’s Weekend
2. Host a Tournament
3. Marathons, Biathlons, Triathlons, Fun Runs
4. Skills Clinic

### SECTION THREE: Candy & Baked Goods Sales – page 28
In this section, you will be able to find candy that sells for $0.50 to $2.00 a piece. Also included in this section are all kinds of edible products such as cookie dough. These are easy fundraisers to do when your team does not have any money to invest in a fundraiser.

1. Candy Assortments
2. Lollipop Sales
3. Frozen Gourmet Cookie Dough

### SECTION FOUR: Additional Resources – page 33
15 Common Fundraising Mistakes

Mistake #1 - Lack of planning
Don’t wait until the last minute to organize and plan your event. Waiting until the last minute causes confusion and a lack of communication. Make the proper preparations before the deadline for the event so everyone will be prepared.

Mistake #2 - Repeating the same fundraiser
The first idea that comes to mind when we hear the word fundraiser is car wash! We have all participated in fundraising car washes. Have you ever gone back and researched how much profit is actually gained from previous fundraisers? The goal of fundraising is to increase profit not break even. Don’t let a fear of the unknown (fundraising) be a determinate to try something new.

Mistake #3 - Not enough help
Too often the same individuals end up doing all the work. To increase your volunteer base, set defined roles and responsibilities for volunteers. Try not to burn out your volunteers. At the beginning of the year, ask volunteers to sign up for roles in each fundraising project. You can also set shifts so volunteers will work 2, 4, or 6 hour increments.

Mistake #4 - Low quality merchandise
Ask yourself if the product is something you would buy, and at what price you would buy it. The idea is to buy at wholesale prices and sell at close to retail, not at twice retail.

Mistake #5 - Inadequate sales preparation
Give directions. Make sure participants understand what is expected of them. Each participant needs to have a set goal and should know what and how to achieve it. The result of inadequate sales preparation may lead to missed opportunities, lost payments, and mistakes on order sheets that may be costly and time consuming to fix.

Mistake #6 - Poor support materials
Brochures and flyers are an important marketing tool. A lack of supporting material or poorly written material reflects badly on your club or organization. If the fundraising supplier’s material is insufficient, develop your own. Having a flyer that the potential supporter can read gets the message across much quicker than your sales team can say it.

Mistake #7 - No sales script
Write out a sales script that outlines your club’s specific needs and goals for the fundraising effort. Give each volunteer a copy of the script and have them practice with friends and family members. For more practice use meeting times to role play with the script. Familiarity with the content will give volunteers the confidence to reach their fundraising goals.

Mistake #8 – Weak internal communication
A lack of communication between organizers and volunteers will hamper the fundraising effort. Communicate fundraising goals and results to all participants. Often times, volunteers are unaware of the final results of the fundraiser and are left wondering if their fundraising efforts were enough to reach the set goals. This kind of communication problem can create a strong drag on profits.

Mistake #9 – Lack of publicity
Advertising works. Raise community awareness by displaying flyers or posters in high-traffic areas. Take advantage of free advertising on campus boards in both the Commons and the HLS facility. It will motivate additional participation, increase your volunteer pool, provide feedback, and give a method for communicating results.

**Mistake #10 – Continuous fundraising**
While fundraising is an excellent source of creating profit, don’t burnout your volunteers by doing continuous fundraising. Try to limit the club to 2 or 3 fundraisers a year. Well conducted fundraisers can double the results of one that is poorly planned and executed. If you feel that it is necessary to raise money year round, a web site would be a good source. Create a fundraising link on your website to be maintained year round.

**Mistake #11 – Bad timing**
Avoid planning fundraising events during busy times such as midterms, finals, and holidays. Try to avoid competition with other clubs, especially if they are participating in the same fundraising event. Scheduling an event-style fundraiser is a bad idea when it conflicts with another major community event. Check community calendars before setting a date for your event to avoid a conflict.

**Mistake #12 – No rewards**
What is your motivation for fundraising? It depends on what the seller’s motivation is whether to offer rewards or not. If no rewards are offered, make sure the volunteers are on board with the purpose of the fundraising event. If no individual rewards are offered but the end result will affect all group members, for example new uniforms, then the motivation is clear.

**Mistake #13 – Poor rewards**
Poor rewards often have the same effect as no rewards at all. Proper rewards will motivate your volunteers to sell.

**Mistake #14 – Letting problems fester**
Remember the old “word of mouth” rule. Each person who has a good experience with your group will tell one person, but the person who has a bad experience will tell five other people. Claiming that you’re overworked is no excuse for not being responsive. Deal with problems immediately, even if it interferes with what you’re doing now. Follow the Golden Rule: do unto others as you would have them do unto you.

**Mistake #15 – Picking the wrong fundraiser**
Make sure you pick a fundraiser that fits your organization and needs. If you are a small group, don’t decide on a fundraiser that is designed for a large group. Pick a fundraiser that works to your advantages.

**Fundraising Publicity Tips:**

**Tip #1 - Use your website**
If you don’t have one, get one. It’s a great way to communicate with the public.

**Tip #2 - Actively seek more publicity**
Get the word out about your fundraiser using as many resources as possible.

**Tip #3 - Utilize any gathering**
Make announcements at other events to spread the word, display products, take orders, make sales, and recruit volunteers.

**Tip #4 - Goal Awareness**
Make sure that all participants know the specific reason why the money is being raised.

**Tip #5 - Communication**
Use all available means of increasing awareness of your group’s efforts including roadside signs, social media, email lists, phone calling tree, newsletter, flyers, posters, bulletin boards, recorded hotline messages, etc.

**Tip #6 - Sponsorship decals**
Use free decals to give to sponsoring merchants for use in store windows. This also provides free advertising.

**Tip #7 - Bumper stickers**
Sell your organization year round with bumper stickers showing your support. Give stickers to every volunteer and group member.

**Tip #8 - Flyers everywhere**
Give fundraiser details in your flyer in a way that promotes sales and gives contact information.

**Tip #9 - Build an email list**
Ask for an email address for a newsletter distribution when you’re fundraising. Build an online community of supporters by offering them extras available only at your site.

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**Easy Fundraiser Tips**

**Effort Involved:**
An easy fundraiser shouldn’t take a lot of effort, but let’s be honest. It is going to take SOME effort. The level of effort is often directly proportional to the size of your group’s monetary goal, but not always. That’s why you are considering an easy fundraiser in the first place – you’re looking for less effort, not more.

**Resources Needed:**
Resources are always a problem in small group fundraising. You can never have too many volunteers and you usually never have enough. For an easy fundraiser, you want programs that don’t require an excessive time commitment from a large number of people.

You want either a single weekend-only activity or a program that takes a small amount of time each week. It’s easier to get people to help with something that doesn’t require more than a two-hour commitment from them. Conserve your resources with an easy fundraiser and you’ll have more folks to draw on later when you really need help.

**Duration of Fundraiser:**
Duration is important. An easy fundraiser that lasts more than a single weekend should not require a lot of attention to keep it productive. Those that only last a single day or weekend shouldn’t require a tremendous amount of prep time.
Self-Organized Fundraising Projects

Sport Club Fundraisers
Letter drive to Friends and Family

Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 weeks or more</td>
<td>All club members</td>
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</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation</td>
<td>$1,000-$4,000</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form at least 3 weeks prior to the event.
- Addresses from team members, professional letters, typed address labels, and envelopes.

Procedure:

- Create a professional, polite letter including your team’s mission statement and what a donation can help you achieve, remember this is a REQUEST.
- Have the letter proofed and approved by the club leadership and advisor.
- Obtain addresses from each club member (ex: each member is required to provide 5-10 addresses of friends and family who might be interested in donating money).
- Submit the letter to the Competitive Sports Office along with a list of people who you will be contacting. These items have to be approved by the University Advancement Office before they can be utilized. The Competitive Sports Office will assist in getting the approval from the Advancement Office.
- Once approved, print the final copies on UWF Recreation & Sport Services letterhead, which can be done at the office.
- Type addresses onto labels and affix to Recreation & Sport Services envelopes.
- Put addressed letter into outgoing mail box.
- Keep track of donations and send thank you letters.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.
Date

Dear Friends & Family:

The University of West Florida ______ Club has been experiencing success beyond anyone’s expectations in past years. The UWF ______ Club has competed with several schools from around the region/nation and gained many titles. (You may list titles and accomplishments your club has earned)

With this great honor comes a financial commitment. The UWF ______ Club does not have the funding of larger university programs and must find other sources to support the club’s efforts. The club needs to raise money for new uniforms, travel, lodging, and sports equipment. On top of this, also we need to be raising money for next year’s club.

We have asked each club member for information of people who might be willing to donate money to our program. We would be thankful for anything that you might be willing and able to give. All donations are tax deductible. The UWF ______ Club is largely self-supported and has shown dedication, teamwork, sportsmanship, and hard work to become a success. Please help us to continue our success.

Thank you for your support!

The University of West Florida ______ Club
Contact name and information for the Club President

Please make checks payable to: UWF Foundation and note that it is for the UWF ______ Club #5456

Please mail donations to:
    UWF ______ Club
    Recreation and Sports Services
    11000 University Parkway, 72/282A
    Pensacola, FL 32514

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**Letter drive to Alumni**

Fundraiser Information:
Approximate Time Required: 3 weeks or more

Suggested Value of Service/Product: Donation

Possible Profit: Approximately $500

Materials Required:
- Complete UWF Sport Club Fundraiser Request form at least 3 weeks prior to the event.
- Addresses of alumni, professional letters, typed address labels, and envelopes.

Procedure:
- Create a professional, polite letter including your teams mission statement and what a donation can help you achieve, remember this is a REQUEST.
- Have the letter proofed and approved by the club leadership and advisor.
- Obtain addresses of all alumni.
- Submit the letter to the Competitive Sports Office along with a list of people who you will be contacting. These items have to be approved by the University Advancement Office before they can be utilized. The Competitive Sports Office will assist in getting the approval from the Advancement Office.
- Once approved, print the final copies on UWF Recreation & Sport Services letterhead, which can be done at the office.
- Type addresses onto labels and affix to Recreation & Sport Services envelopes.
- Put addressed letter into outgoing mail box.
- Keep track of donations and send thank you letters.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

**Letter drive to Companies**

Fundraiser Information:
Approximate Time Required: 3 weeks or more

# of Club Members Needed: All club members

Suggested Value of Service/Product: Donation

Possible Profit: Approximately $500

Materials Required:

- Complete UWF Sport Club Fundraiser Request form at least 3 weeks prior to the event.
- Addresses of businesses, professional letters, typed address labels and envelopes.

Procedure:

- Create a professional, polite letter including your teams mission statement and what a donation can help you achieve, remember this is a REQUEST.
- Have the letter proofed and approved by the club leadership and advisor.
- Obtain addresses of as many businesses as possible. Have team members obtain addresses from their hometown and from local businesses.
- Submit the letter to the Competitive Sports Office along with a list of people who you will be contacting. These items have to be approved by the University Advancement Office before they can be utilized. The Competitive Sports Office will assist in getting the approval from the Advancement Office.
- Once approved, print the final copies on UWF Recreation & Sport Services letterhead, which can be done at the office.
- Type addresses onto labels and affix to Recreation & Sport Services envelopes.
- Place addressed letters into outgoing mail box.
- Keep track of donations and send thank you letters.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

Sample Letter

Date
To whom it may concern:

Thank you for your consideration of this sponsorship request. I firmly believe that the University of West Florida ______ Club embodies the best in collegiate sport clubs today. The leadership must schedule their own games, develop practices alongside volunteer coaches, manage their budget, raise funds to support the team for the year, plan travel arrangements, and reserve/line fields before practices and games. They have held leadership roles and have been a major influence with the UWF Sport Clubs. The UWF ______ Club has shown dedication, teamwork, sportsmanship, and hard work to become one of the best clubs on campus.

With this great honor comes a financial commitment. The UWF ______ Club does not have the funding of larger university programs and must find other sources to support the club’s efforts. The club needs to raise money for new uniforms, travel, lodging, and sports equipment. On top of this, also we need to be raising money for next year’s club.

There are two ways (company name) can help the UWF ______ Club perform to its potential. First, we are requesting sponsorship to acquire essential equipment and funds to travel. Second, we would appreciate any contributions you can offer. All contributions are tax deductible. Once again, the UWF ______ Club thanks you for your consideration of our request, and we look forward to discussing our options with you in the near future.

Sincerely,

The University of West Florida ______ Club

Contact name and information for the Club President

Please make checks payable to: UWF Foundation and note that it is for the UWF ______ Club #3456

Please mail donations to:

UWF ______ Club
Recreation and Sports Services
11000 University Parkway, 72/282A
Pensacola, FL 32514

Sponsor a Dinner

Fundraiser Information:
Approximate Time Required: 2 weeks

# of Club Members Needed: All club members

Suggested Value of Service/Product: $5 - $10 depending on dinner

Possible Profit: Depends on the amount of publicity and participation.

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Complete an Event Request through ArgoPulse
- Acquire a temporary food permit from the University (via the Event Request with ArgoPulse)
- An understanding of the Basics for Handling Food Safely
- Items for meal. (i.e. food, plates, utensils, glasses, napkins, etc.)

Procedure:

- Organize a committee to plan the fundraiser.
- Acquire the temporary food permit first in order to serve food to members outside of your organization on campus.
- Secure the fundraiser location and materials needed.
- After approval through ArgoPulse, publicize your dinner to as many people as possible. (It could be done before a home game, before another team’s home game, or by involving the Greeks)
- Pre-sell as many tickets as possible and plan on a few stragglers to attend. Buy the amount of food to cover all tickets sold and a little extra for those who randomly show up.
- Set-up and start cooking early enough to have food ready for the first wave of people who attend. Clearly communicate to every member of the club so they know what is expected of them.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

Car Wash (Also Boat or Dog Wash)

Fundraiser Information:
<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day for event, 1 week to plan</td>
<td>10 - 15</td>
</tr>
<tr>
<td>Suggested Value of Service/Product:</td>
<td>Possible Profit:</td>
</tr>
<tr>
<td>Donation or $5</td>
<td>$100</td>
</tr>
</tbody>
</table>

**Materials Required:**

- Complete UWF Sport Club Fundraiser Request prior to event.
- 2-3 hoses, unlimited supply of towels for drying, at least 8 large sponges, large jug of car washing soap, 4 buckets for soapy water, cash box, change, sunscreen.

**Procedure:**

- Choose date and time, weekends are best.
- Contact a facility to sponsor your event providing area and water.
- Organize enthusiastic volunteers in shifts to wash cars.
- Create flyers and advertise. (Radio, newspaper, word of mouth, etc.)
- Create large posters to rally on sidewalk during the event.
- Work efficiently and be friendly.
- Be mindful of where soap flows/drains and conserve water.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

**Finals Survival Kits**

Fundraiser Information:
<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks</td>
<td>Varies, at least 10 - 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varies, $10</td>
<td>$200</td>
</tr>
</tbody>
</table>

**Materials Required:**

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Cash box and change, booth to sell on campus, (all of the following can be altered or changed): i.e. candy bars, blue books, pencils, gum, aromatherapy candles, coffee mix, bag or box to put things in.

**Procedure:**

- Have club members pre-sell finals survival kits to friends. (i.e. Fraternities/Sororities, classmates, other campus members, or faculty/staff)
- Also send out a mailing to parents to have a finals survival kit sent to their child.
- Specify in the mailing what will be included in the kits and stick to it.
- The Friday before finals, deliver the kits to the students.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

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**Garage Sale**

**Fundraiser Information:**
Approximate Time Required: 2 weeks

# of Club Members Needed: All club members

Suggested Value of Service/Product: Varies

Possible Profit: Varies

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- An ad in the local paper and/or on Facebook and Craigslist, donations from the team that they don’t want anymore and a cash box.

Procedure:

- Decide on the time and place that you will be having your garage sale.
- Place an ad in the paper and/or on Facebook and Craigslist.
- Have club members drop off all of their stuff to be sold a few days before the event.
- Tag all of the items with the price you are asking for it by the day before the event.
- Set up signs around the neighborhood advertising the garage sale.
- Set up early for the garage sale and have club members work throughout the day.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

NOTE: This is also a good time to sell your club’s t-shirts and other club merchandise.

Seasonal Specialty Item Sale
Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks</td>
<td>All club members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10 - $50, Depending on what type of seasonal product</td>
<td>Depends on type of product</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- An ad in the local paper and/or on Facebook and Craigslist, a cash box, and seasonal items. (Ex. Pumpkin Patch, Christmas trees, Easter baskets)

Procedure:

- Decide what type of seasonal products you wish to sell.
- Decide on the time and place that you will be having your seasonal sale.
- Place an ad in the paper and/or on Facebook and Craigslist.
- Set up signs around the neighborhood advertising the seasonal sale.
- Tag all of the items with the price you are asking for it.
- Set-up on a Friday, sell on a Saturday, and wrap it up by Sunday afternoon.
- Make arrangements ahead of time with your supplier about how to handle left over items.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

*NOTE: This is also a good time to sell your club’s t-shirts and other club merchandise.*

Krispy Kreme Doughnut Sale
Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th>Varieties</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>All club members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varieties</td>
<td>50% or more per box/card</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Contact your local Krispy Kreme store for fundraiser group sales pricing.

Procedures:

- There are many selling options by the box, gift card, or partnership cards, so contact your local Krispy Kreme store for details.
- Decide with your club which type of fundraising product you want to participate in.
- Follow procedures set forth in Krispy Kreme sales packet.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

Publish a Club Cookbook
Fundraising Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
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</thead>
<tbody>
<tr>
<td>3 weeks or more</td>
<td>varies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varies</td>
<td>$500 - $5,000</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Favorite recipes, enough to make a cookbook approximately 75-500.

Procedure:

- Start collecting recipes.
- Spend the time to design your personalized book.
- Contact UWF Duplicating Services (ext. 2613) or contact a local company to get quotes on how much it will cost to print your cookbook. (Be ready to give them an estimate of how many and the size of cookbooks you will want.)
- Order your desired amount of cookbooks.
- Market and sell your books for profit.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

Bingo Night
Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
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</thead>
<tbody>
<tr>
<td>1 - 2 weeks</td>
<td>All club members</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 - $5 per game</td>
<td>Varies</td>
</tr>
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</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- The Bingo game, plenty of Bingo cards and a tone of publicity.

Procedures:

- Obtain a facility for your event.
- Publicize the event to the student population.
- Develop some sort of incentive for people to come. (Cash Prizes, gift certificates from local businesses, a date with a member on the team.)
- Play Bingo...
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

NOTE: Consider adding things to the event such as a BBQ, and/or softball game at the event to generate even more money.
Weekend Long Fundraising Projects

Parent’s Weekend
Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>All club members</td>
</tr>
<tr>
<td>Suggested Value of Service/Product:</td>
<td>Possible Profit:</td>
</tr>
<tr>
<td>$20 per attendee</td>
<td>Approximately $1700</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Invitations and a weekend that you have home games.
- Complete an Event Request through ArgoPulse if you need space for meals during the weekend.
- Acquire a temporary food permit from the University (via the Event Request with ArgoPulse) if you intend to serve food on campus.
- An understanding of the Basics for Handling Food Safely
- Items for meal. (i.e. food, plates, utensils, glasses, napkins, etc.)

Procedures:

- Plan and develop weekend events.
- Design invitations. (Make sure parents know when and where the games will be held.)
- Gather each team member parent’s addresses and mail out invitations.
- Organize a dinner at a local restaurant or on Campus.
- Submit an event request through ArgoPulse in order to receive a temporary food permit (if you will be serving food on campus).
- Have fun hanging out with your parents.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

NOTE: This is good time to sell your team t-shirts and other paraphernalia. Also, a silent auction would be great for during dinner and will also generate more money for the team.

Sample Letter
Dear Family and Friends,

On behalf of the UWF ________ Club, we would like to invite you to the 1st Annual Parent’s Weekend. The festivities will begin on Saturday, October 1 when the UWF ________ Club plays the University of Southern Mississippi at 11am at the UWF RecPlex North fields. Following the Saturday game, we will have a scrimmage in which we invite the family members and friends to come and play with us, so bring your running shoes. There will be a dinner Saturday night at 6:00pm at the UWF Conference Center. To close the weekend, a Sunday morning breakfast will be offered.

IF you are planning to attend the dinner, please complete the bottom portion of this letter and return payment to the address shown below before the weekend of events. If you have any questions feel free to contact John Smith (xxx-xxx-xxxx). We look forward to seeing you on October 1, 2017.

Sincerely,

The UWF ________ Club
Contact name and information for the Club President

Number attending dinner at $15.00 each: _________________

*Please include your student in the number attending and in payment.*

Player’s name: ________________________________

Total amount included: _________________

Please make checks payable to the UWF ______ club.
Mail to: UWF ______ Club
Recreation and Sport Services
11000 University Parkway, 72/282A
Pensacola, FL  32514

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**Host a Tournament**

**Fundraiser Information:**
Approximate Time Required: 6 months

# of Club Members Needed: All club members

Suggested Value of Service/Product: Varies

Possible Profit: Varies

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Promotional flyers, equipment for games, local sponsors, etc.

Procedure:

- Complete a Practice/Facility Request Form to pick a weekend that staffing and facilities are available.
- Work with a Competitive Sports Graduate Assistant to iron out the details of who, what, when, where, and how.
- Contact as many teams as possible with a breakdown of the tournament including entry fees.
- Gather a list of businesses your club would like to contact for sponsorship/donations.
- Submit the list along with the sponsorship/donation request verbiage to the Competitive Sports Office in order to have it approved by the University Advancement Office.
- Once approved, contact local businesses for sponsorship or donations.
- Follow up with teams interested in participating. This includes giving them directions, possible hotels to stay at and an itinerary of the weekend.
- This also a good time to sell your club t-shirts and other club merchandise.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

NOTE: This is a huge project to take on. It is too big for one member of your team to plan. A committee needs to be organized with weekly meetings and the entire club needs to commit to helping out before and during the tournament.

Marathons, Biathlons, Triathlons, Fun Runs

Fundraiser Information:
Approximate Time Required: 4 weeks

# of Club Members Needed: 10 or more

Suggested Value of Service/Product: $5-$10 entry fee

Possible Profit: $1000 or more

Materials Required:
- Complete UWF Sport Club Fundraiser Request form prior to event.
- Facility space, cash box, change, CPR & First Aid certified responders, game plan, clearly marked course, orange vests for course marshals, flyers, prizes, refreshments (water), and waivers.

Procedure:
- Reserve the facility six weeks prior to secure space.
- Speak with local police and city officials if you are going to use city roads.
- Create promotional material at least 3 to 4 weeks before the race, must be approved with all logos.
- Create detailed game plan including a map of the race.
- Organize volunteers to be course marshals, first-responders, set-up and clean-up crews.
- Organize a registration process for participants.
- On the day of the race, make sure the course is clearly marked, and hazards are identified.
- Purchase and order t-shirts.
- Organize check in and keep track of winners.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

Sample Flyer
Students, Faculty, and Staff:

Got triathlon?

- 800 yard swim, 22 mile bike, & 4 mile run
- Prizes for the top finishers!

SIGN UP FOR...
The UWF Annual Collegiate Triathlon

November 5, 2017

For more information and entry applications go to:
uwf.edu/recreation/sportclubs/triathlon
Are you ready for a workout?

The UWF Annual Collegiate Triathlon

Saturday, November 5, 2017
At 8:00am

$30 Entry Fee for Students, Faculty, and Staff

Name ____________________________ Sex: M or F
Address __________________________ Phone #: __________
City ________________ State _____ Zip ______
Check one of the following: Student _____ Alumni _____ Faculty/Staff ______

Please mail entry form & check or money order (payable to UWF Triathlon Club) to:

UWF Triathlon Club
Recreation and Sports Services
11000 University Pkwy, 72/282A
Pensacola, FL 32514

Skills Clinic
Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>All club members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varies</td>
<td>Varies</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Plenty of publicity, a facility to run your clinic, team members to help teach and extra equipment for those you will be teaching.

Procedure:

- Decide on a price for the clinic per person, along with where and when you will hold it.
- Complete a Practice/Facility Request Form to pick a date that staffing and recreation facilities are available.
- Decide what age group you want to target and get your flyers to as many people in that age group as you can.
- Keep track of the RSVPs so that you are prepared for the volume of participants you will be dealing with.
- If it is an all day thing, plan on how the participants will have lunch. (You provide it or they bring one.)
- Make sure that participants sign the Visiting Patron Informed Consent form prior to the event in case of an injury.
- Have fun teaching your sport!
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

NOTE: This is a good opportunity to sell your club t-shirts and other club merchandise.
Candy & Baked Goods Sales
Candy Bar Sales

Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>All club members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.00 per candy bar</td>
<td>Varies</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Case of Variety Pack Candy

Procedure:

**NOTE:** For this fundraiser to be possible, your team must have money to purchase the candy which will pay itself off as the candy is sold. Candy may not be purchased with AcS Fee Allocated Budgets.

- Decide the variety and quantity of candy your team will be selling by looking them up at [www.candyfundraising.com](http://www.candyfundraising.com).
- Order/purchase the amount of cases desired. See below for profit information on an 8 case order.
- Distribute candy to members of your club to sell. (You may want to consider having them pre-pay for the candy they are responsible for selling.)
- Choose what locations would be most populated and set up candy sales at the appropriate locations.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

If 8 cases are ordered for $864, the team will profit by $800. In each case there are 4 carriers with 52 pieces per carrier. This gives you 1,664 candy bars to sell at $1.00 each. (Approximately 30 members will need to sell 55 pieces of candy)

General Company Information:

<table>
<thead>
<tr>
<th>Company Name: Jackson Candy Fundraising</th>
<th>Email: <a href="mailto:info@candyfundraising.com">info@candyfundraising.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address: P.O. Box 1711, Covina, CA 91722</td>
<td>Phone: 800.994.7882</td>
</tr>
<tr>
<td>Website: <a href="http://www.candyfundraising.com">www.candyfundraising.com</a></td>
<td>Fax: 626.938.0198</td>
</tr>
</tbody>
</table>
$2 Candy Assortments (also $1 & $.50 assortments)

Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks +</td>
<td>All club members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.00 per candy bar or chocolate boutique</td>
<td>Varies ($220 - $600)</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- Case of Variety Pack Candy (25 per case)

Procedure:

**NOTE: For this fundraiser to be possible, your team must have money to purchase the candy which will pay itself off as the candy is sold.**

- Decide the variety and quantity of candy your team will be selling.
- Order/purchase the amount of cases desired.
- Distribute candy to members of your club to sell. (You may want to consider having them pre-pay for the candy they are responsible for selling.)
- Choose what locations would be most populated and set up candy sales at the appropriate locations.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

General Company Information:

| Company Name: “3-J” Fundraising
| Address: 1083 Brook Road, Lakewood, NJ 08701
| Website: [www.SafeFundRaising.com](http://www.SafeFundRaising.com)
| Phone: 800.352.2643 |
**Lollipop Sales**

Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short or Long term</td>
<td>20 +</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Value of Service/Product:</th>
<th>Possible Profit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.50</td>
<td>$144 +</td>
</tr>
</tbody>
</table>

**Materials Required:**

- Complete UWF Sport Club Fundraiser Request form prior to event.
- The EZ FUND company provides the lollipops, all you need to do is sell them.

**Procedure:**

- Place your order for however many cases you want, using the contact information provided below.
  (Each master case comes with 576 lollipops.)
- Sell lollipops at games, to friends, to family or around campus.
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

*For each master case you sell, your team will make a profit of $144. With a group of 20 people, this means each member sells approximately 30 lollipops.*

**General Company Information:**

<table>
<thead>
<tr>
<th>Company Name: EZ Fund.com</th>
<th>Phone: 800.991.8779 713.984.1732</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address: 10681 Haddington Drive, Suite 130 Houston, TX 77043</td>
<td>Fax: 800.299.4884</td>
</tr>
<tr>
<td>Website: <a href="http://www.ezfund.com">www.ezfund.com</a></td>
<td></td>
</tr>
</tbody>
</table>
Frozen Gourmet Cookie Dough

Fundraiser Information:

<table>
<thead>
<tr>
<th>Approximate Time Required:</th>
<th># of Club Members Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 months</td>
<td>30 +</td>
</tr>
<tr>
<td>Suggested Value of Service/Product:</td>
<td>Possible Profit:</td>
</tr>
<tr>
<td>$10.00</td>
<td>$1000 +</td>
</tr>
</tbody>
</table>

Materials Required:

- Complete UWF Sport Club Fundraiser Request form prior to event.
- The EZ FUND company provides all the Gourmet Cookie Dough materials.

Procedure:

- Call EZ FUND.com to order your free selling kits and receive a free consultation.
- Meet with club members to set sale starting and completion dates, ordering dates, and delivery dates.
- Take orders and collect money (This must be done within the set start and completion date.)
- Collect orders and contact the cookie dough company. (Your order will be shipped and delivered frozen within 3 to 4 weeks. The company will contact you with a firm delivery date.)
- Deliver your frozen cookie dough ASAP! (Remember, it’s frozen)
- Submit the UWF Sport Club Fundraiser Follow-Up form within 3 days of the event.

*If 30 people sell 10 tubs each, you will make approximately $1200 in profit! Cookie dough varieties include chocolate chunk, sugar cookie, peanut butter, white chocolate macadamia nut, M&M cookie, and oatmeal raisin.*

General Company Information:

<table>
<thead>
<tr>
<th>Company Name: EZ Fund.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address: 10681 Haddington Drive, Suite 130</td>
</tr>
<tr>
<td>Houston, TX 77043</td>
</tr>
<tr>
<td>Phone: 800.991.8779</td>
</tr>
<tr>
<td>713.984.1732</td>
</tr>
<tr>
<td>Website: <a href="http://www.ezfund.com">www.ezfund.com</a></td>
</tr>
<tr>
<td>Fax: 713.973.8321</td>
</tr>
</tbody>
</table>
Additional Resources
Other Fundraising Sites to Consider:


- Cookie Dough
- Pies
- Burritos
- Eggrolls & Mini Tacos
- Rolls & Pastries
- Pizza
- Gourmet Batters
- Cheesecakes

Fundraiser Help - [http://www.fundraiserhelp.com](http://www.fundraiserhelp.com)

- Site that list ideas/help for fundraising


- Site that list ideas/help for fundraising