

Fundraising for Not-for-profit Clubs

There are a ton of different ways to raise money for your organization but what is important to consider is that the type of fundraiser you choose and how you organize it says a lot about your club. Therefore, when in the planning stages, make sure you find a way for your fundraiser to spread awareness about your club as well as communicate your mission.

Please also take a look at Swim Alberta's [Insurance \(Event\) Sanctioning Policy](#) as it outlines what clubs can and cannot do when it comes to fundraising.

Seventeen Fundraising Ideas

The following is simply a list of general fundraising ideas. Feel free to change them to fit the structure, mission and size of your club/town. If you have any questions regarding fundraising please feel free to contact Swim Alberta.

1. Golf Tournament

Host a tournament at your local golf course. Sell tickets and include a luncheon afterward with a silent auction. IDEA: Example: "Winning Holes" – If you get a par on the 10th hole then your name is entered to win a draw.

2. Bottle Drive

Get everyone in the club involved! Have groups go out into the community to collect. Have a central location for everyone to come for sorting and drop off to keep things simple.

3. Kid Free Christmas Shopping

Have the high performance/older swimmers and some coaches run a one day swim/sports day on a Saturday or Sunday so parents can get some Christmas shopping done.

4. Car Wash

Try and make sure that this is organized for a warm day so that the swimmers and/or parents can enjoy their time outside! Charge a flat rate depending on the size of vehicle.

5. Baked Goods Auction

Have everyone bake cookies, brownies, sweets, etc. and invite the community to support their local club! You can also change this to another food related fundraiser such as a chili cook-off, pie bake-off, etc.

6. BLANK - a - thons.

Easy to organize! Anything can be made into an “a-thon”. Ex. Walkathon, bikeathon, ultimate-frisbee-athon, etc. Be creative!

7. Sponsors

Partner with a local business and ask if they would be willing to be sponsors. Sponsors can help with team gear, event costs, etc. Simply promote their company on the clubs t-shirts and at meets. Sponsors can save clubs a lot of money.

8. Bingo Night

Just have regular bingo or choose a go with a more creative theme such as bingo tunes. Have the event at a local rented out restaurant so people can grab a bite to eat as well.

9. 50/50 Raffle

Good to have at meets or tag onto another event (will need to apply for a gaming license: <http://aglc.ca/casino/default.asp>)

10. Silent Auction

Have local businesses donate items, gift cards, etc. Also easy to add onto to another event.

11. Pancake Breakfast

Sell tickets or charge a set amount per plate or pancake. Easy to do on a weekend or even in the morning before school/work starts.

12. Casino's

This is an application process but it usually has great results. Please take a look at the information that the Alberta gaming and liquor board provides about applying to work a casino.

<http://aglc.ca/casino/default.asp>

13. Host a Street Carnival

Food trucks, live band, face painting, games etc. If it's a fundraiser, people will often volunteer their time or give a discount. Invite the community out for a day or an afternoon of fun. Charge a flat rate and accept donations.

14. Wrap Events Around Certain Holidays

Themed events are often very popular. Ex. Wine tasting event for Valentine's Day for the parents.

15. Pledge Grades.

Kids may be asked to promise some ambitious grades but who doesn't want to encourage their kids to do well in school? Swimmers ask family members and friends to pledge a certain amount of money. Upon achieving that particular grade, the donor must give that agreed upon amount of money. Have prizes or draws for the kids as incentive.

16. Community Clean Up

This can be done in anywhere in the local area. Do rounds in your neighborhood asking people to pledge certain amounts for every hour that is spent picking up garbage.

17. Trivia Night

Find a venue (or see if someone will donate a space) and sell food and drink for profit. Charge a flat rate for teams of people to enter.