

7 Marketing and fundraising

7.1 The Marketing process

Marketing is the process of matching up a product or service with the people who want to purchase or participate in it. Marketing is also a planned approach to "sell" your product or service. All clubs have a product or service to 'sell', whether it is a sport they want people to participate in, an experience of being part of a lifesaving club or an event they want people to attend.

Marketing encompasses a whole range of factors and is the basis behind increasing and retaining members, recruiting volunteers and attracting sponsors, all of whom can be categorised as customers.

 **Remember, marketing is about establishing who your customers are, what their needs are and determining how you can satisfy their needs.**

There are a number of marketing rules. You will find these rules throughout this section of the manual.

Rule No.1 You must be able to identify the market needs. If there is no need there is no interest.

It is through the club's overall plan that it tries to attract sponsors, attract and retain members, develop strategies for member development, educate volunteers, educate the general public, convince local government of its worth and indicate to the members where the club is going in the future.

Through a marketing plan the elements of membership, fundraising, sponsorship, public image and volunteer recruitment are addressed. It is the needs of these markets you are looking to satisfy. In return you achieve your objectives in these areas.



Rule No.2 Be clear about what you want to achieve. Make sure that the end result is realistic and achievable given the available resources.

The combination of community service, sport and recreation is an extremely marketable product. If marketed correctly a club has a valuable asset that would be the envy of many professional marketing departments.

However, with so many recreational options now available, it is unwise to sit back and wait until people stumble across your club or activity. You have to make them want to participate in your activity or sign up as a club member. This process or persuasion is known as 'marketing satisfying consumer needs'.

Marketing is not "hard sell". It is relatively hard work that, if well planned, can be very rewarding.

A marketing plan should include:

- Analysing the needs of the affected people
- Product/program development
- Setting performance criteria
- Development of product/program delivery
- Estimating the price required and the price people are willing to pay
- Decide on best forms of promotion
- Estimating the strength of any competition

 **Remember, the product you are marketing is your own club or organisation or an activity of the club. It stands to reason that you must present whatever you are offering in a positive light.**



What should the club do?

Each area of marketing must be broken down and considered separately as part of the club's aims.

Asking the following questions may help:

- What are the market needs that we can satisfy?
- What is our product and do the public understand it?
- Who is our target market? Who would be interested?
- What do we want to achieve? (e.g. more members, more sponsorship) Are we in for the long haul? Marketing is not a short term fix
- How could we best promote it to the public?
- Do we have the work force to implement our plans?
- Is our target audience likely to be interested in our location?

Who carries out the marketing?

Marketing can be a straight forward process if you treat it as a series of stages. There is no reason why your club could not implement its own marketing plan. It is important to be sure that everyone who is involved is clear of the steps and the particular order in which they must be done. A team approach is recommended. This reduces stress levels and means that there is good support throughout the process.

One person should be responsible for the implementation of the marketing plan. This could be the club's chairperson, the development officer or a specially appointed individual. This person heads a team or committee which constantly assesses the club's marketing strategy to ensure it continues to have product/service with a related market.



The eight marketing stages

I. Defining the product/service

Before you can undertake any marketing you need to identify and know the product or service you are offering. The point is that if you can't identify and define what it is you are marketing, it is unlikely that anyone else will be able to.

Define the product in relation to your club and its aims e.g. if a netball club wanting to attract new members directs its marketing efforts too much towards the game, more people may take up netball, but they may join another club. Think about the particular benefits and attractions of participating in your activity.

Be as specific as possible about what you have to offer. This is your "selling tool" and the basis of your marketing strategy. While your club is your main product, other products or services may be offered in association with club memberships, such as professional coaching, free uniforms, preferential booking of club facilities, safety protection, and child care, etc.

Sometimes, products can be in the form of special events. Competitions, fun days and social events can be promoted through marketing campaigns.

Events can also be products. Competitions, "Come 'n' Try" days and social events can be promoted.

Examples:

The products/services are:

- Special events
- Competitions
- Patrol services
- Lifesaving equipment
- Competition equipment
- Beach reports
- Education services
- Facilities

2. Defining the target market

A marketing strategy will only be successful if it is aimed at the appropriate group of people. You can take the shotgun approach, load the rifle, fire it, and hope that whoever it hits will be interested enough to check out your activity. But unless you are extraordinarily lucky, you will probably end up wasting both time and money.

It is much easier to target the audience or groups you want to reach and focus your program directly at them. Often, all it takes is a bit of common sense. For example, a netball club wanting to start a daytime competition would not target working men and women, rather those people who are free during the day.

A general rule is to ask: Who are they? Where are they? What is their interest? How can we reach them? And, most importantly, why should they be interested in what we have to offer? Look at the current members of your club. Ask who are they? Why are they here?

When trying to identify the **target market**, consider the following list:

- Gender
- Age groups
- Single people or couples
- Family groups
- Occupation
- Ethnic groups
- Religious background
- Educational background
- Location - town or suburb
- Other leisure interests
- Time available for leisure
- Availability of money for leisure activities

When looking at a club membership, consider the common factors they share. Are they all men or family groups? Do they come from similar backgrounds? Do they share other leisure interests etc?

Examples:

Target market is:

- Kayak paddlers
- Swimmers
- Triathletes
- Sponsors interested in safety service
- Local businesses with an interest in the area

3. Defining the target market's needs

Having established your target markets you now need to determine what their needs will be. Once established you will need to determine whether the products and services you intend to offer will satisfy those needs.

The questions to be asked in this case are, for example:

- What does a 13 year old require of a program?
- What do his or her parents require from that program?
- If I was to sponsor this event what would I require?
- If I was a newspaper editor what would I want in terms of editorial content?
- For what reasons do I donate to the cause?
- For what reasons would I not donate to the cause?

You can answer these questions yourself or amongst other club members but the best method is to ask a sample of your prospective target audience. Not only will this give you a more accurate response but it can be the beginning of establishing a rapport with the audience.

Once the target audience's needs are clear, the club needs to have another look at its products/services to see if they satisfy those needs in their current form. It may be that they need to be altered somewhat to ensure their attractiveness to that audience.



Rule No.3: Ensure the product you are offering is structured to satisfy the needs of your audience.

4. Establishing required return on investment

As already mentioned your club will be required to put considerable effort into the marketing program. The effort the club contributes to this area will mean less time to do other things around the club. The club may have to decide which of the two efforts is the most valuable if it cannot sustain all programs. When making this assessment, everyone must be realistic about the possible end result.

Another cost may be the alteration to a program or service to suit an external audience. Is the return going to make the alteration worth instigating?

If the decision is made to proceed with the marketing effort the next decision is to determine the required return to the club. If the club is to make the effort, what can it realistically expect in return? Is this return satisfactory?

Be realistic about the price you charge. Make sure the price you charge is acceptable to the audience.

Examples:

Return on investment:

- Number of new members.
- Funds to buy new equipment.
- Higher profile in the local community.

5. Setting objectives

Following on from point four, you must have a clear idea of what you are trying to achieve through marketing. At this stage the marketing team must establish the club's objectives.

These objectives are based upon the previously established required rate of return. They should become a clear and concise statement of the desired end results.



These should be promulgated to all club members to ensure their support and confidence.

Through greater awareness of the objectives others not involved with the marketing team may be motivated to help in some way.

Care must always be taken to ensure these objectives are compatible with the actual reasons the club exists e.g. ensure the marketing strategy is supporting the club's primary charter or reason for being.

Examples:

Objectives:

- Increase cadet membership by 15% within 12 months.
- Have reserves of \$25,000 within three years.
- Have three competitors make Australian finals at Australian titles.
- Provide free sunscreen and hats to all patrolling members.

6. Developing the marketing strategies

When your objectives are clear, it is time to develop marketing strategies. These are a series of steps or actions which the club is required to take to achieve its objectives.

Don't forget to consider the price of your "product" or service as it should be in line with what your target group can afford to spend. What are the issues that will influence your group's participation?

- 🚩 **Remember, you need to be able to reach your target audience so be aware of where they live, where they shop, what they read, what they listen to and if and where they work. The key is to work out what is important to each group and tailor your plan of action accordingly.**

Your step by step strategy might take the following sequence:

- Gain the **attention** of the audience.
- Ensure they are **interested** by referring to their needs.

- **Demonstrate** to them how you can satisfy their needs.
- Encourage them to take **action** to satisfy their needs.

Examples:

Strategies:

- Deliver information through city councils, local sport centres or shops.
- Meet with promotions manager to explain product benefits.
- Run a rescue demonstration at the local swimming carnival.
- Write regular columns for the local newspaper.

7. **Compiling the marketing plan**

Once you have worked out your marketing strategy, you should prepare a marketing plan that outlines the steps you intend taking to implement the strategy. The marketing plan is simply a written document outlining what you intend to do. This plan will present a summary of your marketing objectives, a description of your target market and of the product/service you are selling to this market and finally the method by which you intend targeting this market. The club's administrators can refer to it regularly to ensure the club is meeting its objectives.

Example:

Product/service:

After hours call out rescue service.

Target market:

Non-working persons, local residents, healthy adults etc.

Objective:

To provide an out of hours rescue service to the local coastal community within two years.



Strategies:

- Create awareness through local newspaper articles.
- Seek local emergency services support.
- Find out how other clubs have set up such a service.

For larger clubs or large scale projects you will probably need to compile a more detailed document.

The following marketing plan outline has been designed to cover all situations and questions. You may like to use it as a guideline:

- An executive summary.** This is the overview of the marketing plan which serves as a summary for club executives and members. It serves as an introduction to your marketing strategy but is always written last. It should be short, concise and focus on the highlights of the plan. As a general rule, the summary should fit on one page (two at the very most), if it is any longer, it is not a summary.
- Situational analysis.** This determines your club's position within the current environment. It should include a three-way analysis (**SWOT analysis**) Refer to www.lifesavingvictoria.com.au – **Club Members section for how to write a SWOT analysis.**
 - The market situation** (the size/prominence of your club in relation to others, the number of clubs in competition, the potential for enlarging the club, the stability or changing nature of the recreation market in your area).
 - Internal analysis** (assessment of your club's strengths and weaknesses)
 - External analysis** (potential opportunities and threats to your club, why your club has the competitive advantage or how it can develop one).
- Objectives.** Are they compatible with your clubs mission? Objectives should match your funds, resources and abilities. Work out how your success can be measured. Establish a deadline for meeting these objectives.



d **Target markets.** The group/s you are aiming to reach. Assess whether your product or service meets the needs of your target market. Consider whether the target market has changed in recent times and in what way. Is there potential for expansion? Consider the best methods of reaching this group.

e **Strategy and the marketing mix.** This is simply an outline of your strategy for implementing the plan.

Consider how this marketing plan differs from the most recent plan your club has used. Why are these changes necessary?

f **Action program.** Consider each component of your marketing mix in detail. Look at the history of each, the current situation and likely future trends. Assess your competition and think about any changes/modifications you may have to make in the future. Work out a test marketing process for your product.

- Product/service
- Pricing
- Distribution
- Promotion

g **Budgets, controls and accountability.** Developing and implementing a marketing and promotion strategy will require financial outlay. You should ensure that this plan is incorporated into the club's annual budget.

Once completed the marketing plan will become an invaluable resource for the club. It can be used in the form of a prospectus that is given to potential sponsors, government departments when seeking grants and to potential new members.

8. Delivering the goods

It requires less effort to keep customers than it does to try and find new ones. Always deliver what you promised, when you said it would be available and as you described it.



It is a valuable rule of thumb to originally understate what the club can do and then over deliver. Your aim is to keep your audience happy, satisfied and keen to be involved again.

This is best achieved by performing at or above their expectations. These expectations are usually developed as a result of what they are promised in your first meeting.

 **Remember, not only can these satisfied customers come back for more, they can also encourage others to do the same.**

It is also useful to write a report on the success or otherwise of the stages of the program to assist with the future evaluation and fine tuning. If suitable these reports should be made available to appropriate supporters.

Rule No.4: Always deliver (as a minimum) what has been promised, when, where, and how it was promised.

Specialist assistance

Check to see if any club members, their families and/or friends are employed in the marketing area and if they might be willing to assist.

Other free sources of help may be administrators or officials of clubs similar to your own. They will have faced, and dealt with, similar problems in the past and may be quite willing to pass on what they have learned.

Public relations companies, marketing and advertising agencies, design specialists and market researchers may also be able to help. However, there is often a hefty price tag attached to these services. Some TAFE colleges or Institutes of Technology may also offer courses in this area. **Check with your nearest institute (www.education.vic.gov.au/tafecourses).**



7.2 Fundraising

Many clubs would cease to exist without additional financial assistance gained through fundraising. Reasons for fundraising are many and range from the need for additional equipment for the nippers, to the building of a major facility. The future of the club may also be dependant on its ability to find extra money from sources outside the club.

Fundraising today must be carefully planned.

A club must plan a fundraising strategy, a strategy aimed at convincing funding sources - the public, private companies (sponsorship) and the agencies that handle grant monies that you are an efficient and worthy organisation which will use funds wisely. **The club must be sold as if it is a product.**

Part of that planning process is in establishing the linkages between the various components of the club plan and the fundraising strategies.

The committee responsible for fundraising and sponsorship should be aware of, and involved in, the development of the whole club marketing plan, so it can relate its own needs to their committee.

Establishing the funding needs

Before the first step toward raising funds is taken, the club must be sure what the money is going to be used for. Have a specific goal or activity in mind.

Make sure everyone knows what the money is being raised for. The club must be able to convince people that the cause is a worthy one.

Outlining precisely what the funds are needed for also helps a club establish what is important to them and to structure a fundraising plan around it.

Once a club can establish a fundraising budget, the scale of organisation required will flow logically. If you intend challenging for the America's Cup, you will need millions of dollars and you will be looking



at major corporate sponsors and, therefore, should be prepared to draw up a detailed proposal.

Alternatively, if the club simply wants to buy new competition equipment for the next season it would be best approaching a local business or develop a fundraising idea, which will not drain all the resources of the club, to raise the money specifically for the equipment.

Follow these guidelines:

- **Set goals.** Establishing aims will help you recruit a work force and make it easier to approach members of the public.
- **Make long range plans.** How are you going to achieve your goal? How can you help your club over a long period?
- **Budget.** How much money will you need?
- **Assess the resources** you have already - people, property, money, commitment.
- **Develop a strategy.** How will you raise the required funds?

Work out a series of steps over an appropriate period.

Ingredients of successful fundraising

There are a few simple points which can help a fundraising campaign run smoothly and successfully.

Coordinate the campaign. Have a plan which allocates specific tasks.

Spread the work load. Don't try to do it all yourself, and avoid placing the entire burden on the usual few.

Ensure the people involved in the campaign understand the project and are committed to it.

Ensure the campaign is publicised "effectively". (Refer to the section in this manual on media for some tips.)

Select fundraising methods that relate to what you want to achieve. Don't waste time, money and effort on projects that are too grandiose, beyond the resources of the club, too risky for the likely returns, or too small to achieve the purpose.

Learn from other people's mistakes. No matter what mistake you make, someone will have made it before you! Find out about other projects and assess "what work" against "what didn't". Ask



other clubs in the local area.

Budget for income, expenses and profit. Ensure that all the costs of the project are included in the budget and then add about 10% for leeway.

Make fundraising fun, it should be a challenge, not a chore.

Combine with other clubs or groups to maximise your respective resources such as manpower, facilities and know-how.

Make the fundraising drive something which binds club members together, rather than focusing only on making money.

Be prepared for disasters as they can and do happen.

Work to a time-table.

Here are some other suggestions:

- Develop a list of people you think may be able to contribute. Decide on how they will be approached and who will approach them.
- Use a variety of approach methods to cover as many potential contributors as possible. Work out the cheapest way of direct mail approaches and personal follow ups.
- Start with as few names as possible to raise the required amount. Go to the well-off first. Major donors are the key to success. Make a list of these with another list covering secondary donors. Typically one third of all donations come from the top few donors. Plan your work force accordingly.
- Start person-to-person asking.
- Put a time limit on fundraising and work intensively during that period. This is more effective than a low-key campaign which drags on.

 **Remember, it is very important to reward and thank donors.**

- Keep a record of people who donated and who did not donate. This information may be useful in coming years.
- Evaluate how well the campaign went. Were there areas that could be improved on? Discuss the campaign with all concerned. Make a note of conclusions and store them for future reference.

Remember, hard work has its rewards.



The only limit to the number of ways a club can raise money is in the imagination of their officials. Be ready to try different and unique ways of raising funds. A club which is successful will have a range of fundraising options and tailor them to their specific needs.

What to look out for:

- Poor planning.
- Choosing the wrong people to take key roles.
- Targeting the wrong donors.
- Getting so tied up in promotion you forget to ensure the needs of the donors are fulfilled.
- Starting a mass anonymous appeal where everyone is approached without paying attention to whether they have any interest in the project.
- Letting a campaign drag on.

There are literally hundreds of ways to raise funds for your club. Through careful planning and selection of the right fundraising venture, your club will benefit.

Ideas for fundraising activities

Holding a ball, a dance, a disco, sausage sizzle, fancy dress, meet-a-celebrity party, hire a movie theatre for an evening and sell tickets, car rally, gala, fair, garage sale, scrub-clearing, painting, section-clearing, washing cars, raffles, sponsored walks, bottle drives, snail racing, gumboot throwing, wine bottling, selling chocolates, Christmas paper, Easter eggs, a mass participation public event.

Refer to www.lifesavingvictoria.com.au – Club Members section for how to conduct a highway tin shake and a door knock appeal.

These were ideas for fundraising within your club, but have your thought about some little known methods such as encouraging members and friends to make tax deductible donations or applying to a philanthropic trust?

7.3 Fundraising: The public register and exemptions

The public register

How to ascertain whether an organisation is entitled to fundraise

In accordance with the Fundraising Appeals Act 1998, Consumer Affairs Victoria must maintain a public register that lists all registered fundraisers. Organisations on the register are entitled to fundraise whilst their registration is current. The expiry date is included on the register. The register ensures that there is greater transparency in fundraising in Victoria and enables members of the public to determine whether an organisation they are considering donating to is currently registered.

The register is not a complete list of all organisations that are permitted to fundraise however, as it does not include the names of organisations that fundraise but are exempt from the need to register. Information is provided below about exemptions.

This information is intended to help potential fundraisers to determine whether they need to apply for registration, or whether they are exempt, and will help the public to understand what organisations are entitled to fundraise.

To check your organisation is registered to fundraise, visit the web site www.consumer.vic.gov.au and follow the links.

Exempt organisations

Exemption from registration can occur in two ways.

I Exemption by Section 16 of the Act

The following organisations are exempt from the need to register because they are specified in Section 16 of the Act.

- A state school, council or registered school under the Education Act 1958, and some kindergartens;

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- A university, TAFE college or other tertiary educational institution;
 - A hospital or other registered health agency funded by the state government;
 - A religious organization (with authority to marry people);
 - A registered political party; registered trade union and registered workplace relations or industrial relations organisation;

These organisations are exempt from all of part three of the Act, not just the requirement to register, which means that as well as being exempt from the need to register, they are not required to meet the account and record keeping requirements included in that part.

2 Exemption by Ministerial Order

Exemptions can be made also by ministerial order. A ministerial order has been made that provides the following additional exemptions.

- Exemption from registration only, for non profit organisations that use only unpaid volunteers and raise less than \$10,000 (gross) per year from the public; and
- Exemption from all of part three of the Act, for kindergartens and other children's services that provide a pre-school program for four year olds that is funded by the Department of Human Services, and the Anti Cancer Council. This means that they are exempt from the need to register and to keep certain financial and other records specified in that part.

Exempt activities

Some activities are, by their nature, not subject to the act. Organisations that undertake only these activities and do not undertake "fundraising" as defined in the Act, are not required to register.

The following lists of activities are not fundraising events subject to the Act:

- Raffles, lotteries or other activities permitted under the Gaming Act No 2 1997. A separate permit is required to conduct a raffle or bingo. Contact the Casino and Gaming Authority
- Asking a person to become a member of an organisation
- Asking for property bequests

- Memorial gifts
- Giving to a patriotic fund
- Fundraising in the workplace for the benefit of an employee or his or her close family
- Sponsorships from government or commercial organisations such as corporations, partnerships or trusts which are permitted to donate money or benefit to charity; and
- A fundraising event internal to an organisation and targeted at past and present members and their relatives.

Consult Consumer Affairs Victoria or your solicitor if you are unsure whether or not you are required to apply for registration as a fundraiser or if you are uncertain about a fundraiser you are considering donating to.

7.4 Sponsorship

Sponsorship plays a small but unique role in the marketing and promotions field. It is distinct from advertising in as much as it does not communicate messages directly, although a sponsored event has proven to provide opportunities for direct contact with a target market. Sponsorship is also distinct from donations or fundraising in the sense that a monetary or other tangible payback is expected.

Benefits of sponsorship

Sponsorship of sports, and lifesaving, are attractive because of its mass appeal, its representation of entertainment and excellence reflects positive feelings. Sponsoring, donating, to charities appears to be increasingly well regarded.

Sponsoring or donating to a cause such as surf lifesaving can give a brand the edge through providing consumers an opportunity to contribute at no cost to them.

The potential benefits of sponsorship are many:

- By linking the brand into values offered by surf lifesaving, a relationship is created which will ultimately strengthen the brand's image.
- Credibility is strengthened when aligned with strong and popular events or causes.
- Widespread coverage to promote awareness
- A more personal presence e.g. talking to people at events, spokespeople etc.
- Opportunity for distributing free products at the beach.
- An alternative to advertising as consumers are less threatened by sponsorships and therefore have less barriers to accepting it.

Sponsorship planning

Be aware of the process of sponsorship from the potential sponsor's point of view. They generally follow a broad strategy in terms of the amount and type of sponsorship they must budget for.

The decisions on sponsorship are made by different people depending on the size and nature of the



business. Some have a specialised employee who deals with sponsorship proposals while in smaller companies the senior management may make the decision. Large companies can receive up to 10 or more proposals per week.

Some businesses will actively target companies, events or causes that represent the values they aim for. Consequently these businesses have developed plans for their sponsorship activities.

Evaluation of sponsorship opportunities

The value of a sponsorship proposal will be investigated in terms of its perceived ability to deliver the set criteria, meet the dollar outlay and the life of the sponsorship.

Criteria and objectives

A potential sponsor, particularly larger businesses, will use sponsorship to help address their overall communications strategy. Here are a number of criteria used to assess the value of a sponsorship's ability to come up with the goods:

Objective

- Increase brand awareness
- Strengthen image
- Credibility
- Build consumer relationships
- Build corporate goodwill

Criteria

- Broad coverage of event amongst target group and newsworthiness
- Event embodies desired values
- Event has strong credibility and appeal within target group
- Opportunity for product sampling / demonstration
- Opportunity for personal interaction at a local level
- Display integrity

These criteria should be addressed in any sponsorship proposal and they apply to each individual sponsor or potential sponsor.



Sponsorship life

Sponsors aim for long term involvement (generally three years) because the effects of the sponsorship take some time to build and the payback is long term. Choose an aspect of your club's activities that has not had a long term sponsor previously as this will maximize the effects of the sponsorship and connection between your club and the sponsor.

Staying with a sponsorship on the long term is beneficial for the brand name, for the relationship between the club and the sponsor and reduces costs to the sponsor and the club in maintaining the effect of the sponsorship (and not having to find new sponsors continually!).

Lifesaving as a sponsorship opportunity

The community's perception of the values embodied by lifesaving is:

- Australian
- Integrity, volunteer status
- Reliable, trustworthy, dependable
- "Having a go"
- Health and fitness
- Wholesome
- Attractive bodies
- Down to earth
- Strong
- Rescue, caring about and saving lives

(AGB McMain: SLSA exploratory research 1994)

The overall profile of lifesaving is not high so clubs must be aware of their strengths and centre their sponsorship campaigns on those strengths. If it is an event you want sponsored then plan the event for maximum target audience appeal. Be prepared to be flexible with the sponsor in terms of the desired benefits for the sponsor.



Writing a sponsorship proposal

A sponsorship proposal generated by your club needs to consist of six essential elements. These elements in preferential order are:

- 1 Executive summary
- 2 Information about lifesaving and your club
- 3 The sponsorship deal
- 4 Specific sponsor benefits
- 5 Details of the sponsorship deal
- 6 Contact details

A good way to start is to target businesses that are assimilated to lifesaving or the activities of your club. Target local business rather than multi-nationals to gain community support. You will provide more benefits to a local business.

The success of your proposal also depends on presentation so make sure it is not too long, free of spelling and grammatical errors and is easy to read.

1 The executive summary

The opening page of your proposal is the executive summary and should state the purpose for the sponsorship proposal, briefly mention the benefits of entering into the sponsorship agreement and some outcomes of the deal if it is a sponsorship renewal. This section should also briefly mention the activity that is seeking the sponsorship. The executive summary should be no more than one page long.

2 Information about lifesaving and your club

In a couple of pages you should be able to give the potential sponsor a brief history of lifesaving itself which would include the structure of LSV and therefore where your club fits into the 'big picture'. This is the section where you can express the club's worth to a potential sponsor using examples of media coverage or famous members of the club as angles.



This section should include several paragraphs describing the history, then the current status of your club. Details here would include membership, current programs and activities the club is involved in or running. Also it is beneficial to throw in some useful statistics. These may be general rescue figures or more specific statistics relating to the event or concept being put forward for support, e.g. entries to the special event or numbers of competitors in the club's beach section.

3 The sponsorship deal

This is the major component of your proposal. There are two main types of form that sponsorship proposals take during this section. The first, the holistic model, includes all the sections of the club for a sponsor to see. This ensures all sponsors see which section and perhaps which layer of sponsorship they are being offered and / or accepting. The second format is the specific model, including only the section of the club that the sponsorship submission relates to, for example the boat section.

Depending on which format you choose, the sponsorship deal section should contain specific details of the event, activity or concept that the club is seeking sponsorship for. It could relate to lifesaving services, junior lifesaving, competition or special events, touring teams or some other relevant activity. Ultimately the purpose of this section is to talk dollars with the potential sponsor. The activity is clearly defined and detailed with costings, its worthiness is described and the monetary implications are coupled with that.

This section need not take up more than a page depending on the number of activities or concepts being put forward. Remember though, the proposal needs to be clearly defined and too many ideas may clutter a potential sponsor's judgment.

One concept that is being more widely used in sponsorship proposals is giving a choice of deals with different financial and benefit parameters, e.g. gold, silver and bronze levels of sponsorship.

4 Benefits to sponsors

Lifesaving clubs can provide numerous benefits to sponsors because of the diversity of activities in a lifesaving club.



This section of the proposal is dedicated to listing the immediate and potential benefits to the sponsor in point form with brief explanations. One page should suffice unless you include evidence of exposure that a sponsor can gain of the tangible outcomes resulting from the sponsor's support.

5 Details of the sponsorship deal

This section will contain all the relevant details of the deal being offered in detail.

6 Contact details

In concluding the proposal, one club official should be named as the contact point and his/her contact details included. The contact details should make it easy for the sponsor to respond.

7.5 Grants

Guidelines for lifesaving clubs on how to write grant and funding applications

What is a grant?

Grants are generally one-off payments, usually for a particular item or items at a stated price. They require minimum accountability to sign off the payment. The granting body usually only requires a receipt and signed document as proof that the goods have been purchased and received.

What is a funding agreement?

Funding agreements are generally an on-going and more complex process. The level of accountability is much higher and is usually monitored closely with the use of performance indicators and/or targets. It should be remembered that prior to entering into a funding agreement, serious consideration should be given to the club's ability to deliver the expected outcomes and although it is a formal agreement between two parties, the terms and outcome can and may be negotiated.

Application

- Ensure you target the funding rounds that are relevant to your club
- Write the application clearly addressing the criteria
- Understand the funding requirements in the spirit they are intended (e.g. volunteer small equipment grants are generally targeted at organisations with an annual income of >\$50,000 where a grant of \$5,000 represents 10% of their annual income – it makes a big difference)

Filling in the application forms

- Follow all the basics and fill in all the spaces
- Make it legible
- Respond to questions accurately and concisely

- Make sure you apply on time
- Spell out or leave out
- When responding to questions make no assumptions
- Double check the application before submitting (get someone else to proof read it for you)
- Use the current buzz words in your application, read the guidelines to ascertain the sector/market they are targeting, e.g. OH&S, welfare reform, communities working together. In the present political climate, the majority of government funding is targeting organisations and projects that contribute to benefiting the family and wider community
- Seek assistance with writing your application, contact your local council for advice on grant writing or contact the funding program helpdesk for assistance
- If you do not have a computer in your club use the local library's internet connection for on-line applications
- Keep a copy on hand of all relevant documents to assist speedy lodging of your application including club constitution, ABN number and evidence of certificate of incorporation (most grant applications ask for a copy of these to be attached)
- Always retain a copy of the application for your records

Follow up your application

Advise your local councilors and politicians that you have applied for funding; they may be able to influence decisions in your favour and remember to thank them for their assistance

After the success or not of your application then self evaluate. If unsuccessful find out why e.g. was it the way your application was written (irrelevant or poorly presented), lack of funding for the number of applications received. Contact the funding body for feedback and use it next time.

Where to find grants

Finding out when grants are available can be a time-consuming job, LSV has compiled a list of current grants and this information can be found on the LSV website under 'club support/grants'. Every effort is made to ensure this list is as comprehensive and up to date as possible but it is by no means a complete list.



Other areas that are highly recommended and should be investigated are:

- Local governments
- Subscription services, such as Our Community www.ourcommunity.com.au which offers a monthly e-mail newsletter devoted to finding grants “Easy Grants Newsletter” for a cost of \$45.00 per annum.
- Another excellent source of grant information is provided by the Department for Victorian Communities (DVC) www.grants.dvc.vic.gov.au. DVC provides a focus for government's activities around strengthening communities and supporting more integrated government services. DVC administers a range of grant programs. Some grants go to individuals, while others go to organisations, big and small. DVC is progressively redeveloping its grant programs to make them less confusing and easier to use. The DVC's website will help your club find information about DVC's grants and make an application or view the priority areas.



7.6 Marketing and Fundraising checklist

Identify the needs of the community in relation to your club using the following headings

Member's needs

Sponsors needs

Volunteer's needs

General public needs

Local government needs

What do you want to achieve from your marketing e.g. more members, more sponsorship?

Who is responsible for delivering your marketing plan?

Using the 8 marketing stages summarise the product or service that your club offers

Describe your target market



What are the needs of your target market and how do they fit in with the product and services you offer?

What do you need to get in return for your marketing activity? e.g. Increased membership, new sponsors?

In a short statement clearly define the objectives and end results of the marketing activity you currently undertake or propose in the future

Write a 5 step plan of how your are going to carry out your marketing strategy

Does your club have a fundraising strategy?

- Yes
- No

What is the money raised going to be used for?

How much money do you hope to raise?

Who are your donors and how do you plan to thank them for their efforts?

What fundraising events have your club run in the past e.g. holding a ball, a dance, a disco, sausage sizzle, fancy dress etc.



Marketing and Fundraising feedback form

LSV welcomes feedback to help us improve the quality and effectiveness of this Club Development Manual. If you would like to provide feedback on this section please do so using this form.

Please consider each question and rate them on a 1 to 5 scale, where 1 is poor and 5 is excellent (please circle the appropriate number).

How did you rate the quality of information?

1 2 3 4 5

How can it be improved?

How did you rate the design and presentation of this section?

1 2 3 4 5

How can it be improved?

If you would like to see additional information in this section please specify;

Please photocopy this form, complete and return to:

Administration Life Saving Operations

200 The Boulevard

Port Melbourne Vic 3207

Or fax to: (03) 9681 8211