

# TOP TIPS TO IMPROVE YOUR SPORT ORGANISATION'S FINANCIAL STABILITY

Generating income and improving your sport organisation's financial stability can sometimes be a little daunting - especially if you don't know where or how to start! Below are some top tips to help you raise support to improve your current financial position:



## Make the ask

Local sport organisations often question how to raise funds or acquire much-needed items. The 101 of fundraising is to make the ask. Human nature drives us to want to help others. Tell your supporters, friends and families what you need. Start the conversation with: **"Can you help?"**. You'd be surprised how often some good Samaritan comes to the rescue! Use social media, newsletters, and word of mouth to communicate your wishes. Remember - living in a small community like Jersey gives us the advantage that we are all connected to someone who knows someone who can help.



## Opportunities are everywhere

Don't limit your fundraising asks to just formal meetings. **Opportunities are everywhere** - waiting at the school gates, chatting with a neighbour over coffee, and joining friends for dinner. If you feel awkward about asking directly, ask if they know anyone who can assist.



## Become a great storyteller

Leverage the power of social media by creating visually appealing and emotionally compelling content. Fundraising is about storytelling. Appeal to people's generosity through compelling reasons about why they should and could support you. **How are you improving people's lives and fulfilling islander's dreams?** Most people have big hearts.



## Offer unique experiences

**Create exclusive sport-related experiences** such as VIP tickets to your fixtures or events, meet-and-greets with athletes or behind-the-scenes tours of your facilities and sport offers. Propose these experiences as rewards for donors at different giving levels. Is your coach inspirational and could they provide valuable lessons in business or for students? Use this opportunity to gain traction. School children are very industrious, and even a dress-down day at school can generate funds.



## Get everyone involved

**Collaborate with athletes, celebrities or social media influencers** who align with your cause to reach a broader audience and gain credibility. **Their endorsement can significantly boost your fundraising efforts and raise awareness of your excellent work for the community.**



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For further support with your Fundraising, please contact Stephanie Moore, Jersey Sport's Fundraising and Enterprise Manager, at: [stephanie.moore@jerseysport.je](mailto:stephanie.moore@jerseysport.je)

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### Implement peer-to-peer fundraising

**Encourage supporters, parents, and participants to fundraise** on your behalf by setting up personal fundraising pages they can share with their networks. Provide them with tools, resources, and incentives to maximise their efforts.



### Highlight tangible impact

**Communicate how donations will be used** and the tangible impact they will have upon your organisation's mission. Demonstrate to donors and supporters the specific programmes, projects or individuals they will be supporting through their contributions.



### Engage corporate sponsors

Approach businesses that align with your values or are vested in sport, physical activity or community development. Offer customised sponsorship packages that provide exposure and benefits in exchange for financial support. **But remember, you are building relationships and partnerships with people, not one-off transactions.** When asking for support, find out what you could do for them. Prepare well before meetings to align what you do with the company's Corporate Social Responsibility or Environmental Social and Governance policies. Even consider wearing their corporate colours. It's a sign you're on the same team. They might not notice, but it can work on a subliminal level.



### Make donating easy

Optimise your donation process for mobile devices to make it easy for donors to contribute anytime, anywhere. **Create a QR code directing people to a donation page.** Jersey Sport has joined forces with SportsGiving to support local sport organisations in receiving donations from the public. SportsGiving are based in Jersey and available to offer advice about how to set up a donation page. If your sport organisation is a registered charity, you can claim 25% extra if the donor is a Jersey taxpayer. Find out more at: [www.sportsgiving.co.uk](http://www.sportsgiving.co.uk)



### Show appreciation and recognition

Acknowledge and thank donors promptly and sincerely for their contributions, regardless of the amount. Consider publicly recognising major donors through your communications such as on your website, social media, or at donor appreciation events to foster a sense of belonging and loyalty. **Keep donors updated with news, wins, and hardships.** Don't be afraid to communicate the need for additional funding. They are potentially your greatest fans!

## GET INVOLVED

By implementing these fundraising strategies and staying adaptable to changing trends and technologies, your sport organisation can enhance its fundraising efforts significantly.

