

FUNDRAISING & SPONSORSHIP WORKSHOP

For Clubs & Societies

GOALS

- Understanding the basics of fundraising & sponsorship
- Develop sponsorships proposals
- Create a fundraising plan



FINANCIAL SUPPORT



INDEPENDENCE



DEVELOPMENT



**BENEFITS OF FUNDRAISING &
SPONSORSHIP**

COMMUNITY



SKILLS



VISIBILITY



What types of fundraising can
clubs & societies do?
(methodology)

What is a realistic fundraising
goal?

What's the difference
between fundraising &
sponsorship?



FUNDRAISING

Events; Online Campaigns;
Merchandise Sales; Raffles; etc.

It depends! It must align with you club's/societies values and goals. This can vary based on what you are fundraising for, the lead in time, and how much support you have.



FUNDRAISING

FUNDRAISING VS. SPONSORSHIP



- **Goal:** Fundraising focuses on collecting donations without expecting a direct return, while sponsorship is a business transaction where both parties expect to benefit.
- **Nature of the Relationship:** Fundraising is often more about appealing to the goodwill of donors, while sponsorship is about creating a partnership that delivers value to both the club and the sponsor.
- **Audience:** Fundraising typically targets individuals or groups who support the cause, whereas sponsorship is aimed at businesses or individuals looking for a promotional opportunity.



USEFUL FUNDRAISING CONTACTS

The Stables Club

The Scholars Club - katescholars@gmail.com

The Terrace Sports Bar - terraceul@masterchefs.ie

The Pavilion - pavilion@ul.ie

Cask - sarah.garland@kilmurrylodge.com

Chill the Beans - [@chillthebeans](https://www.instagram.com/chillthebeans)

YOUR EXPERIENCE



Look at your calendar:
Plot, Plan and Set Goals

Know Your Audience

Choose your method

Create a plan & set a budget

Host!

Say thank you

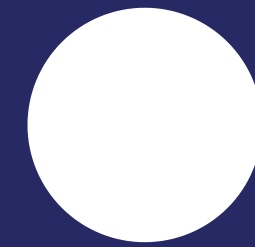
Reflect, Evaluate &
Plan Ahead



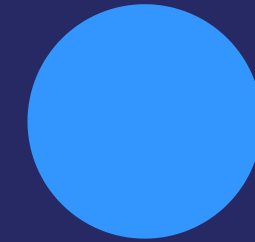
FUNDRAISING PLAN



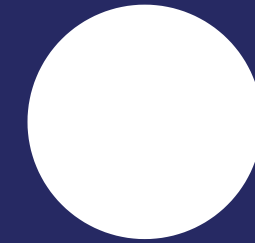
SPONSORSHIP PLAN



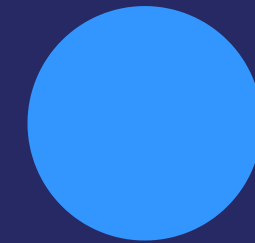
Identify potential sponsors



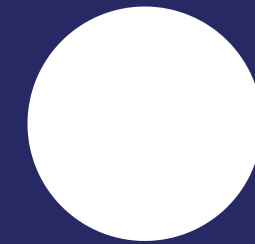
Sponsorship Proposal



Set a budget



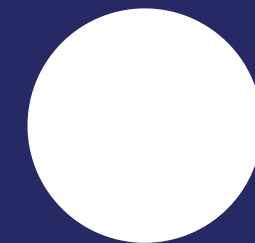
Reach out to sponsors



Negotiate Terms



Deliver on your promise



Reflect, Evaluate, & Improve

SPONSORSHIP PROPOSAL

1. **Introduction:** Start with a brief overview of your society/club, its mission/goal, and activities.
2. **Benefits to Sponsors:** Highlight what your sponsor has to gain! For example, brand exposure, advertising opportunities, product placement, and community involvement. Your goals and values may align so do your research!
3. **Sponsorship Levels:** Offer different packages/tier/levels to suit various budgets and commitment levels (Platinum, Gold, Silver, Bronze, Friend/ One, Two, Three).
4. **Call to Action:** Make it easy for them to contact you and discuss the potential partnership.

SCENARIO

Robot Football Society!

List 5 potential sponsors

Create a sponsorship pitch
(Intro/Benefits/Specific Ask/
Call to Action)

Present / Feedback



OTHER USEFUL RESOURCES

- Your peers!
- C&S Staff - Aisling, Lisa and Jana.
- Communities Officer - studentcommunities@ul.ie
- Canva - Invest in Canva Pro if possible
 - PRO training coming soon!
- C&S Drop Ins: Tuesdays 2-4pm & Wednesdays 10-12pm
- Events & Engagement Staff - studentlifeevents@ul.ie
- UL Student Life Instagram Takeover



FEEDBACK

