



MUFFIN

MASTERING THE UNDERESTIMATED FUNDRAISING FINANCIAL LITERACY FOR SPORTS PROFESSIONALS



FURIM
INSTITUTE



ΕΣΔΤ
ΕΛΛΗΝΙΚΟ ΣΩΜΑΤΕΙΟ
ΔΥΝΑΜΙΚΟΥ ΤΡΙΑΘΛΟΥ



Purpose

This tool is designed to help grassroots sports clubs raise funds to support their operations, programs, and initiatives. By employing a combination of this tool, clubs can effectively engage their target audience, generate interest in their cause, and ultimately secure the necessary financial resources to continue providing valuable services to their members and the community.

Fundraising Mechanisms

Recurring Donations: Encourage regular donations from individuals, families, and local businesses to establish a steady stream of income. Offer subscription plans or monthly pledge options for convenient support.

Pledge Drives: Organize pledge drives during matches, tournaments, or special events to encourage supporters to commit to making a donation over time. Celebrate reaching fundraising milestones and thank pledgers for their contributions.

Sponsorships: Partner with local businesses or organizations to secure sponsorships for equipment, uniforms, or facility improvements. Showcase the benefits of sponsoring a grassroots sports club and highlight the positive impact on the community.

Donations-in-Kind: Accept donations of goods or services from businesses or individuals, such as sports equipment, coaching supplies, or venue rentals. This can save the club money and reduce reliance on cash donations.

Matching Gifts: Research and promote matching gift programs offered by companies whose employees are also club members or supporters. This can significantly increase the impact of individual donations.

Fundraising Channels

Direct Mail: Reach out to local businesses, alumni, and past supporters with personalized letters or brochures highlighting the club's impact on the community and the specific needs you aim to address with the fundraising initiative.

Phone Calls: Utilize phone campaigns to connect with your network of supporters, volunteers, and potential sponsors. Emphasize the club's commitment to providing recreational opportunities and fostering a sense of community.

Email Marketing: Engage your mailing list with regular email updates on upcoming events, fundraising campaigns, and the club's achievements. Share heartwarming stories of athletes' triumphs and the positive impact the club has on its members.

Social Media: Leverage social media platforms like Facebook, Twitter, and Instagram to promote your club, its activities, and the fundraising campaign. Share engaging content, host virtual events, and encourage interactions with supporters.

Websites: Invest in a user-friendly website that provides comprehensive information about the club, its mission, and the fundraising campaign. Establish a secure donation platform and make it easy for supporters to contribute online

Appeals Tools

Testimonials: Share heartwarming stories of athletes' personal growth, community impact, and the positive influence of the club on their lives. Encourage athletes and parents to volunteer their testimonials.

Case Studies: Document and present case studies that showcase the club's successful programs, initiatives, and the tangible impact they have on the lives of athletes and the community.

Statistics: Quantify the impact of the club's services, such as the number of athletes served, the number of community events organized, or the percentage of graduates who continue playing sports.

Visuals: Utilize high-quality photographs and videos to capture the essence of the club, its activities, and the passion of its members. Showcase the camaraderie, sportsmanship, and community spirit that the club fosters.

PROJECT-BASED FUNDING OPPORTUNITIES

There are some possibilities such as project based opportunities to get support from municipalities, sports federations, ministries, foundations, and organizations like Erasmus+ Sport. Researching the specific application requirements and criteria of each supporting organization and tailoring your proposal accordingly is crucial.

You need to follow specific structure to prepare a project proposal will enhance your chances of securing support from municipalities, sports federations, ministries, foundations, and organizations like Erasmus+ Sport.

Problem Identification: Clearly define the problem you're addressing, which could be a need, a gap, or an opportunity in the sports sector. For example, addressing rising obesity rates among youth through sports promotion.

Idea Development: Consider the type of project needed to address the problem. This could be a sports event, educational program, infrastructure development, or a community awareness campaign.

Solution Proposal: Explain how you plan to implement the project and how this will solve the identified problem. For instance, organizing interactive sports workshops to encourage active lifestyles among youth.

Approach/Methodology: Determine the methods and approaches for project implementation, including organizing events, preparing educational materials, and selecting participants.

Partners: Identify potential collaborators for the project, such as local sports clubs, schools, health organizations, or other stakeholders.

Budget: Calculate the cost of the project and plan the budget in detail, including staff expenses, equipment purchases, and promotional activities.

PROJECT DESCRIPTION TEMPLATE:

We have developed a project description template to assist you in outlining your project, which is aimed at securing funding from various entities such as municipalities, sports federations, ministries, foundations, and organizations including Erasmus+ Sport.

ANNEX:

Included in the annex are two key components: the blank project description template and a completed sample project description, complete with explanations. This format is designed to guide you effortlessly through the process of filling out your project details, using the provided example as a helpful reference.

SOCIAL MODEL PROJECT CANVAS

Administrative staff, Club managers, grassroots sports clubs and sports professionals can utilize the provided project description template as a structured approach to planning and implementing their projects. Each section prompts users to define essential aspects of the project, such as objectives, target groups, and expected outcomes. For example, identifying key partners could help in securing resources, while detailing key activities can align the project's daily operations with its goals. By outlining obstacles and solutions, clubs can proactively address potential challenges. This template also encourages community involvement and volunteer management, both of which are vital for grassroots initiatives. Furthermore, considering the uniqueness of the project can help differentiate it from others, potentially attracting more support and interest.

PROJECT DESCRIPTION TEMPLATE

Project name:	Goal:		Budget:
Target group:	User participation:		Financing:
Community challenge:			
Solution:	Recruitment:		Obstacles:
	Cooperation:	Volunteering:	
Activities:	Completion ability:		Reporting/ evaluation/ impact measurement:
Unique to the project:			Continuation:

PROJECT DESCRIPTION WITH EXPLANATION

Project name: What is the name of the project?	Goal: What are the specific goals of the project? What results do you want to achieve? How many will participate?		Budget: E.g.: Salary/fees Office rent and equipment Food Total
Target group: Who will the project be for?	User participation: How should the target group be involved in shaping the project? How will you ensure that you meet the needs of the target group?		Financing: How will the project be financed? Apply for funds? Sponsors? Own financing? Crowdfunding?
Community challenge: What problem are you going to solve? Why is this a problem? Why is it important to solve it?	Recruitment: How will you recruit volunteers? How will you recruit participants?		
Solution: How does the project solve the problem? (a sentence)	Cooperation: Who will you collaborate with and who will do what?	Volunteering: What do the volunteers do, how many are there and how many man-years does their effort correspond to?	Obstacles: What can go wrong and how can you avoid this? E.g. money, time, motivation, legislation, needs, premises etc.
Activities: Which activities will you carry out, when will you carry them out and how many participants do you expect?	Completion ability: What makes the project successful? What skills, methods and qualifications do you have? Do you have a place (premises), network and good timing?		
Unique to the project: What do you do that no one else does? What is unique about your organization and way of working?			Reporting / evaluation / impact measurement: How will you report? Measure the effect of the project? How will you evaluate and improve the project?
			Continuation: How can the project be continued after the actual project period? Can the project be spread to other locations or target groups?