



**THE  
CAMOGIE  
ASSOCIATION**

# FUNDRAISING TOOLKIT



## FUNDRAISING TOOLKIT

The Camogie Association is an amateur sport organisation, which uses increasing amounts of money to help develop and deliver its work. As a result, many Clubs have taken the step of appointing a 'fundraising' subcommittee whose remit is focused on ensuring that the Club has a healthy revenue stream that fulfils the financial needs and allows the club to grow, develop and reach its potential.

This subcommittee works in conjunction with the Executive Committee and should be headed by the Club treasurer. However, the makeup of this unit can be diverse and usually contains volunteers who may not ordinarily be involved at committee level but share an interest in securing the financial sustainability of the Club.

As most Camogie Clubs have strong traditions of fundraising and regularly devise innovative fundraising methods, this guide aims to identify ways to assist your Club meet your fundraising goals and implement effective fundraising activities and provides information on:

- **Setting up a Fundraising unit**
- **Where to start**
- **Planning & organising your fundraising activity**
- **Keep it safe, Keep it legal**
- **Fundraising ideas**
- **Quick step by step guide**
- **Sponsorship**



# 1. SETTING UP A FUNDRAISING UNIT

All Clubs, large and small, urban, and rural, often find that they are spending more and more Committee time discussing fund-raising ideas and then activating them. To facilitate an effective fundraising program in your Camogie Club, it is vital for a specialised/ dedicated fund-raising subcommittee to be set up. The fundraising subcommittee should report to the Club Committee. They need to have the power to recommend different projects and when these project plans are fully developed, they can be ratified by the Club Committee. After ratification this unit would have the responsibility to organise and implement the activity and report regularly to the club committee.

The Club Treasurer should always Chair this group. It is recommended that the group consists of at least five but not more than eight individuals. It may be the situation that not all are Club members as the expertise of any individual on a specific project might be of great benefit to the unit.

## Further guidance for a fundraising committee:

- Make good use of PRO to publicise events as much as possible.
- When fundraising – if it is advertised for a particular reason i.e., Building of a new pitch – then the money raised can only be used for that reason. Transparency in all process and actions.
- Sponsorships – ensure they are reputable and where possible avoid alcohol, gambling. (Mandatory Code on Sponsorship - <https://camogie.ie/wp-content/uploads/2020/03/Part-5-Mandatory-Code-on-Sponsorship.pdf>)
- Have an event controller for all events.
- Event management templates and risk assessment samples can be found at <https://camogie.ie/event-management>
- After the event has been completed, in the interest of transparency, remember to announce the results within the club & local community, again recognising the sponsor contributions.

# 2. WHERE TO START

When a fund-raising unit has been set up within a Club and the financial needs of the Club have been identified, the next step is to explore all fund-raising options and determine what is best suited to the needs of the Club at the time and what is feasible to achieve in the community in which the Club exists. Set a clear timeline for all projects that you are undertaking.

Remember when considering any project, consider what other fund-raising is taking place in the geographical area and the impact that this will have on your activity. It is also important that a Club recognises its responsibility as part of a greater body i.e., County Committee and that it also plays its part fully in all efforts by the County Committee to raise funds.

## 3. PLANNING & ORGANISING YOUR UNDRAISING ACTIVITY

Having decided on a specific project, the most important phase is the planning one. The fundraising group must plan and develop every aspect of the Project to maximise its fund-raising potential.

### Areas to identify include:

- Fund-raising targets
- Fund-raising potential and geographical area being targeted
- Choosing a date
- Identify the key personnel required
- The positive and challenging aspects of the project
- How you are going to promote the project
- Time frame for the project
- A detailed schedule of tasks and outline who is responsible for ensuring task is completed and how they communicate effective completion of the task
- Budget

### 3.1.1 Fund-Raising Targets:

Identify the potential of the project, the manpower required and available and the time scale before completion. In short if any fund-raising is carefully planned and properly executed, any target can be reached but if no proper planning or coordination takes place, then the venture will more than likely not achieve its target or its full potential.

### 3.1.2 Fund-Raising Potential & Geographical Area:

Both are important and interlinked. If a project has a small and narrow fund-raising potential or focus, then the geographical area being exploited will be small and the focus similarly. If a project does not have an appeal outside a particular geographical area, then the fund-raising potential of that project will also be small.

### 3.1.3 Choosing the date:

Choose the date for your event carefully. Check it does not clash with other clubs / groups or county boards in your area who might be holding similar events. You do not want your date to conflict with another local activity. You may also need to ensure that your Club is not involved in any competition on that date.

Check also that you do not coincide with large/national sporting events which might mean that many of your members and supporters are 'unavailable' to participate in your event.

### **3.1.4 Identify the key personnel required:**

In all areas of fund-raising, there are individuals who are specialists in their fields, i.e., quiz people for quizzes, racegoers for a day at the races, bakers for a cake sale etc. The list is endless but with any fundraising from normal ticket sales to a day at the races or a golf classic, it is vital to identify people outside, as well as inside, the Club who may add that something extra to the effort.

### **3.1.5 Positive & Challenging Aspects of a Project:**

The fund-raising group should identify the positive and the challenging aspects of a project so that in selling it to the Committee and the public, it is able to prepare for any negative feedback they might receive during the fund-raising effort. The preparation of a simple risk assessment and risk register would identify such risks to the project and how they can be reduced e.g., if it is a raffle and the catchment area already has several raffles or the Club has just completed another fundraising venture, then the reason and the need for the venture should be explained. Sample documents can be obtained from <https://camogie.ie/event-management>. It may be after completing this exercise that the negatives and risks far outweigh the positives, and it would be better for the Club to undertake an alternative project.

### **3.1.6 Promotion of the Fund-Raising Project:**

This should be done through posters, local radio, the press, the club website and/or newsletter, the team communication channels and probably the most important, the Club Committee and members promoting the project through word of mouth to friends and acquaintances.

Try and get the support of local businesses - they may be happy to assist by displaying a notice or poster promoting your fundraising activity. Remember it can help to put together this promotional plan in writing to ensure all bases are being covered.

### **3.1.7 Time Frame for Fund-Raising:**

The time frame will depend on the venture itself but in general many Clubs would find in hindsight they did not allow enough time for a project to exploit its full potential. Where plenty of time is allowed, do not fall into the trap of leaving all the planning and execution of the project the last minute!

### **3.1.8 Task list & Running order:**

Be sure to draw up a list of everything that needs doing both in the lead up and on the day of your fundraising event. Include who is responsible for completing each task. It can be helpful to have regular meetings to ensure everything is on track. Remember to include important contact phone numbers on the running order you produce for the day of the event.

### **3.1.9 Budgeting**

Once you have decided on the event idea you need to work out a budget for your event – remember any cost incurred needs to come out of the total amount that is raised.

## Common costs to consider are:



Printing & design i.e...  
tickets, posters



Entertainment



First Aid



Insurance



Catering



Hire of venue



Advertising

It helps to look for as many of these to be donated (in return your Club can offer give the business recognition at the event or even on the promotional material leading up to the event).

Also consider potential income - estimate how many you expect to attend your event, if there is an entry fee, is there the opportunity to conduct additional draws or competitions on the day of the event to raise more funds? Do not forget to include contingency costs.

## 4. KEEP IT SAFE & KEEP IT LEGAL

- Make sure everyone is safe while raising funds or attending an event to raise funds for your Club.
- Clubs should encourage as many volunteers to train as stewards, and this will reduce costs of bringing in external people – they can also be used for games and events held within the club.
- Consider First Aid requirements. Try to encourage as many volunteers as possible to complete first aid training. If possible, run first aid course in-house in advance of events.
- You can contact your local unit of St John's Ambulance/ Red Cross/ Order of Malta for advice or assistance. Also consider fire safety and Gardai / PSNI if road closures/traffic control required
- Depending on the activity you are organising it may be necessary to carry out a health and safety risk assessment. Detailed information is available at [www.hsa.ie/eng](http://www.hsa.ie/eng). The Safety, Health & Welfare at Work Act applies to volunteers as well as employees.
- If there is going to be cash collected at the event:
  - Have a cash box and a secure place for any funds raised on the day to be stored.
  - Anyone with responsibility for holding of the cash raised on the day should be extremely mindful about personal security and be accompanied.
- There are rules and regulations that you must adhere to, particularly when fundraising within the public environment
  - Have at least two people present when counting money
  - Keep excellent records
  - Avoid holding cash for long periods of time. Try to lodge money to a bank/ building society/ credit unions as soon as possible after it has been collected.
- If sub-contractors or facilities are used make sure they have the appropriate experience an insurance cover.
- Be sure to have appropriate insurance in place (GAA Insurance Public Liability - if using GAA Facilities):

## Public Liability Insurance

Policy documents and contact details are available:

<https://www.gaa.ie/my-gaa/administrators/insurance-policies>

### For the attention of all members:

- As per page 8 of the GAA insurance policy all fundraising and Health and Wellbeing activities must be notified, and extension of cover agreed in advance with Marsh Ireland/Croke Park subject to best practice risk management guidelines in place.
- It is a clubs (GAA/ LGFA /Camogie Association) responsibility to ensure that details are submitted to allow sufficient time for review in advance of their planned event date.
- Once full details are submitted and reviewed where an extension of cover is provided it will be based on the information and key facts submitted.
- Clubs must ensure that the information provided is correct, as misrepresentation or non-disclosure may result in cover being declared void, cancelled, or result in the refusal of a claim.
- If you are in any doubt as to whether certain facts are important you should declare it.

## Insurance Contact Information

### GAA Insurance

Sinead Leavy ([sinead.leavy@gaa.ie](mailto:sinead.leavy@gaa.ie) / 01 865 8660)

Ciara Clarke ([Ciara.clarke@gaa.ie](mailto:Ciara.clarke@gaa.ie) / 01 819 2347)

### Marsh Ireland

[generalgaaqueries@marsh.com](mailto:generalgaaqueries@marsh.com)

01 604 8114 or 01 604 8220

## 5. FUNDRAISING IDEAS

### 5.1 SMALL SCALE

#### 5.1.1 Coffee Morning

Coffee Mornings are a wonderful way to bring friends, family, work colleagues and neighbours together, whilst helping raise money for your club/county.

#### 5.1.2 Bake Sale

Bake sales have long been one of the most popular ways of raising funds for clubs. They can be great money makers because there is little, or no actual capital required. All baked goods are usually donated. Anyone donating baked goods should be asked to identify ingredients from the list below to ensure that all with allergens are identified.

##### **How to display allergens – non-prepacked food**

Food businesses must indicate allergens **in writing** for non-prepacked food at the point of:

- Presentation / Sale / Supply

##### **There are 14 allergens that must be declared by law**

- Cereals containing gluten - wheat (such as spelt and khorasan wheat), rye, barley, oats **Note:** The cereal name e.g., 'wheat', must be declared and highlighted, not 'gluten'
- Crustaceans e.g., crabs, prawns, lobsters
- Eggs
- Fish
- Peanuts
- Soybeans
- Milk
- Nuts (almonds, hazelnuts, walnuts, cashews, pecan nuts, Brazil nuts, pistachio nuts, macadamia/Queensland nut) **Note:** The name of the nut, e.g., 'almond', must be declared and highlighted, not 'nuts'
- Celery
- Mustard
- Sesame Seeds
- Sulphur Dioxide and sulphites (at concentrations of more than 10mg/kg or 10mg/L in terms of total sulphur dioxide) – used as a preservative
- Lupin
- Molluscs e.g., mussels, oysters, squid, snails

##### **In Ireland, the information must:**

- be provided in written form in English or in Irish and English
- be easily located and accessible before the sale or supply of the food - customers must have the information before buying and must not have to ask for the information
- relate directly to a food or beverage so there is no confusion about which food it relates to. It is not acceptable to say, 'Our food contains...'. You must identify the exact food e.g., 'spaghetti bolognese - contains milk, celery, wheat'
- be in a legible handwritten or printed format
- Further information available on The Food Safety Authority of Ireland Website – [WWW.fasi.ie](http://WWW.fasi.ie)

### **5.1.3 Match Day Raffle**

Fixtures with large attendances offer the opportunity to clubs/counties to organise a matchday raffle which can be promoted in the days leading into the fixture. Engagement with local business, encouraging them to donate prizes can boost interest. Provide as much detail as possible to them about the event. Consider a letter which provides details of the club and event, which they can retain for their accountant in relation to their donation/ contribution.

### **5.1.4 Hosting a car boot sale**

Utilizing club grounds for a car boot sale where vendors pay an admission fee offers an opportunity for the raising of funds as well as generating a sense of community at the club. Tea/coffee and club lotto sales may also boost funds raised.

### **5.1.5 Duck Race**

Duck Race Events can range in form and size. Individuals/families can enter themselves in races and businesses may be willing the sponsor individual ducks or entire race events. Permission must be sought from your Local Authority or the owner of waterway in the initial planning of this event.

Tickets to the event make up another stream of income to the club/county.

### **5.1.6 Trivia / Quiz Night**

Quiz Night fundraisers offer an opportunity for both members and non-members to take part in team-based events. Organisation and advertising of the event are key to its success. A quiz theme can often draw people in and create some fun.

These nights are both popular and a good source of raising funds. The key is to promote the night as much as possible, so you have as many tables participating as possible. Normally teams are made up of 4 to 6 people, each team paying around €40 or €50.

Do the research on your questions & be creative – the internet can be a great source here. These nights are a great opportunity to hold additional raffles – try and source as many sponsored/donated prizes as possible. The winning team can receive a cash prize, or you may even be able to source sponsored prizes.

Remember a good MC will make the night entertaining for all and to avoid any disagreements mobile phone should be placed in view of everyone so they cannot be used to search for answers!

It is also possible to run a raffle on the night for additional prizes. See above re engagement with local businesses.

### **5.1.7 Darts Competition**

Dart's competitions can be organised in both individual and team format. Making the event accessible to the novice player is all important here. Add other elements such as team names and team uniforms to enhance the fun.

## **5.1.8 Bag Packing**

Bag packing has been traditionally a successful fundraising activity, especially at underage levels. Arrange the event with your local supermarket well in advance as supermarkets receive many requests and may only accommodate so many a year.

Contact your local supermarket and request permission for your Club to participate in a bag packing day or evening – agree on a time of day that is busy, like a Saturday afternoon.

Remember make sure all your collectors are wearing Club gear and it may even be an opportunity for you to recruit new club members! Provide clearly labelled collection buckets/tins which clearly show the name of the club/county.

## **5.2 MEDIUM SCALE**

### **5.2.1 Draw / Raffle**

Raffles have always been a popular way to raise funds. They can be a standalone event, or often they are held at other events as an additional way to raise money.

Standalone raffles are commonly referred to as public raffles and they give you the opportunity to sell a larger number of tickets.

You must obtain a permit – in the 26 Counties this can be sourced from the Gardai, in the 6 Counties from your local Council.

There are restrictions on the number of permits that can be issued to a unit in any one year. When deciding on what price you are going to charge for the tickets, remember to consider any costs that need to be covered (for example if any of the prizes need to be paid for, printing) and it can help if people can buy multiple tickets (i.e., 5 for €10/£10).

If you are holding a public raffle you will need to have tickets printed with sequential numbers and state where and when the draw will take place. Larger raffles need to have the results published.

Remember it can be a good idea to offer the seller a prize to encourage them to sell as many tickets as possible – the prize can be for selling the most tickets or for the person who sold the winning ticket.

### **5.2.2 Sale of Work /Auction**

In urban or rural areas, a Sale of Work or Auction can be a real money spinner, but it takes a lot of thought and planning. The idea being items are sourced at no cost and then sold to a buyer.

Sourcing items for sale is a key task, as is promoting the day/evening when the sale is taking place to ensure as many people as attend to bid or purchase items.

Local tradespeople, artists, suppliers, and businesses can all be approached and remember to thank all those who have contributed items for the sale!

A follow up notice in local newsletter can be a good way to acknowledge business contributions.

### **5.2.3 Sponsored Challenges (Walks, Runs, Climbs, Cycles)**

Sponsored challenge fundraising can take place via a group event where individuals pay to take part, or those taking part in a challenge gather sponsorship ahead of them partaking in the challenge.

A sponsored activity has enormous potential for fundraising and can involve a small number or considerable number of Club members. Some activities are more suited to adults, some to younger people and some to all ages. Participants source as many sponsors as possible for them to complete the activity. These events can also appeal to groups outside of the community (e.g., cycling / running clubs)

Please be aware some of these events require extra health and Safety measures or requirements i.e., road closures. Please ensure you contact your local county council and your local Garda / PSNI Station.

It can be helpful to set up an online fundraising platform for these events e.g., GoFundMe, MyCharity etc. to enable online donations – minimises cash handling and allows maximum promotion on social media, making it easy for people to donate from the comfort of their own home.

### **5.2.4 Scrap Metal Collection**

Scrap Metal is another great way to help raise funds for your club or organisation. It is easy to organise, and it follows the same ethos as the clothes and mobile phone collections. The club is not asking people to donate money they are only looking for people to donate their unwanted scrap metal items.

### **5.2.5 Barbeque Weekend**

Hosting a BBQ fundraiser can prove a beneficial activity regarding raising funds, but also, for bringing people together in a social setting. Entry fees and food/drink sales make up most of the income for the event.

Consideration should be given to putting steps in place to ensure notifications re Ingredients/ appropriate food safety and the hiring of a reputable / experienced caterers

## **5.3 LARGE SCALE**

### **5.3.1 Club Lotto**

Clubs all over the island have been using this to raise funds. Small fundraising lotteries normally require a government license. If you are currently running a fundraising lotto, it is critical that you have an active license. This license is normally very easy to obtain and involves filling in one application form and attending the district court.

The regulation governing the licensing procedure is covered by section 28 of the gaming and lotteries act in the Republic and similar legislation in both the UK and Northern Ireland. There is maximum amount of the jackpot under this legislation and there are several other terms and conditions associated with the license.

Many Clubs are now using online systems like that offered at [www.localotto.ie](http://www.localotto.ie).

By offering lotto tickets for purchase online, Clubs can maximize sales by reaching out to supporters and friends all over the world.

### **5.3.2 White Collar Boxing**

White-collar boxing is a form of boxing in which people in white-collar professions train to fight at special events. Most have had no prior boxing experience. These events generate revenue via ticket sales, sponsorships, raffles etc.

There is a significant amount of work involved in the preparation, and for the participants with a tough training regime.

One should ensure that if ran by an outside company or internally that:

- Event planning occurs
- Insurance Company is engaged.
- Risk assessments are carried out.
- Sufficient medical cover is available

Event management templates and risk assessment samples can be found at <https://camogie.ie/event-management>

### **5.3.3 Stage a Concert**

The staging of a music event on club/county grounds or nearby venue can generate a large profit via ticketing, concessions, and merchandise sales.

### **5.3.4 Golf Classic**

Golf Classics generate revenue via team entry, event sponsorship and parallel events such as post-golf social events. Promotion and organisation ahead of the event are key to its success. Local golf clubs can be helpful in organising these events and can also help to promote to their members.

### **5.3.5 Commercial Events**

Many private companies offer to host mainstream, popular gameshow like events such as 'Take Me Out', 'The Cube' and 'I'm a Celebrity, Get Me Out of Here', 'night at the Oscars' etc. The success of these events is subject to the intake of ticket sales and sponsorships in the lead up to the event itself.

## **5.4 ONLINE**

### **5.4.1 Email Campaign**

It is a low-cost way of letting your community know what your immediate needs are and how they can offer their support. The impact of just one well-crafted email could be far-reaching.

When drafting your message, keep in mind that your audience already receives a ton of emails. Make this one stands out with a catchy subject, lots of visuals and a large and clear call to action e.g., links to event donation website etc. This email should be different from other ones you send. It should be concise, to the point, and stress an immediate need for action.

## **5.4.2 Social Media Campaign**

People are spending more time than ever before on social media, so it is essential that your club makes effective use of these channels, especially during a fundraising campaign.

Before you start posting, be sure to produce a social media strategy. Ensure there is a dedicated person responsible for the area (PR-Óg trained young members). Create compelling content for each of your channels and be specific about why you are asking people to make a gift / donation and why they should.

Doing this will result in meaningful engagement with your followers, more clicks to your website and donations, as well as more shares across your followers' own networks to spread the word.

## **5.4.3 Social Media Challenge**

In addition to posting about your fundraising appeal on social media, why not get your clubs members and followers engaged with a special challenge?

You can ask them to do something specific — the task can be fun, challenging, impressive, surprising or anything in between — and take a photo or video of them doing it.

Then, after donating to your club fundraising, they can post the challenge on their own social media, tagging you and using a special hashtag your club created for the challenge.

This helps spread the word about your cause because the videos and photos will get in front of the eyes of people who do not already know about your Club. There is also a good chance they will want to try the challenge for themselves, resulting in more donations and more shared content.

## **5.4.4 Crowdfunding**

Non-profit crowdfunding is a recent phenomenon in online fundraising. Platforms such as GoFundMe, MyCharity and Revolut allow organisations to raise funds remotely. Design of the crowdfunding page and finding unique ways to motivate the club/counties supporters will dictate the success of the event.

There can be different fee structures on different platforms, so shop around to get the most economic one for your event/ activity/ club.

Once you have settled on a platform, create a campaign that expresses a specific need, has a set goal and a firm deadline, and get promoting! If your campaign tells your clubs story in a compelling way, people will be sure to spread the word about your cause and help you garner support.

You may need a letter from the Association confirming that you are an established and recognised unit to draw down the funds at the end. Please note many sporting units have had issues with the platform GoFundMe, when they go to draw down the money from GoFundMe, due to not being a company/ individual.

## **5.4.5 Virtual Run, Bike, Or Walk**

One of the most popular fundraising events is a run or walk — participants get the chance to challenge themselves, get some exercise in their own time and location and raise money for a worthy cause from within their own networks.

## 5.4.5 Virtual Silent Auction

Silent auctions are a tried method of generating revenue at fundraising events. Thanks to advances in software, they no longer must be done in-person. Plan out all the details as you would for a regular silent auction:

So, What Exactly Are Silent Auctions?

Silent auctions can either be the main attraction around which an entire event is based, or they can be a supplemental form of entertainment (and fundraising) as part of an awards ceremony, fundraising event, conference, etc.

During a typical silent auction event, items for auction are displayed for participants to inspect closely. In front of each item is a document called a “bid sheet”, where interested bidders can place a bid silently and anonymously using a bidder number. Many silent auctions add a “minimum increase requirement” to their bid sheets. This means that the next bid must be a certain euro / sterling amount more than the previous one

A silent auction must also have a predetermined end point at which bidding is concluded. At that time, the bid sheets are collected by organisers and the highest bid on each sheet is the winning bid – and that person gets to go home with the item!

### How to Run a Silent Auction: The Basics

**Here is a high-level list of what you will need to get started with silent auctions:**

#### **PRE-PROMOTION:**

Start sending out invitations via email and rallying your community as soon as your silent auction date is set. You might also want to start sharing your item descriptions online once they are ready to give attendees a taste of what is up for grabs as well as encouraging new audience members to come by.

#### **VENUE:**

You will want to have a large enough venue to allow attendees to mingle and chat, especially if the silent auction is only one part of the evening’s entertainment

#### **DESIRABLE ITEMS:**

Your whole auction revolves around the items that are on offer. Sourcing valuable items that your audience will be excited by will help you get the maximum possible revenue from your auction.

#### **ITEM DISPLAY:**

Displaying your chosen items appropriately will help you to accentuate them. Choose wisely from stages, platforms, easels, and cases to make the items stand out and appear more desirable. Keep in mind lighting and location when arranging your collection.

#### **ITEM DESCRIPTION SHEETS:**

It is best to accompany each item with an item description sheet, where you can give more details about what it is, who it was sponsored by and provide a photo. You can also provide copies of these sheets in other places throughout your event venue or even put them together in a booklet and keep them at dinner tables. This will remind your event attendees about the silent auction and will encourage them to place a bid even if they are not standing directly in the silent auction area.

#### **REGISTRATION:**

Registration is not by any means required, but there are two great benefits to having your silent auction participants register before the auction begins:

1) Your silent auction can be anonymous — after participants fill out the registration form, they will be given a bidder number, which they can use to place bids instead of using their names. Some people would rather not put their name on a public bid sheet for everyone else to see and this ensures that everyone can participate comfortably.

2) You can collect information about each auction participant in case you need to contact them after the event. This is especially important since there is a chance that you will need to contact the winning bidders about their purchases as well as providing them with receipts. Some bid sheets will include a place for people to note down their contact information but, once again, not everyone will be comfortable with leaving their information in a public place.

**Bid Sheets:** Bid sheets are where the actual auction takes place. If you choose to use a registration form, all you will need to include on your bid sheet is the name of the item, its value, a minimum bid amount, and spaces for people to note down their bidder number and bid amount. Names and bids. Some auctions also offer a “Buy Now” price. If someone really has their heart set on an item, they can buy it before the auction ends and take it off the market. This is optional, but is a good chance to increase revenue, since the “Buy Now” is usually quite high.

#### **VOLUNTEERS:**

Silent auctions can be labour intensive. Recruiting volunteers to help with soliciting items, inventory management, auction set-up, registration and checkout will help make sure your event runs smoothly and your bidders have an enjoyable time.

#### **AUCTION MONITORS:**

If possible, experienced, or trained volunteers or staff should act as auction monitors. As the bidding is “self-service”, the monitors should oversee keeping an eye on the items and bid sheets to make sure that your guests are following the auction and bidding rules.

#### **CHECKOUT AREA:**

Having a cordoned off area that deals with the actual monetary transactions will help make transaction private (if requested) and secure. Be prepared to deal with cash, checks.

## **Online - the Set Up**

This includes choosing software, planning the timeline, and organizing auction prizes.

Once you chose a bidding platform, you are then ready to start taking photos and adding descriptions of items.

If you are planning an online auction for your Club from scratch, you will have to consider if you will run your auction as a standalone event, or as part of a larger virtual fundraiser. Both approaches have merit. You may find it more convenient to simply run the auction or find it easier to build excitement around something that is more of an event.

#### **PROMOTION**

To get the most out of your online auction, you will need to promote it across your channels.

- a. A segmented email campaign to appeal to diverse groups of supporters, including those that had tickets to the original event, association members, and donors.
- b. Social media graphics promoting the event
- c. A press release to local media
- d. An auction-specific landing page on the association website
- e. Promotional content for her regularly scheduled newsletter

#### **RUNNING THE AUCTION**

Whether your Club’s online auction is part of a larger virtual event or runs over several days, you must stay in communication with your supporters.

If you are having a virtual event, your MC can stir up enthusiasm and interest, much like they would do in person. They can show slides of the prizes and encourage bidding.

Without an accompanying event, you will need to post updates on your social media and send emails reminding people to bid. Your event software may include text or email messaging to bidders, letting them know if they have been outbid, another great way to keep them engaged with the auction.

#### **FOLLOW-UP**

When the virtual auction concludes, it is time to announce winners and get the prizes to their new homes. Make sure your instructions for gift delivery or pick up are clear, so no one is wondering how or when they will get their prize. You might also want to share all the winners publicly, so that you get fewer questions about whether bidders won.

## 6. SPONSORSHIP & ADVERTISING SIGNAGE

Sponsorship of teams and the sale of advertising boards around the Club pitch and Club house are core sources of income for most Clubs.

Many Club sponsors and advertisers are involved because they want to support their Club and Community rather than for purely commercial reasons. But that is even more reason they should be treated well and in a business-like manner.

### Some tips to remember:

- Always make sure your sponsors and advertisers fit with the ethos of and your Club and the Camogie Association
- Mandatory Code on Sponsorship (<https://camogie.ie/wp-content/uploads/2020/03/Part-5-Mandatory-Code-on-Sponsorship.pdf>)
- Plan your sponsorship and advertising opportunities – work out what is available, at what price and identify potential sponsors and advertisers
- Tell your potential sponsors about your Club and what it does
- Spell out for them the benefits they will get from their sponsorship e.g., Name on shirts, access to tickets, tickets to Club events, advertising boards
- In turn, spell out what the Club expects from them e.g., Payment dates, payment amounts
- Treat sponsors well – promote their sponsorship, greet them at Club events, honour the commitment the Club makes.
- Identify your Champion. Try and identify the person at the potential sponsor or advertiser who will help you sell the idea to the company. It may or may not be the boss, but it will certainly be key influencer.
- Help your contact help you. Make it easy for him/her. Put together a professional presentation to help him/her sell it internally. Remember you are competing with other local activities that are looking for support. In your presentation show your Club as part of the greater Camogie movement.
- Try and get someone in the Club to pull all the information together so that it can be presented to a potential sponsor/advertiser in a professional manner (e.g., PowerPoint presentation).
- Many Club members and businesses operating in the community can help their local Camogie Club by influencing their business to support the Club by taking an advertising sign around the Club's main pitch. As advertising is a legitimate business expense it can be an effective way for a local businessperson to show their support for a Club.