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# FUNDRAISING GUIDE FOR CRICKET CLUBS



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# CONTENTS

## Introduction

03

# 1

## How to Fundraise

04

1.1 Legal Issues to Consider

07

# 2

## Fundraising Ideas

08

2.1 Small Events

09

2.2 Mid-size Events

11

2.3 Large Events

14

# 3

## Easyfundraising

16

# 4

## ECB Club Open Days Supported By Waitrose

19

# 5

## PCA Masters

22

# 6

## Additional Revenue Streams For Clubs

24

# 7

## Club Testimonials

30

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# INTRODUCTION

Fundraising is such an important part of cricket clubs, how they can sustain themselves, and develop for the future. Although there are funding schemes in place, available through the ECB and other sources, these are limited so it is vital that clubs find other ways of generating income.

Fundraising can also help to create camaraderie in cricket clubs as members work together to organise events where everyone comes together to enjoy them.

As well as advice on fundraising this guide also makes suggestions on how your club can save money by making changes in and around your club house and ground.

Read on to find out more!

# 1 HOW TO FUNDRAISE?

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Ok, so your club needs to raise money and you've decided you want to arrange a fundraising event but what do you do next?

## Here are some pointers to help you organise a successful fundraiser:



- Decide what event you want to hold. Look at previous fundraising events you have held or that have been held in your community to see what works and what doesn't.
- Consider the time and date of the event and where possible try and avoid clashes with other local or national distractions that may affect attendance. For example; major sporting events, local festivals/fayres etc.
- Choose a reliable group of people to help you organise and run the event.
- Make a list of all the people you know (family, friends, colleagues, businesses etc.) and work out how they can help you to find:
  - *A venue for the event*
  - *Contacts*
  - *Talent / skills*
- When looking to businesses for donations (for raffle, auction etc.) or sponsorship ask for 'in kind' contributions or free use of equipment rather than cash as you're more likely to get a response.
- Approach smaller businesses first as they are likely to appreciate the opportunity of advertising locally, and arrange face to face meetings rather than just sending out letters.
- Invite interested businesses to the event to enjoy it and see what they're contributing to.



- When networking, ensure that the responsibility is shared with others organising the event and set out achievable targets – start with people you know even if you only know them a little. A good starting point is a members' database so you can monitor their skills and those of families and friends.
- Allow plenty of time to organise the event and set out a specific schedule to ensure that planning targets are met at the right time.
- Set out a budget for organising the event and set a fundraising target. By considering the capacity of your venue and the predicted attendance you can set an admission price.

Be careful - if the price is too high it will put people off, too low and it will severely reduce the final amount raised. Consider a cost plan:

- *What are your break-even costs?*
- *How many people do we need to attend to break-even?*
- *When do we start making money?*

- Consider your target audience – your club's members (playing and social) and the local community when deciding what event to organise and when.
- Make a list of all ways your club communicates internally and externally and have a plan in place to best utilise all of them. These could

include website, newsletter, Twitter, Facebook, club noticeboards, emails and text messages amongst others.

- Contact your local press and radio to have your event advertised. If you do this, send them a press release well in advance and keep chasing them up about it. If you're unable to get the press to attend your event, see if there is a budding photographer in your club and ask them to take photos and produce a write up to circulate afterwards.
- Make sure you have contingency plans in place in case of bad weather or if unforeseen circumstances mean the event must be cancelled / postponed.

- If you have a contract in place with a venue or service provider ensure that you understand the cost implication on the contract if your event is cancelled / postponed.
- Ensure that you work well with your neighbours in advance of your event to avoid any problems with noise levels or disturbances when your event happens.
- Have a debrief after the event to discuss what went well and what can be improved for next time.
- After the event, make sure you thank everyone involved including those that helped to organise, contribute and who attended to make the event a success (tell them how much was raised). Ask them for their details so they can be contacted about future events.

## Legal Issues to consider

It is very important that you are clear on the legal issues of your event and that somebody is identified as the person responsible for ensuring they are all covered.

- Venue Use
  - *Contract - cancellation policy, insurance, restrictions etc*
- Insurance – Public liability.
- Health and Safety – Number restrictions, first aid, fire safety.
- Licenses – Food, alcohol, entertainment, gambling (race night, casino night etc.).



# 2 FUNDRAISING IDEAS

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Fundraising events come in all shapes and sizes but how many have you tried at your club? You'll be amazed at the different ideas that clubs have come up with to raise money. Take a look at our suggestions on page 9.

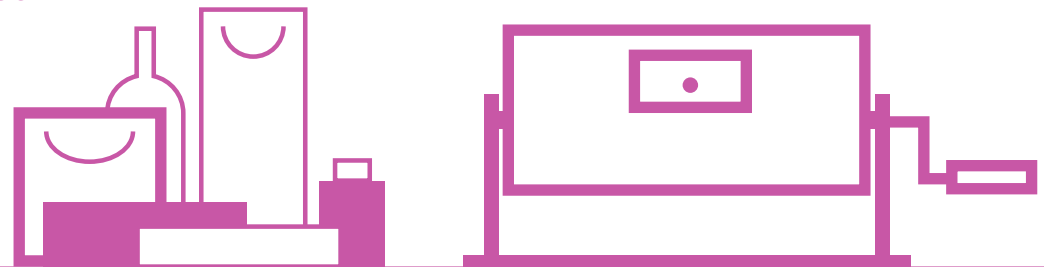


## Small Events (raise up to £500 approx)

- Quiz Night
- Duck Race
  - 50 numbered ducks costing £1 each race down a river next to a pub. Races are sold four times over with prizes donated by members and local businesses. Check with your local council for any environmental issues this might raise.
- Snail / Sheep / Pig Racing
  - An event that is a bit different is more likely to attract the attention of everyone to come along and get involved.
- Tug of War
- Coffee and Cake Mornings
- Treasure Hunt
- Easter Egg Hunt
- In-club Fantasy League
  - There are dedicated websites to help clubs create a fantasy league using their own players. It's a good, fun way to raise money and creates extra interest in the clubs' matches too!
- Car Wash
- Bake Sale

- **Tombola**

**Tombolas always work well but mystery tombolas work even better. You just have to wrap all the prizes, works especially well at Christmas as they all look like presents. Everyone likes a surprise!**



- **Raffles**

**We tried a twist on a raffle this year and held a 'Cow Pat Challenge' - £1 buys a square in our paddock. We release our local cows and wait for nature to take its course. The precise location of the first cow pat to fall will dictate the winner, with the surrounding squares picking up consolation prizes for being spattered. We raised £500 for the club which went towards paying off the debt on the new pavilion. No harm in a raffle if you can make it more interesting!**

*Tolethorpe Park Cricket Club, Leicestershire*

- Sport Scratch cards - sell in clubhouse - one winner - 50% prize, 50% to club funds. Traditionally football themed but now cricket versions are available as well as a number of other sports.
- Fantasy Football Premier League
  - *Members pay a set amount to have a team in a Fantasy League with a prize being extracted from the takings and the rest going to the club.*

- Sports results predictor
  - *For a sporting event (World Cup, European Championship etc) have members enter predictions of results with a set entry fee. Prize for winner(s) from the takings with the remainder going to the club.*
- World Cup / League sweepstakes
  - *Each entrant in an event is chosen at random for a set cost with the winner getting a prize from the takings and the rest going to the club.*



## Mid-size Event (raise £250 - £1000 approx)

- Poker Night
- Karaoke Night
- Comedy Night
- Bingo Night
- BBQ Night
- Stars in Their Eyes / X Factor / XXXX's Got Talent Night
- Slave Auction
- Auction of Promises
- Computer Games Competition
  - Wii, Xbox etc

- **Themed**

“The idea was to allow people to sample different ciders and sausages; the ticket price was £5 which included three samplers of cider (200ml) and three or four halves of sausage. We used a simple system to record what people have tried - a ‘stamp’ or coloured counters. You can make it more interesting by asking people which cider they enjoyed - applies to sausages too! It is essential to get the cider on sale and get a return (we used a local wholesaler). Our best advice is to make sure the event is very well advertised. The bulk of the profit was generated from the cider bought afterwards (having been sampled).

*Pembroke Dock CC held a ‘Cider and Sausage evening*

Our club recently ran a curry night at our local Indian Restaurant on a Monday evening (a night they are normally closed). They offered us a 3 course set menu at £12.50 per head and we had to sell a minimum of 50 places; in return they gave us £5 per head back. We sold over 60 tickets and, along with a raffle, raised over £450 for the club. This was quite an easy way to raise funds and the restaurant was happy with their beer sales etc. so we will be running another night in the spring.

*Audley Cricket Club, Staffordshire*



- **Food sales during / after matches**

Lymm Oughtrington Park CC in Cheshire realised that Wednesday evening players are hungry and a simple serving of hot dogs will keep them happy and raise £30 profit for the club which over the season raises £500! Easy to do and some very happy customers!

Newdigate CC in Surrey sold bacon rolls during the colts Saturday morning matches and held a monthly colts BBQ raising £400 throughout the season (£500 with gift-aid).

Every Sunday morning during the season Great Totham CC in Essex hold their colts training sessions, during which they run a tuck shop offering hot and cold drinks, bacons sandwiches and snacks. By doing so they have raised over £1,300 in two seasons.



- Murder Mystery Night
- Cheese and Wine afternoon
- Charitable Cricket Match i.e. celebrities, fancy dress, past vs present, lads vs dads
- 6-a-side Tournament
- Car Boot Sale
- Village Fete
- Craft Fair (particularly popular at Christmas)
- Boxing Day swim
- Club Fun Day
  - *Organise a selection of events at your club's ground to keep everyone entertained including bouncy castle, gunge chair, boot sale, cake sale, fancy dress competition etc.*
- Junior Cricket Festival
  - *Get all your juniors together and also some from the surrounding area if desired and host a junior festival at your ground. With the help of your groundsman you can set out a number of junior pitches and set a small fee per child or team. Along with a BBQ and other refreshments it can be a good day for the juniors and their parents.*
- Cricketers sponsored moustache growing
- Tree Planting – donation per tree
- Club Calendar (Calendar Girls, Full Monty etc)
- Store Bag Packs
  - *Send a number of your club's juniors to a local supermarket (with permission) and pack grocery bags for customers, collecting donations whilst there.*

**This is always a great success in our local supermarket. We normally do six hours with about 20 juniors and 10 adults working in hourly groups. We have raised between £500 and £1,000 and whilst we usually do one per year we will look to do a second at another supermarket as it's proven so successful.**

*Yarm CC, Yorkshire*

## Large Event (raise £700 - £3000 approx)

- **Race Night**

- Pre-recorded races on DVDs are projected onto a large screen. Players select or sponsor runners, or predict the correct finishing order in a race, and place a stake on their selections. Each race DVD is chosen at random by a member of the audience, so there is no way to influence or predict the actual order of results. Players with the correct results win cash, prizes, or 'fun money' depending on the type of event.

“We organised a race night linked to the end of year presentations for the under 15’s first and second teams. We used an external company but sold horses in advance and got local businesses to sponsor races. We also had a small raffle and sold tickets for pie and peas. In all this totalled to £782 profit for the club in aid of new cricket nets.”

*Cononley Cricket Club, Yorkshire*

“One of the ways in which we raised some funds last season was that we had a race night on the same night a high profile boxing match was on TV. We had about 150 people in attendance and the club raised £700 after costs. By combining the two events we were able to keep people at the club longer, thus pushing up the bar takings and money from selling food too.”

*Farsley Cricket Club, Yorkshire*

- **Beer Festival**

“This is a fantastic winter event that we do every year. We get sponsors for each of the barrels, put on food every night and have entertainment on the Saturday evening. This is our biggest money raiser of the year and usually gives us a profit of between £2,000-£2,500. By having a team of volunteer members/players to run the bar on a rota system as well as a good team of volunteers doing different food options is key to the success as well as good advertising leading up to the event.”

*Leycett CC, Staffordshire*

- **Sponsored walk/run/swim/bike ride**  
Westow Cricket Club held a Yorkshire 3 peaks challenge that raised over £1,400 for the club. People taking part included club members but also people who just wanted to do the Yorkshire 3 peaks. Club members provided the support team. People taking part could either get sponsored or just give a donation to the club.



Hesketh Bank Cricket Club in Lancashire host a Good Friday sporting bike ride, this consists of setting up a 50 mile signed course. Each entrant pays £15 to enter of which we provide the course, refreshments and energy bars en route and finish with pie and peas. We have run this event for the last two years raising over £1,000 each year which has helped us build our own outdoor nets and purchase mobile nets. It's been very easy to set up with cyclists in the club and been very productive with getting donations from members and non-members.

- Band Day / Night
- Casino Night
- Hog Roast Evening
- Club Golf Day
- Bonfire / Fireworks night
- Auctions – signed sports memorabilia
- 100 Club



# 3 EASY- FUNDRAISING

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Raise free, unlimited money for your club with easyfundraising!  
easyfundraising is the UK's leading good-cause shopping site. It gives you  
a free way of generating money for equipment and match-funding  
– just by shopping online.



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## Follow these easy steps to get started:

# 1

Go to [ecb.easyfundraising.org.uk](http://ecb.easyfundraising.org.uk) to register your club.

# 2

Once you're registered, search for a retailer you'd like to shop with, such as M&S, John Lewis and Amazon. The retailer will make a donation to your club as a thank you for shopping with them.

# 3

Ask club members to help you raise money by signing up to support your easyfundraising page.

# 4

Businesses can donate as they purchase equipment and supplies. Talk to your sponsors about this and anyone at your club who runs a business.

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Hear from cricket clubs already using the service.

“

“Raising money this way doesn't cost our club supporters anything extra and there really is no hidden catch!”

*Kirsten Tompkins - Moseley Ashfield, West Midlands, Cricket Club volunteer and 'easyfundraising champion'*

**Raised: £1,180**

“Getting money for the club can be really tough, but easyfundraising is a simple way to raise money – and it's no extra effort.”

*Craig Gentleman, Milton Keynes, Buckinghamshire, Cricket Club Committee Member and fundraiser*

**Raised: £1,500**

”

Sign up today and raise free money for your club at [ecb.easyfundraising.org.uk](https://ecb.easyfundraising.org.uk)

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# ECB CLUB OPEN DAYS

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Supported by Waitrose





The ECB Club Open Days supported by Waitrose encourage clubs to open their doors to the local community offering them opportunities to get involved in cricket and enjoy the club's facilities.

Waitrose, England Cricket Team Sponsor supports the scheme by offering clubs £100 worth of food and drink to help clubs host and fundraise from their event.

### Benefits of holding an Open Day

- Welcome potential new members, players, volunteers and even local sponsors to experience your club
- Engage with your local community
- Get £100 worth of food and drink from your local Waitrose branch

- Access to an online toolkit to help publicise your event by creating promotional material including posters, Facebook cover photos and email headers/footers. You'll also be sent a banner to place outside your club-house informing passers-by of your event.
- Branded t-shirts for event organisers

In 2014, 900 clubs took part attracting 125,000 people and raising over £450,000 between them. In 2015, don't miss out on this great opportunity to raise your membership, your profile and your fundraising pot!

For more information visit  
[www.ecb.co.uk/clubopendays](http://www.ecb.co.uk/clubopendays)

**CLUB  
OPEN  
DAYS**  
 SUPPORTED BY  
**Waitrose**

# 5 PCA MASTERS

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How would you like to challenge your club's players to play against former England and County legends and make money in the process? That is the opportunity provided to clubs by the PCA Masters.





The Professional Cricketers' Association (PCA) created the Masters team in 2002 and since then it has played over 100 matches including many against recreational teams helping them raise significant amounts of money.

Players such as Michael Vaughan, Mark Ramprakash and Steve Harmison have been part of PCA Masters Squads and your club could be hosting them this Summer. It's a fantastic opportunity for:

- Sponsors, corporates and local companies to take hospitality and get close to and hear unique behind the scenes stories from former players.
- Your club's colts section to be coached by the PCA Masters.
- Your community to support the club and develop cricket in the local area.
- Your club to raise significant funds to support future development and leave a legacy for generations to come.

For more information visit [www.ecb.co.uk/clubsupport](http://www.ecb.co.uk/clubsupport) and see the 'Fundraising' page.





# ADDITIONAL REVENUE STREAMS FOR CLUBS

## Gift Aid and Small Charitable Donations Scheme

Gift Aid is a scheme which enables registered Community Amateur Sports Clubs (CASCs) or Charities to reclaim tax on a fundraising donation made by a UK tax payer, effectively increasing the amount received.

There are currently over 1200 cricket clubs registered as a CASC and a small number registered as a Charity. If your club is one of these, do you know if it is making the most of Gift Aid?

If your club is a CASC and has been claiming Gift Aid successfully for two years or more it can also benefit from the Small Charitable Donations Scheme whereby you can similarly receive a payment from the Government of 25p per £1 on small donations but without the need to obtain paperwork from the individual making the donation.

**CLUBS CAN  
MAKE UP TO  
£1,250  
PER YEAR**

**with this scheme from donations  
of no more than £20 each.**

For more information about Gift Aid, the Small Charitable Donations Scheme and becoming a CASC visit [www.ecb.co.uk/clubsupport](http://www.ecb.co.uk/clubsupport) (see Club Management)

## Find a club sponsor

Put together a portfolio of your cricket club including its past successes, future plans and what you can offer a sponsor in terms of promotion and benefits. Arrange to meet local businesses and organisations to discuss. Don't just send letters, face to face communication can produce much better results and it gives you a chance to properly sell your club. ECB has produced a marketing and sponsorship presentation to help clubs available at [www.ecb.co.uk/clubsupport](http://www.ecb.co.uk/clubsupport) (see Fundraising).

## Match ball sponsor

When approaching businesses for club sponsorship also discuss match ball sponsorship. If they can't invest as a main sponsor then something on a smaller scale is still a big help to the club.

## Advertising

This is another great way of generating smaller amounts of income if a business isn't interested in full sponsorship. By offering advertising in the ways listed below, businesses will hopefully want to invest or provide discounts i.e. local catering business, local builders, hardware store (products and services relevant to your club)

- Advertising boards around the ground
- Match programmes
- Website
- Match shirts
- On stumps
- On Scoreboards



## 5-10% cash back to clubs from local businesses

Approach local businesses to discuss whether, in return for promoting their business to members, your club can claim back a small share of the profits from them using that particular product or service i.e. local taxi company, local restaurants for club dinners etc.

## Car Parking

Again, when your ground is not in use for cricketing purposes, can your car park be used for something else? What events happen locally that could use car parking - sports matches, community events etc. Find some willing

volunteers from your club to attend the car park and charge a reasonable amount per car and all profits will go to the club.

## Clubhouse hire

Do you have a clubhouse function room? If so, what is it doing when not in use for cricket purposes? It can be a real source of income as a perfect venue for parties, community meetings, keep fit classes etc. Why not do some research on local hiring costs and set out a plan to hire out your function room?



### Tip

**If you advertise your clubhouse phone number, make sure you also set up a call divert service to someone's mobile phone i.e. Bar Steward, Club Secretary etc. That way you won't miss any enquiries and make the most of all enquiries that come in.**



## Buy a brick

When planning construction at your ground, raise money by asking members of the club and local community to contribute to the cost by “buying a brick” for a set cost, say £5 each. To help attract people to do this you can promise to erect a board or plaque at the club with the names of everyone that made a contribution. If you’re saving up for a new scoreboard, why not try ‘Buy a bulb’...



**The first 200 bulbs for our new scoreboard are being sold at £10 each, an affordable price for most people, and they can of course give more if they'd like. Payment is made by cash, cheque, BACS etc. to the Project Manager or the Club Treasurer. For their bulb the buyer gets a small plaque which is also sponsored by a local business. The plaque is engraved with the buyer's name / family name / in memory of someone etc. It's attractive to juniors, junior parents, current senior players, ex-players or local people with or with our connections to the club. The beauty of this is it is run from home, off season, with little cost and little effort. It almost sells itself.**

*Follifoot Cricket Club, Yorkshire*

## Subs / fees

Rather than paying for annual membership in one bulk payment, break down the payment into monthly / quarterly sub payments which members may find easier to manage. Annual membership can be very high and rather than have some avoid paying for it altogether, having it broken down into manageable payments is much preferable. You could set up a direct debit system for payments.

## Credit / debit card machines

By installing a credit / debit card system in your bar you are giving your members and customers an extra option for paying for drinks and snacks rather than them being restricted by cash. This may help to encourage them to stay longer and spend more. Through a Direct Debit card system you can also provide cashback for customers.

## Install Sky Sports at your club

By installing Sky and showing the huge range of sporting events that they offer you can attract more of your members and the local community into your bar. Sky Sports have a special offer exclusively for ECB affiliated clubs at [www.ecb.co.uk/clubsupport](http://www.ecb.co.uk/clubsupport) (see Club Events).







# CLUB TESTIMONIALS

## Here's some advice for your club from others that have had lots of success with fundraising:

- Embrace the enthusiasm and opportunities for fundraising from all sections of the club, i.e. Colts, mid-week players as well as weekend cricketers. Small events aimed at just part of the club can be just as effective as planning big events, and for little effort the small amounts of money raised soon add up!
- Fundraising is the most difficult part of running any club or facility so we would encourage trying new ideas, however daunting, to widen the participation to your events. Not all events will be a success so put those behind you and try something else. The other area not to despair about is the quote "it's always the same people who do all the work". That's life I'm afraid but you get out what you put in and so what if it is the same people at least they are reliable.



The key to starting fundraising is to start small and get your parents and players involved step by step.

# 1

## **Planning**

- identify your needs - easy wins and long term goals

# 2

## **Start with easy wins**

- collecting mobile phones, Sainsbury's active kids vouchers - they don't cost anyone any money but get quick visible results

# 3

## **Next go for the participation events**

- race nights, quizzes, raffles - more effort required and the need to get people to dip their hands in their pockets

# 4

## **Move on to the external sources of funding**

- sponsorships, grants etc. but make sure the planning is in place from Stage 1 - look at your organisation, gather the evidence of volunteering, coaching, robust finances, demonstration that you have been able to raise funds etc.

The overall key to fundraising is to plan ahead. Stage 1 needs a focus on all subsequent stages so that the ground work is there from the start and you need to get some easy wins to keep everyone interested.

- Spread the work out; assign events to reliable volunteer leaders, if needed draw up sub-committees, plan events thoroughly and stay organised. We now draw up our social calendar in November, prior to the social calendar year and then aim to stick to those dates. These dates can then be included on club brochures, notice boards, social media and club website from January onwards.

