

AYSO Fundraising and Sponsorships Best Practices

Fundraising and securing local sponsorships are integral to the success of your local regions as much as it is at the national office. This support enables us to keep membership fees affordable and for you locally, it helps you grow your region and engage the community. Below are a few best practices in both fundraising and sponsorship to keep in mind as you create a strategic plan of procurement and execution.

Best Practices for Creating a Fundraising Campaign: First, you need to consider all the items that feed into creating a campaign.

- Type of fundraiser
- Goals
- Volunteer engagement
- Call to action (make it easy)
- Promoting your campaign
- Incentivizing donors
- Sharing updates/testimonies to create a sense of urgency

Fundraising Ideas: Second, you need to choose the fundraiser that will work for you. There is no one size fits all, see what has worked in your market in the past and build upon that or consider if it is time to freshen up what has always been done.

- Events (car washes, bake sales, casino nights, lemonade stands, etc.)
- Raffles and Silent Auctions
- Giving Tuesday/Year-end giving campaign
- Crowdfunding

Planning your event: Now that you've chosen your event type, it's time to start planning!

- Ideally you need 4-6 months of planning time
- Send out a Save the Date and start recruiting volunteers
- Utilize season registration time to promote
- Solicit local businesses for donations
- Use social media, digital and local media to promote
- Send invite out 5-7 weeks before event
- Send reminders a week before event



- Send thank you emails after event and let them know about other ways to support

Potential Donors: Make a list of potential targets to help curate the invite list.

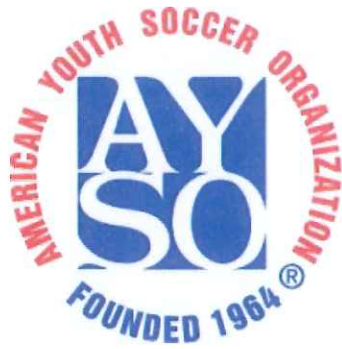
- Family members
- Volunteers
- The Community
 - Neighbors
 - Teachers
 - Local businesses
 - Local city leaders

Local Sponsor Targets: Identify businesses in your community that would be open to local sponsorships and create avenues for them to become involved in your events and for your season.

- Local businesses:
 - Restaurants/Cafes & Bakeries
 - Grocery stores
 - Movie theaters
 - Retail/Boutique stores
 - Hotels
 - Sporting Goods
 - Hardware stores
- Community centers:
 - Churches, Synagogues, Temples
 - Recreation Centers
 - After-school programs

Types of Donations: You need to know what you are looking for when you create your fundraising campaigns, events and sponsorship opportunities. There are many ways to engage the community in supporting your region, the more opportunities you can offer, the more people you will engage.

- Money*
- Raffle and silent auction items



- Perishable items (e.g., bake sale or concession stand)
- In-Kind Services

** \$15 or more should be on a credit card*

Way to Promote Your Fundraising Campaigns and Local Partnerships: Remember to promote or curate sponsors in your community, you need to use your community's resources to get the word out. Below are a few suggestions on how to promote and places to consider when letting people know about your events and your local partnerships.

- Flyers/postcards
- Social Media
- Email blasts/Newsletters
- Website
- Local businesses/Community Centers
- Press/media (e.g., press release, media alert, live remotes, radio interviews)

Additional Resources: You can find templates and inspiration on the marketing portal via the AYSO.org website to help you create branded collateral and awareness material to help promote and engage.

AYSO Marketing portal on AYSO.Org:

http://www.ayso.org/For_Volunteers/resources/marketing_toolkit.htm#.WmpCT7aZNR0

- Social media templates
- Media assets including for Blue Sombrero
- Photos/Videos/PR templates
- Signage
- AYSO Style Guides

For more information on local sponsorships and to receive the local sponsorship contract template, please contact Michael Zweig (AYSO Sponsorship Services Manager) at MichaelZweig@ayso.org.