

ASA
VOLUNTEER
ENGAGEMENT

The Good Club Guide for a
Fundraising Officer




the **asa**
swim for life



Welcome

You have either been appointed, or are considering, a role as a Fundraising Officer.

We wish you a fulfilling and enjoyable experience in your role. We greatly appreciate the time and commitment that you are giving to support the development of aquatics.

How this resource will help you

This resource is intended to assist you in your role by providing:

- A guide to your roles and responsibilities as a Club Fundraising Officer.
- Top tips and good practice advice from experienced volunteers.
- Useful links and information about additional learning opportunities.





Role of the Fundraising Officer

The Fundraising Officer provides a central point of contact for fundraising queries and takes the lead on developing opportunities for accessing grants and funding. This may include the preparation and submission of funding bids, working with other organisations to develop joint bids and ensuring the profile of the club is maintained. The Fundraising Officer should report to the Club Chairperson.

Duties of the Fundraising Officer

- To identify and target sources of funding for the club in association with the club's development plan.
- To prepare funding bids in partnership with club committee members as appropriate.
- To establish and develop effective working relationships with key local funding providers.
- To promote and publicise any funding secured for the club through the club newsletters, website and notice board, in association with the Marketing and Press Officer.

Skills and qualities required

- Enthusiastic with a good knowledge of and interest in the club's activities.
- Be an excellent communicator with good verbal, written and IT skills.
- Have good organisational and record-keeping skills.
- Have experience and/or an interest in sourcing funding opportunities

Level of commitment required

This will vary from club to club, but in general may include ongoing weekly responsibilities ranging from 1-2 hours. However, more time may be required periodically, particularly when preparing funding bids. Before taking on the role, check with the club what their expectations are to ensure there is clarity from the offset.

Term of office

The term of office will vary from club to club. You should establish the expectations before taking on the role.





Getting started

Fundraising is the process of sourcing money or resources for specific projects or club activities. There are many ways to raise funding. Here are some ideas that clubs have used previously:

- Club Shop – the club can set up a physical and/or online shop to sell club branded items, equipment or memorabilia/souvenirs.
- Renting your club office/facilities to other clubs.
- Club social events, for example:
 - › Trivia night.
 - › Themed parties.
 - › Auction/silent auction (with items such as dinner with a high profile coach, autographed items, etc.).
 - › Movie/theatre/concert night.
 - › Formal gala nights.
 - › Celebrity dinners.
- Club fundraising activities, for example:
 - › Club car wash.
 - › Bag packing at local supermarkets.
 - › Car boot sales.

- Club sporting events, for example:
 - › A swimathon.
 - › High profile coaching clinics.
- Parking arrangements for special events – clubs provide volunteers to direct parking for a percentage of the parking fees.
- Selling advertising space at the club.
- DVD sales of performances/special events, i.e. Christmas shows. (Make sure parental consent for DVDs is obtained as per the guidance in Wavepower.)
- Collection of old mobile phones/ink cartridges for reimbursement.
- Cash4Clothes initiatives.

Raising donations

In order to organise donations, clubs should have a worthy cause that people are able to easily understand and relate to, e.g. providing sporting facilities or opportunities for young people.

Potential donors will need to be targeted by the club. Often these are club members themselves, but could also be family or friends of members, local businesses, schools, the local authority, etc.

Top tips for raising donations for the club

- Set and promote a target for the amount you are looking to raise.
- Set levels for donations, e.g. £100 to advertise in the club newsletter.
- Train up volunteers to help collect donations and promote key messages.
- Establish a timeframe for seeking donations.
- Acknowledge your donations in your club newsletter or on your website.

Obtaining grants

Funding and grants for sport and clubs are obtainable from a number of sources. A brief summary is enclosed below, but the best source of information is to look at the Sport England website (www.sportengland.org) and click on 'get funding'.

Sport England National Investment

Sport England works with, and invests in, a range of national funded partners including National Governing Bodies of Sport and County Sport Partnerships, but also invests at the grassroots level in order to create a world class community sports structure. Sport England invests this money through a number of funding schemes, each with its own aims and objectives. These aims may be to reduce the drop-off in sports participation, improve the quality of sports facilities, encourage female participation in sport or support disabled people to play sport more regularly. More information on these funds can be found on the funding pages of the Sport England website.

National Lottery

Lottery funding is distributed by 12 independent organisations each with their own specialist knowledge and sector, including Sport England and the Big Lottery Fund. More information on eligible funds can be found on the funding pages of the Lottery Good Causes website.



Local Authorities and County Sports Partnerships

These organisations have access to, and/or can assist in providing information and sources of funding available to clubs. Please contact these organisations directly for further information and local priorities for funding.

Local voluntary organisations

These include local sports advisory councils, local volunteer centres (CVSS) and Rotary clubs. They are worth approaching for small grants to assist club activities.

Web based search tools to identify funding

Grantnet (www.grantnet.com) is a website which allows clubs or organisations who are seeking funding to search within their region. It also allows for searches on specific funding areas.

Top tips for obtaining grants for your club:

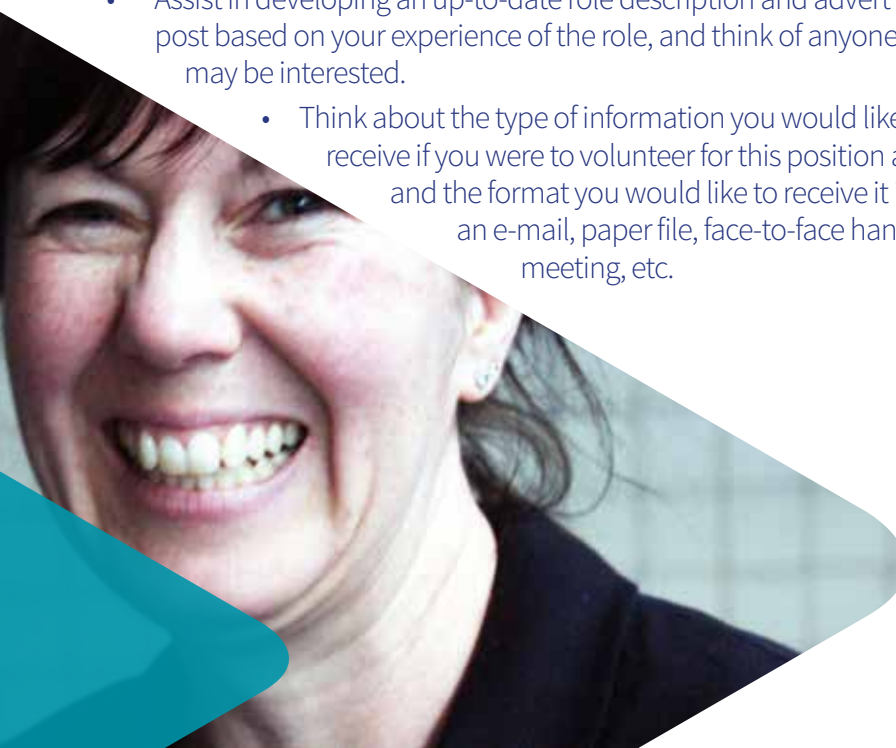
- Be selective – focus on applications that are a good match for your club (contact the organisation offering the grant to talk through prospective applications if you are unsure).
- Ensure your application meets the priorities of the organisation offering the grants.
- Draw up a calendar of application deadlines as you are researching grants, so you can plan in advance.
- Prioritise where necessary to fit the needs of your club.

Moving on from your role

When you decide it's time to move on, it's important to think about how you will ensure that all your knowledge and experience is passed on to the person taking over from you.

Here are some suggestions to help ensure a smooth transition, and to ensure the person taking over from you has the information and resources they need:

- Try to give as much notice as you can to let your club know that you are moving on, in order to allow them to recruit or elect another Fundraising Officer.
- Where possible, try to build up or be part of a small team of Fundraising Officers in your local area in order to share workloads, ensure others can take over when you move on and are able to offer training to new volunteers.
- Assist in developing an up-to-date role description and advert for the post based on your experience of the role, and think of anyone that may be interested.
 - Think about the type of information you would like to receive if you were to volunteer for this position again, and the format you would like to receive it in, e.g. an e-mail, paper file, face-to-face hand over meeting, etc.



- Prepare an information pack for the new Fundraising Officer to assist them in their role, including a list of any outstanding work/issues, a list of key contacts and any 'top tips' that may help.
- Hand over hard copies of any files or important correspondence and pass on any electronic information by saving it on a USB stick.
- Offer to mentor the new Fundraising Officer for an agreed period of time.

Summary

We hope you have found this guide informative. We wish you a great experience in your role and thank you once again for all the time and commitment you are giving to the sport.

swim21

swim21 is the ASA's quality mark for the development of effective, ethical and sustainable clubs. The opportunity to gain swim21 accreditation is available to all ASA affiliated clubs, across any of the aquatic disciplines, regardless of size or activity delivered. swim21 is about creating the best possible aquatic experience for all and raising the quality of aquatic provision across all areas. The swim21 programme enhances club management, strengthens the structures and unites the club with shared goals to ensure the best environment is available for all swimmers.

To find out more about swim21 and the associated benefits, please visit www.swimming.org/asa/clubs-and-members/swim21-accreditation/.

Equality and diversity

Is your club as inclusive as it could be? Does your club truly reflect the local demographics? Aquatic sports can and should be made accessible to everyone, to the greatest extent possible. Opening your club to everyone will aid with sustainability, add new dimensions to the club's social element, and you may even find talent, in many different forms, where you least expect it.

Read more about the ASA's commitment to equality and diversity and find further support for clubs at this link: www.swimming.org/asa/about-us/equality/.

Further information

The ASA accepts no liability for any errors or omissions in this resource. Further, whilst it is hoped that volunteers will find this resource useful, no liability arising out of its use can be accepted by the ASA or the club.

This resource is not a contract of employment and the role you undertake as a volunteer will not create an employment relationship between you and the club or the ASA.

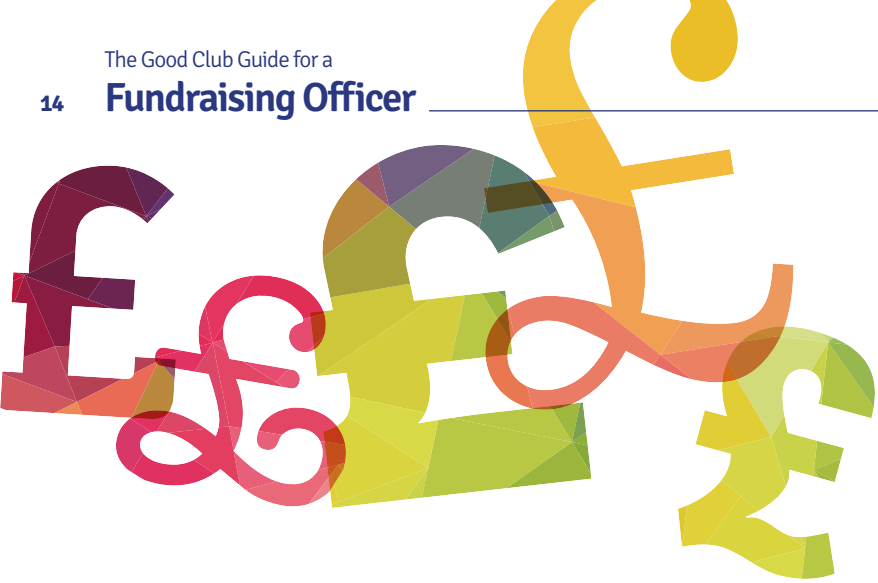
ASA Volunteering Hub

Did you know that the ASA has a dedicated hub for volunteers? To access this hub, go to www.swimming.org/volunteering or email us at volunteering@swimming.org.

Acknowledgements

The ASA Volunteer Engagement Team are grateful for the contributions of both staff and volunteers who supported the creation of this resource. The knowledge and experience of those involved is vital to ensuring these materials are as beneficial as possible.





Useful links

The ASA

www.swimming.org/asa

ASA Funding Information

www.swimming.org/asa/clubs-and-members/funding/

Sport England Club Matters

www.sportenglandclubmatters.com

Sport England

www.sportengland.org

The National Council for Voluntary Organisations

www.ncvo.org.uk

Volunteering England

www.volunteering.org.uk

Lottery Good Causes

www.lotterygoodcauses.org.uk

County Sports Partnership Network (CSPN)

www.cspnetwork.org/



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