



7 Steps to Increase Profits During Sports Fundraisers

Let's Make 2022 Your Most
Profitable Year Yet

A background image showing three young women in white and red sports jerseys cheering and clapping. The image is overlaid with a green-to-yellow gradient.

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Introduction

Are you wondering why your team's fundraisers fall flat every season? Despite your buy-in as a coach and the necessity to raise funds for upcoming seasons, do you still struggle to keep your team engaged in the fundraising process? Are you stuck in the manual, outdated methods of fundraising and looking for better solutions?

You're not alone.

The fact of the matter is that fundraising is difficult — kids aren't always motivated to raise funds, potential donors are skeptical with in-person fundraising methods, and the entire process is time-consuming for coaches like yourself who have plenty of other obligations. So what are you to do?

This guide will walk you through seven simple steps to follow in your fundraising efforts! Ready to make 2022 your most profitable year yet?





Ditch the Paper Orders

As if fundraising was not difficult enough, the pandemic added an extra hurdle for sports teams nationwide by essentially eliminating the tried-and-true method of door-to-door fundraising. Over time, though, we've quickly recognized that to be a blessing in disguise.

While successful, paper order forms and in-person fundraising efforts were laborious, time-sensitive, and required additional oversight in terms of accounting and bookkeeping from coaches. Enter online fundraising platforms.

These platforms decrease the need for extensive oversight by automating fund collection in an [easy-to-use platform](#). It also makes it easier for players to run a successful fundraising campaign by reaching more participants and simplifying the collection process.





Go Cashless



Hand-in-hand with the move away from paper orders comes the demise of cash. Think about all of your most common financial transactions: direct deposit, automatic bill payment, everyday purchases — they're all increasingly cashless. Why should fundraising be any different?

Oftentimes, cashless donations are the most convenient solution for both parties. Donors can quickly send funds from anywhere without worrying about cash delivery or lost checks, and fundraisers can easily organize funds digitally rather than keeping an envelope of cash tucked under their bed. Prioritizing credit and debit card payments is a must for fundraising in 2022.



Promote Competition

If you're working with athletes at any age, chances are they're competitive. Tap into that mindset by promoting competition throughout your fundraiser. Modern fundraising platforms have [live tracking capabilities](#) that allow participants to see who has raised the most money. Use this leaderboard and create incentives that encourage participation and competition from your players.

There are plenty of ways you can incentivize their participation — gift cards for new gear, fewer sprints at practice, the list goes on. Find what works for you and your team, and then encourage your players to track results throughout the fundraiser.





Take Advantage of Social

Every fundraiser should attempt to reach as many people as possible — family members, friends of family members, community partners, past coaches — and social media is the most successful way to do that.

Social sharing is a must when considering various fundraising platforms. Think about the reach a social post gets versus an afternoon of phone calls or door-to-door knocks. One simple like or comment can put your fundraiser in front of an audience you never would have tapped into.

Social sharing allows you to amplify your reach tenfold in a fraction of the time—it's easier for potential donors to share a link with friends and family rather than sending contact info and hoping they will get in contact to make a donation.



Set High Goals

Goal-setting is nothing new for you as a coach. You don't enter the season setting bare-minimum goals; you have high expectations — your first 20-win season in school history, your first division title since XYZ, a state championship. Players want to win, you want to win, and your outlook on fundraising should be no different.

When you set actionable fundraising goals with high expectations from the start, you and your team have something to work towards. People can rally around those types of goals and understand the role they play in accomplishing them.





Communicate. Communicate. Communicate.

Once those goals are set, it's crucial to communicate with your team on a daily basis to ensure your expectations are met. By using the aforementioned tracking capabilities, you can see which players need some extra motivation on the fundraising front and encourage them to try [new tactics](#) that ultimately allow them to reach individual and team-wide fundraising goals.

Without communication and encouragement, players are likely to lose focus, downplay the necessity of your fundraiser, and become unmotivated to participate. Negate this by overcommunicating your expectations and breaking goals into daily and weekly tasks.



What's the Result?

How can you expect your players to buy into your fundraiser if they don't understand the reason you're doing it in the first place?

When players understand where the money is going, you are far more likely to create buy-in from the team because they know that their efforts to raise money will actually pay off in the long run.



Want to play in that travel tournament our team has won 5 straight years? We need to raise X amount of dollars. Want to make the switch to Nike uniforms this year? We need to raise X amount of dollars. Want to play in a showcase that puts you in front of national college scouts? We need to raise X amount of dollars.



Conclusion

Fundraising has changed forever since March of 2020 — and honestly, that's a good thing. Gone are the days of unsuccessful door-to-door marathons and unorganized fundraisers. Modern fundraising is digital, and it's time for you to get on board.

Digital fundraising platforms are the key to increased fundraising profits in 2022 and beyond. So what are you waiting for? Set your team up for success with [Launch Fundraising](#) today.