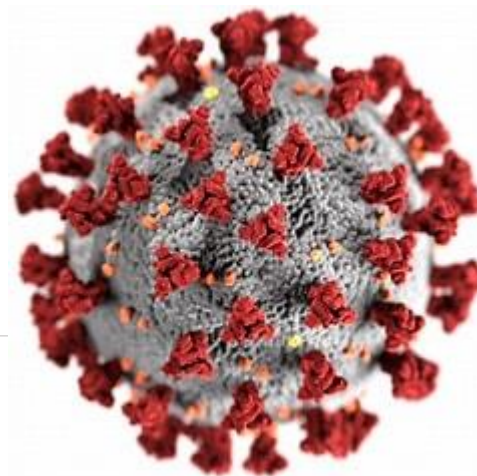


LOCKDOWN Online Interactive Clinics

Clinic Five: Funding

The art of getting funding for your club



Today's Topics



Imperatives
Grant funding
Knowing your brand
Sponsorship



Key Imperatives for your Funding Advantage

1. Know who you are
2. Know where you are going
3. Know who your customers are
4. Know what you want and why
5. Communicate your story
6. Deliver on your commitments
7. Take the right actions
8. Provide feedback



Grant Funding

Increase your ability to obtain successful grant applications & engage with a grant funding organisations

- **Develop a PLAN/ CALANDAR**
- Link to your **LONG-TERM** goals
- Link to your **ANNUAL** plan
- Clearly identify what project you need funding for
- Identify the funding sources
- Identify the funders criteria – Make sure they **ALIGN**
- Get in touch with funders
- Bring funders into your planning
- Be **PROACTIVE** not **REACTIVE**
- Ensure you are insights / evidence led
- Make sure you understand your **OBJECTIVES & GOALS?**
- Know how you will measure the effectiveness of projects
- Monitor and evaluate
- Deliver on agreed outcomes including reporting

PLANNING FOR THE FUTURE CREATES ACCOUNTABILITY



Developing a Funding Plan

- Create a template for your plan/calendar
- Identify all areas where funding will be required
- Identify what date the grant money is required by
- Working backwards from this date, put a timeline to the following action points

Plan for your funding applications by identifying **WHAT** you need and **WHEN** you need it.

EXPENSES ← → DATES

Expenses	Amount Required	Date Funds Required	Possible Funders	Application Deadline	Requirements of Funder
Equipment	\$2,000	29/05/2021	Upper Harbour Local Grants	29/03/2021	- Contribute to community sport - Groups and Individuals

Developing a Funding Plan Checklist



- Identify potential funders
- Identify what date the application closes
- Contact potential funders
- Identify and gather all information required for the application
- Develop the application
- Submit the application before the deadline

Always Meet Reporting Deadlines

Funding Template

Expenses	Amount Required	Date Funds Required	Possible Funders	Application Deadline	Requirements of Funder
Equipment	\$2,000	29/05/2021	Upper Harbour Local Grants	29/03/2021	<ul style="list-style-type: none"> - Contribute to community sport - Groups and Individuals
Team Tournament entry fees	\$600	13/08/2021	Four Winds Foundation Ltd	15/05/2021	<ul style="list-style-type: none"> - Only groups - Must be an amateur sporting organisation
Travel Costs (petrol, vehicle hire)	\$800	15/10/2021	The Lion Foundation	20/07/2021	

Know Your Brand

What does your club/brand stand for?

- Brand Purpose
- Positioning
- Value Proposition
- Brand Promise
- Brand Essence
- Brand Personality



Funding- Know Your Offering



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How do you know who to target?

Your existing network- (members, guests, vendors)

What type of organizations businesses share your priorities?

Given your assets what are you willing to share and what do you keep just for the club?

What is realistic

Keep it local



The Sales Story

Introduction:

Set the tone –what is one bold statement

Context:

Facts –what can you offer, be specific, provide facts and figures

Draw them in:

Showcase what you know about your audience and what you have

Climax:

What of their business needs are you meeting?

- Based on our meetings we understand your objectives are....
- And your target audience is

What are your creative ideas?

- How can your club provide the leverage to meet their business needs

Wrap it up:

- List of benefits
- Most important/valuable to hygiene benefits
- Investment –Cash, contra, what else do you need
- Terms –make sure you show flexibility and that this is a starting point



Method – where is the value



Hot Tips



Potential value against

- Ease of access to the right person
- Likelihood of agreement
- Alignment to your values
- Ease of execution
- Likelihood of success

Things to look out for

What can go wrong with your pitch

- It is too self centered
- Doesn't establish the fit and relevance
- Don't make the sponsor do any of the work
- Only offers something everyone else can offer- Logos, Signage, Golf, Hospitality
- Doesn't make a full business case
- Poorly structured
- Are you assuming knowledge
- Do not use their logo, you do not have permission and you could use it incorrectly

Relationship Management

Have a contract make sure the terms are clear
Set KPI's and make sure you provide evidence of meeting these
Provide content they can use easily to show off the partnership
Deliver unexpected benefits these can be personal or to the business
Schedule regular times during the contract to catch up
Provide one key point of contact from within your club
Ask to document the partnership with a case study
Keep records use your Client Relationship Management
Software (if you don't have software think of other ways this would be possible).



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