

## Club Development Workshop – Moving Forward Together – 02 April 2022

### Finance & Fundraising

- Create a Vision
  - Where does the money go?
  - Offer transparency with our Accounts
  - Outputs - People need to see where the money is being spent
  - Set financial targets
  - Set expenditure targets – etc floodlight up, facilities
  - Budgets
  - Savings – set out a plan
  - Need to plan for the future
  - Generate sufficient funds to grow
- Review of Current income streams – Lotto, Merchandise, Membership, events, gate takings, sponsorship, Grants
- Review of our spending – Energy, equipment, getting quotes for spend
- What do other clubs do?
- Merchandise
  - Review supplier
  - Loyalty cards
- Grants
  - Be ready for grants by having sound financial arrangements, documents, quotes etc
  - ABC Council – Grant finder (contact name provided)
  - TADA, Club Development, SportNI, ABCBC
  - SLNRC (contact name provided)
  - Rural Share – explore grants for rural areas
  - Large Grant Streams
  - Matched Grants
  - Invest NI – expertise / advice
- Caide Achadh Gaillan / Friends of Aghagallon
  - St Ronan's Foundation
  - Example of Annaghmore (£20/month, membership, 2 lotto tickets, polo shirt)
  - Gift Aid
  - Charity
  - Skills / Knowledge
  - Constitution
  - Own Legal Entity
  - Monthly payment – regular income
- Governance –
  - Assets register
  - Ensure appropriate financial procedures are in place
  - Liabilities / Reserves
  - Tender Documents, be ready for grants
  - Have a succession plan for volunteers to avoid burnout

- Understand the area, know how many houses area by area have dedicated ticket sellers
- CASC - Charity Commission - Status
- Gift Aid
- Banking
  - Online banking
  - Reserves
  - Cheques / signatories
  - Loans??
  - Qtrly statements / regular updates
  - Review accounts
- Business links
  - Sponsorship
  - Team
  - Pitch side boards
  - Match ball etc
- One Club Model
  - Has been kicked about and on the agenda of numerous AGMs
  - Camogie Club, ladies football
  - All have the same issues, could be better tackled as one club
  - Misunderstanding that we aren't already one club, confusing for families having to pay multiple membership rates
  - Joined up approach to fundraising
  - Schedule of events
  - All fishing in the same pond for fundraising and sponsorship
  - Centralise fundraising
  - Efficiencies of effort and volunteers
  - One Membership rate
  - Merchandise
  - Ask Camogs to help with Lotto – originally a joint venture
- Shared Island (MLA)
- Partnerships – joining up with the tow path and exploring available funding
- Explore the issue of remembering the club in their wills, trusts etc.
- Marketing
  - Need to improve our ability to marker ourselves
  - Ask for help with appropriate skills
- Sub-Committee
  - Identifying the right people
  - Appropriate Skills / Knowledge / Expertise – Events
  - Day to day actions
  - Strategic actions / goals
  - Non-Executive Trail, build experience
  - More help - Ask people
  - Volunteers
  - Share the load
  - Target past members / players

- Follow up questionnaire on Survey monkey, ask for help
- Need a clear Vision to inform the Plan
  - Targets and Goals
- Maximise the GAA contacts
  - Local
  - Further afield
- Where does the money go?
  - Increase transparency
  - Publish our accounts
  - Easier to sell tickets if we have a clear target eg Club Down and the development of the club gym
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- Ticket Sellers – need to increase the number of people that sell for events
- Outsource – specialisms
- Look further afield – members across the world
- Lotto
  - Constant income
  - Improve coverage
  - Online payment engine for the website – ClubFunder etc.
  - Door to Door
  - Direct Debits – increase uptake
  - Ticket sellers – commission need to advertise that this is a good way for young people to make some pocket money
- Events
  - Reintroduce previous events such as Duck Race, golf classic, Strictly, NFL Top Score, Sports Day, Last Man Standing, Club Draw, Bingo,
  - Concentrate of a few big events
  - Big Breakfast offers more than just income – contributes to increased communication, social well-being, sense of community
  - People looked forward to events / occasions
  - Charity Cycle
  - Boxing events in partnership with other local clubs
  - Raffle House / Mobile Home
  - Organise tournaments / Blitzes
  - Offer more family events, BBQ etc
  - Outreach to wider community
  - Have a clear schedule of events per Quarter
  - Have a steady run of smaller events
  - Increase the number of events
  - Each Team to organise something
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- Membership
  - Review the rates
  - One club membership
  - What more can we offer our members
- St Paul's 100 Club (Cllr)

- £10/month
- Added benefits
- Membership included
- Guaranteed income
- Audit
  - Audit per team costs and equipment
  - If we understand how much it costs to run the club people maybe more willing to contribute more against actual costs
- Improve our communication of events
  - Email, letters, social media, bulletin, website, door to door
  - Publication of events
  - Offer better information
  - Making things accessible
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- Explore the possibility of opening a social club (Cllr)
- Ask people to give a little back and invest in the future

end

## Survey Contributions

	<b>Q9d - Finance &amp; Fundraising - Please provide any comments or recommendations on other fundraising initiatives you would like to see us organise.</b>
1	Club need to focus, if new facilities are being developed, that there is facilities to hire out. This will make more money than any ticket selling or fundraising
2	More last man standing competitions(soccer)
3	Something that involves the children and give them pride in raising money for the club whilst also having fun? Sponsored walks/ score games/ etc- family fun days at the pitch?
4	There was lots discussed on the workshop morning
5	Fund raising could be so much better. Previously we had the golf classic, duck derby etc - now we have the lotto. Recent NFL event was good, can't just rely on the lotto.
6	BRING BACK THE BIG BREAKFAST
7	Na
8	Anything, more of the things we've had in the past. Raffles, big breakfast mornings, car washes etc
9	Maybe fundays or bingo, fun match days like what used to be at the Mitchell's... sports day years ago
10	More family events
11	Shared among all codes
12	Big event once every couple of years
13	Bringing back previous fundraisers such as duck derby and casino night
14	Duck race, sponsored climb/walk
15	More fundraising spread out throughout the different teams. It would be a good idea to get the kids involved in the fundraising. Sponsored activities, etc.
16	Summer Family Event, St Patrick's Day event
17	Regular events.
18	Fun day interactive activities
19	Answers in 5b
20	We need the big fundraisers back! Family events, golf classic and duck race. I understand covid has affected these in the last few years
21	The friends of Aghagallon scheme needs more work and should be the foundation of the fundraising within the club and also including the Camogie club. One club model should be adopted not only for fundraising but the joined up approach would help pressures around volunteering and inclusivity
22	The GAA should be addressing the shortfall in funding for local clubs. An institute that is not short of money needs to allocate the funding more fairly amongst smaller local clubs and fairly across all counties.
23	The fundraising seems to work better when there's a goal like building of gym etc
24	fun day with admittance fee? some parents may be able to provide activities/ stalls at no charge in an effort to reduce costs
25	Go bigger with jackpot get a loan put it up to Â£5000 first . People will buy more tickets and people from outside club will purchase. I think it's clear we need some sort of online shop for lotto tickets. Build a small sales hut for selling lotto tickets beside gate way of pitch get all visitors , parents etc directed that way on game days and training .
26	Fun Days
27	More fundraising needs to be done. Such as parents night ( night out for parents), a day at the races etc

28	Club Aghagallon, events which bring people together
29	A yearly event or weekend, with a blitz to promote the club and invite other clubs down. Like a summer camp/ tournament format. Have a bbq and some music afterwards. From my own club we have started a country music festival weekend and we have our own summer camp as well as the cul camps
30	More family fundays at the pitch And end of summer party bbq Halloween partyâ€™s Christmas Easter hunts All areas that our community have very little for the children to do or take part in. So would be ideal times to host partyâ€™s/fun days for fundraising
31	A game between St Maryâ€™s and Gawleyâ€™s gate or former club players
32	Duck Derby Golf days Sports days Big breakfasts Team challenges, eg, whole team runs 100 k in a week Gym â€¦. How many press ups?
33	If the club is going to do any sort of development quickly normal fundraising will not be quick enough. You will need to take out loans and to get those you will have to prove income which will need to be some sort of DD scheme.
34	Bring back more fundraising days big breakfast / fun days / st Patrickâ€™s day / Easter fundraiser
35	Golf classic, gala dinner, outdoor concert, ticket only nights with music, bingo loco, underage summer scheme, etc no problem thinking of ideas but just need more people involved to help execute them
36	Introducing the duck races again
37	Different fundraising ideas similar to NFL score
38	Bag packing in local Tescoâ€™s or Asda spar or surrounding, great for team bonding brings players together interacts the general public might entice the general public to see st Maryâ€™s as a place they want to be apart off, organised car wash, club raffles bingo, social club sponsored walks club walks darkness into light working with hospices and various others.
39	More family fun days
40	Draw for a car or house
41	Some clarity on finance position of the club
42	Sponsored club hike Make events in line with the calendar. Eg National XYZ day
43	Alot of clubs seem to run online competitions advertised on Facebook for big prizes holidays ect. Maybe see if any feedback from other clubs how successful these have been for them and if viable option to pursue
44	Family fun days; half time draw at matches 50/50
45	Family movie night on the pitch. family fun days. Go fund webpage for specific items. Calf raising fundraising. Coffee morning bake sale. Car boot sale .car washing.
46	sharing some high level numbers will help supporters see where their money goes and reinforce the need for engaging with fundraising activities
47	Please see answer to Q6b.
48	Membership needs to be promoted more. I know alot of the underage players domt know how to sign up.

Workshop Notes from 2 April 2022 and added Survey comments from 22 April 2022

**end**