# Fundraising is the lifeblood of most GAA clubs and counties. Without it, they would struggle to survive.

This is where the GAA comes into its own and is in a league of its own. GAA communities up and down the country go into overdrive when called upon. Whether it's for a major capital project or simply for funds to keep the club alive, they answer the call.

Our document is divided into an introduction and 3 sections covering our 3P's of Fundraising

## INTRODUCTION
**01. PLAN**
**02. PUBLISH**
**03. PROMOTE**

**Our range of fundraising tools include:**

C&C donate

C&C cairde

C&C shop

C&C draw

stripe   PayPal

Important: to use any of the C&C fundraising tools, your club will need to set up an account with a payment provider such as Stripe or PayPal. Don't worry, it's really straightforward to do and you can find out more:
https://clubandcounty.com/help-centre/how-to-add-a-payment-gateway-to-your-site/
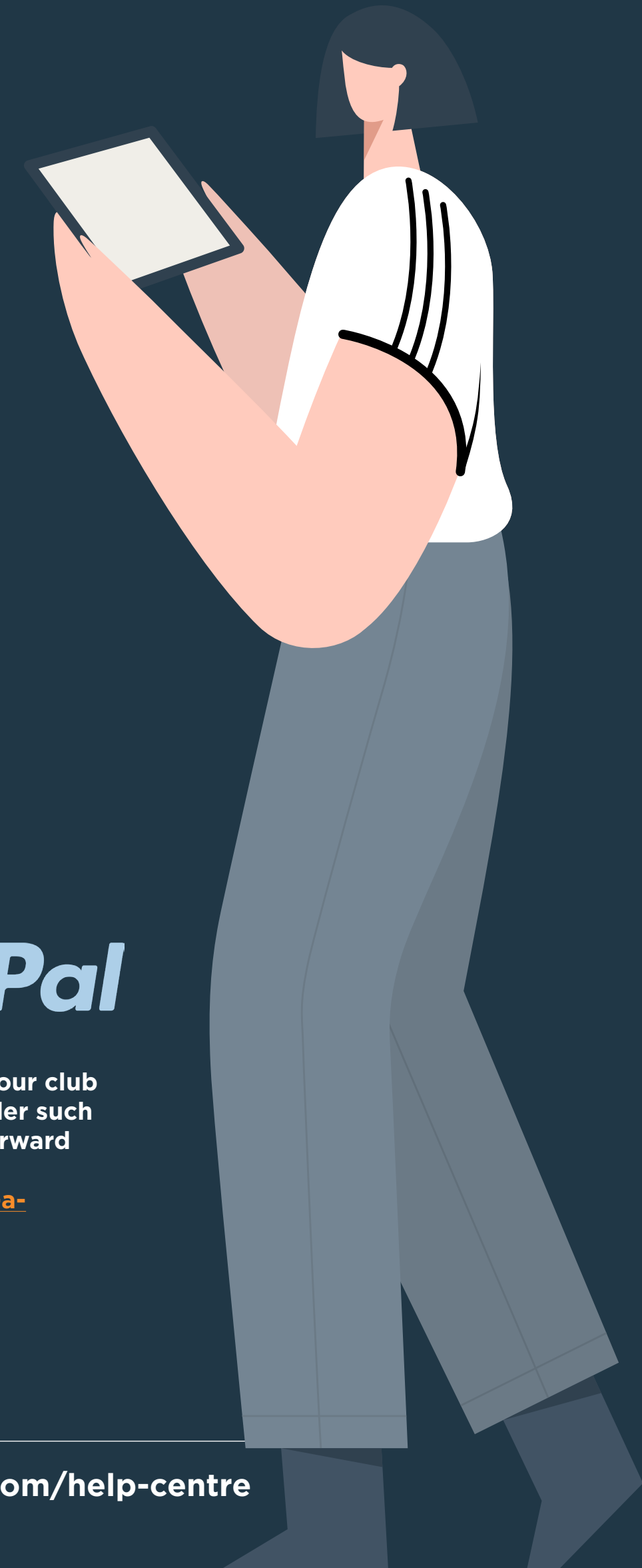
# INTRODUCING THE 3 Ps OF FUNDRAISING

**01. PLAN**

**02. PUBLISH**

**03. PROMOTE**

Clubs have never mattered more to communities. Which means fundraising activities have never mattered more either.

Over the past 18 months, we've been developing a range of tools that will make your fundraising easier. To get started, simply add them to the C&C Club Template.

Everything we've developed is based on one simple principle: getting traffic to your website.

To improve your fundraising, you need to improve your traffic numbers. To do this, everyone needs to treat your website as your virtual clubhouse, your communication hub. Driving traffic to your site is the most crucial part of your growth strategy.

The C&C Match Centre is a great tool in driving traffic married with strong engaging content such as regular news updates, match reports etc. With regular traffic to your site you can start to fund-raise using C&C Donate, the focus of this guide. It's a plugin that lives permanently on your site giving you the ability to fund-raise 24/7, 365 days a year.

The best way to maximise online donations is through individual campaigns and this guide is going to show you exactly how to do that.

PLANNING

PUBLISHING

PROMOTION

We wish your club good fortune and good fundraising.

**Key takeout:** Get traffic to your website.
When people are there, you have a chance to fund-raise.
You can't sell someone a half-time ticket if they don't go to the game!

# PLAN

## ENЕRGY = INCOM€

## Wants Vs Needs

In any club, it's vital to balance your wants and needs with the skills and resources available. Consider carefully what your club wants/needs before embarking on your fundraising campaign. Decide early on what you think is achievable and plan accordingly.

Forming a fundraising committee is a great start. Remember to find out what your collective experience is. If it's something you have never done before, start small and build up as you learn. Talk to other clubs who have done it before - in our experience, GAA clubs are always very keen to share their knowledge.

A GAA club can be a force of nature when properly prepared and focused on a major project. But you should never underestimate the work involved and you definitely shouldn't overstretch. This will only lead to trouble!

## Consider everything under these headings:

## People

People are the real key to success. In our experience, the following people are indispensable:

**The Project Chairperson:**
Not necessarily your club chair but the person who will oversee the project and maintain the focus.
**The Creative:**
The ideas person, someone who can think outside the box and help communicate the story.
**The Techie:**
The one that understands the digital world.
**The Salesperson/people:**
There are people in your club that can sell snow to the Eskimos – get to know who they are!

Remember that **Energy = Income.** When the pace drops, so does the income. Share the workload and keep a steady pace and save some energy for the final sprint. On major projects it's the last few weeks that are critical.

## Projects

Lists are your friend. Make a list of the projects or items that you need money for. Include everything from capital projects, equipment, events and charities to community groups that your club is involved with.

## Tools

Consider the tools and fundraising activities you have available (or would like to make available) and develop your strategy. You may adopt different tools and tactics for the same project. For example, on a major capital project you might include a range of events, direct donations and maybe even a fundraising draw with all funds going into one pot. At the other side of the scale, there's the example of a coffee morning for charity. In this case, some members may not be able to attend but would like to give something – with **C&C Donate**, you can give this option on your website.

## Promotion

Match the tools to the project and get started. This is where the real work begins. Getting someone to part with cash is not an easy task. But as a very wise Tyrone salesperson once said, "No just means not today."

**PROMOTE, PROMOTE and PROMOTE some more.** Marketeers historically would have talked about the **Rule of 7**. Basically someone needs to see a piece of communication 7 times before it registers with them so never ever assume that everyone knows about your project or campaign.

# 01.

# PLAN

## What is a campaign?

The beauty of **C&C Donate** is that you can have multiple campaigns running at the same time. It might be the coffee morning for a local charity and alongside this, raising money for a second pitch over the space of a couple of years. You have complete control, you set the targets, the dates and get to work.

You also can edit at any time to alter the goal posts when required.

## Here are the key guidance points in creating a campaign:

1. So as we have explained you have a project in mind, something you need the funds for. Anything from a capital build project to a piece of equipment.

2. Let's start by giving the campaign a name. Try to be a little creative, it does help.

3. How much do you need and how long will the campaign last?
   (You can also manually add donations - you can raise money in other ways as well and add to your total)

4. Could you tell the story about the project? What are you doing, Why you are doing it and what are the benefits?

5. Can you provide an image to go along with your campaign?

6. Will you be able to provide updates as the project progresses?

Updates and promotion are key to the success of a project - we'll give you some help with that later in this guide!!!

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### (Mobile screen annotations)

**Donate to - Greencastle Community Hub** — Your Cause.

Your Campaign graphic/ photograph.

Our new 'GAA For All' space will provide an open and accessible facility that will allow all members of our community to take part in recreational, cultural and educational programmes as part of our club activities. — Your story intro. Add a brief intro to your campaign.

**20%** **£100.00** raised of **£500** target by **1** supporters — Your percentage bar to check progress on the funds raised.

To make a donation please select a preset or custom amount from the options below:

£10   £20   £50   £100   Custom — Set for €20 or a custom amount.

**Donate**
Share

**Our Story** — Your Story.

The building will be fully inclusive with a particular focus on our youth, those with special needs and older people from the local community of Greencastle.

This first phase of the project is a purpose built area that will have a multi functional space for recreational, educational, social, cultural and health and wellbeing needs. The range of services that will be able to be provided will reflect those identified within the community

# 02. PUBLISH

You have your campaign selected, you have a name, an amount and a rough timescale.

You are now going to get the campaign up and running on your club website.

## Step 1:
## C&C Fundraising

Login to your Club Dashboard in the usual way. On the left hand navigation **click the Fundraising tab** and you'll see the list of available options.
**Click C&C Donate**
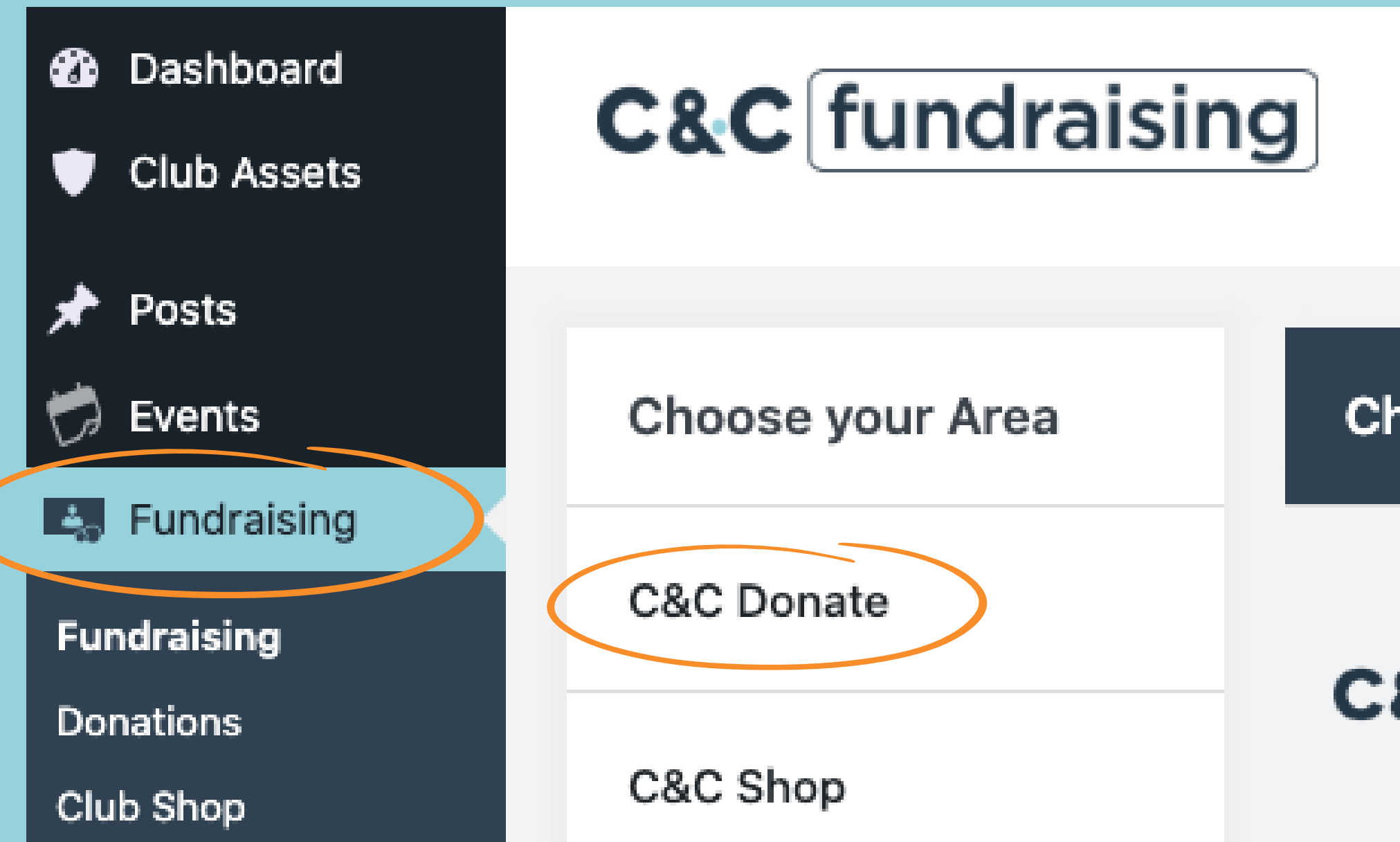


## Step 2:
## C&C Donate

The **C&C Donate** window will open and this is where your ongoing campaigns will be stored. To create a new campaign select the green button top right **'Create new Campaign'**.
You can also **'Edit'** an existing campaign from here.
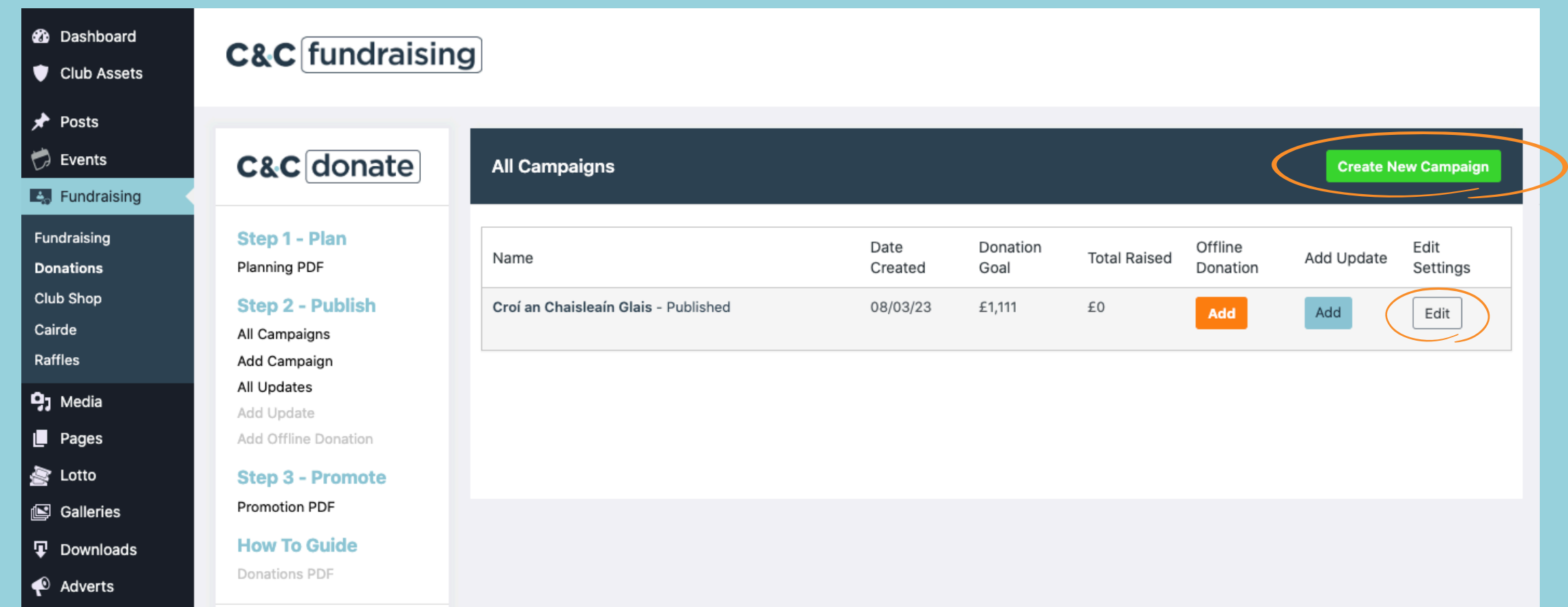
# 02. PUBLISH

## Step 3: Add Campaign

As we previously mentioned there are four parts to creating your campaign. There are also tips on your dashboard to help you along.

- Input your Campaign Name
- Fill in the Amount you would like to raise
- Add a brief introduction to your campaign
- Tell your campaign story
- Provide a graphic or photograph
- Decide if you want to enable Campaign Updates
- You can then save as a draft or publish.

From your main Donations screen you can also edit your campaign at any time.

## Step 4: Add Update

For long running campaigns it's important that you keep your members and supporters up to date on the progress of the project. This will also encourage new donations.

## Step 5: Add Off-line Donation

Not all of your club members will be comfortable using the online tools we've provided, so we've included a way to add off-line donations to the total that is displayed on your campaign to keep your totals up to date.



Insert campaign name

How much do you need to raise

Campaign tagline: a brief intro to the campaign

Tell the story of the campaign, explain why donations are important.

Add a picture or graphic.

If it's a long running campaign you can add 'Updates' to keep your members and supporters informed about progress.

# 02. PUBLISH

## How it looks

On your site in desktop, tablet and mobile the DONATE icon has a prominent position on the home page, in the main header navigation and a dedicated space in the body of your home page. All will direct the user to your main Donations page.
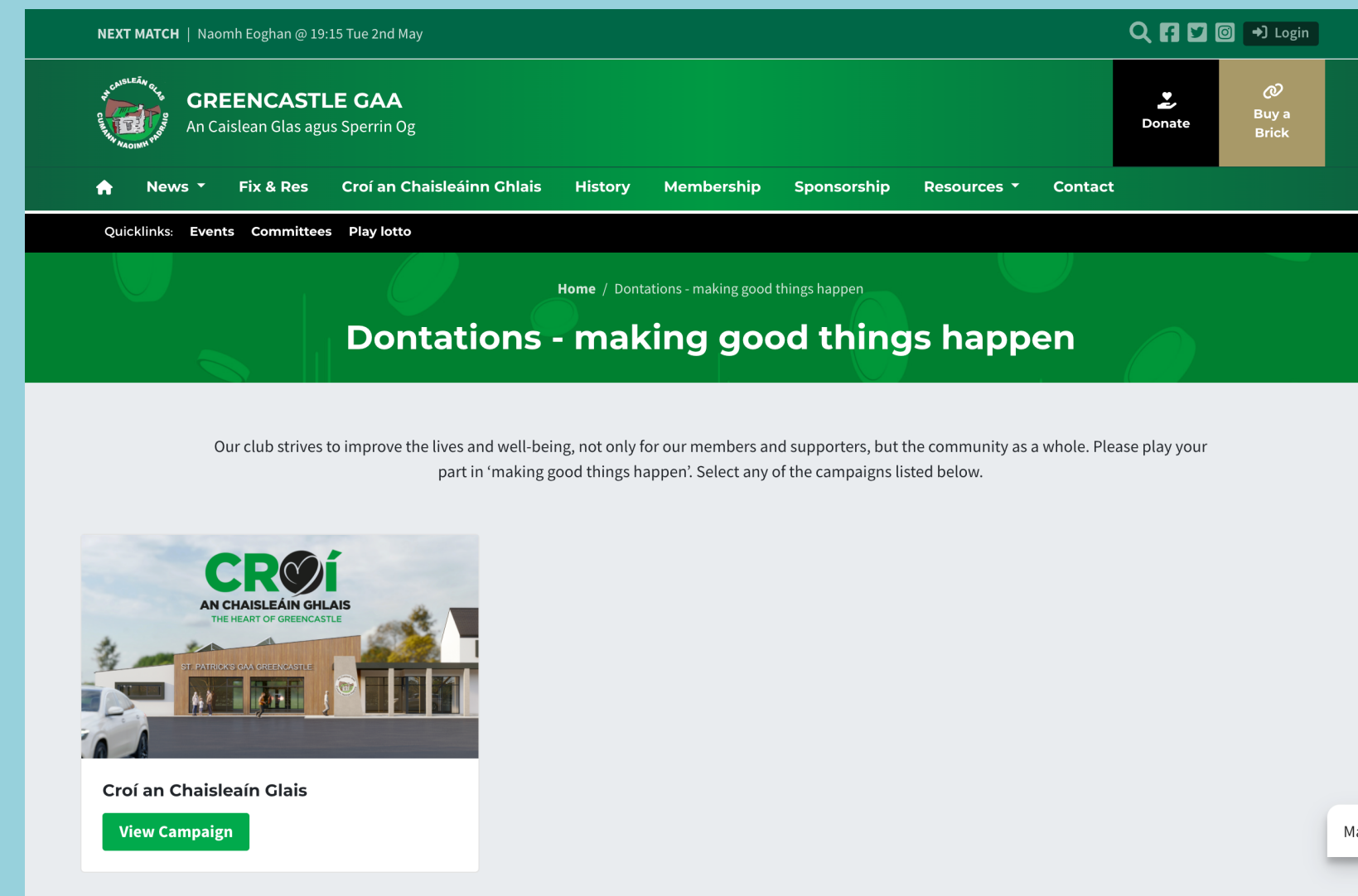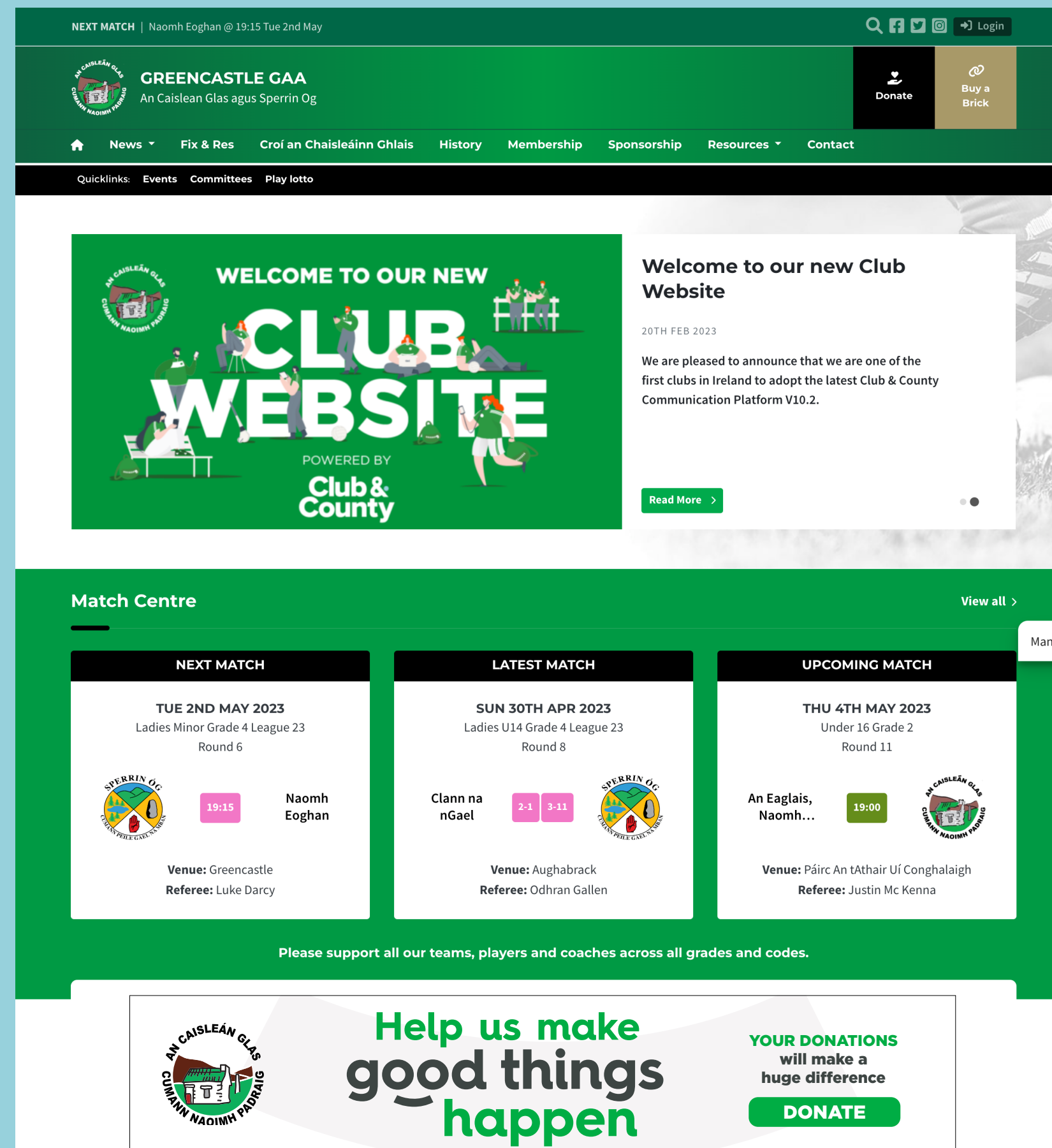


This is your central campaigns page. You can have multiple campaigns running at the same time.

## Remember

You can edit a campaign at any time. Go to your dashboard and the main Fundraising page. You'll see the EDIT button far right of all your campaign listings.
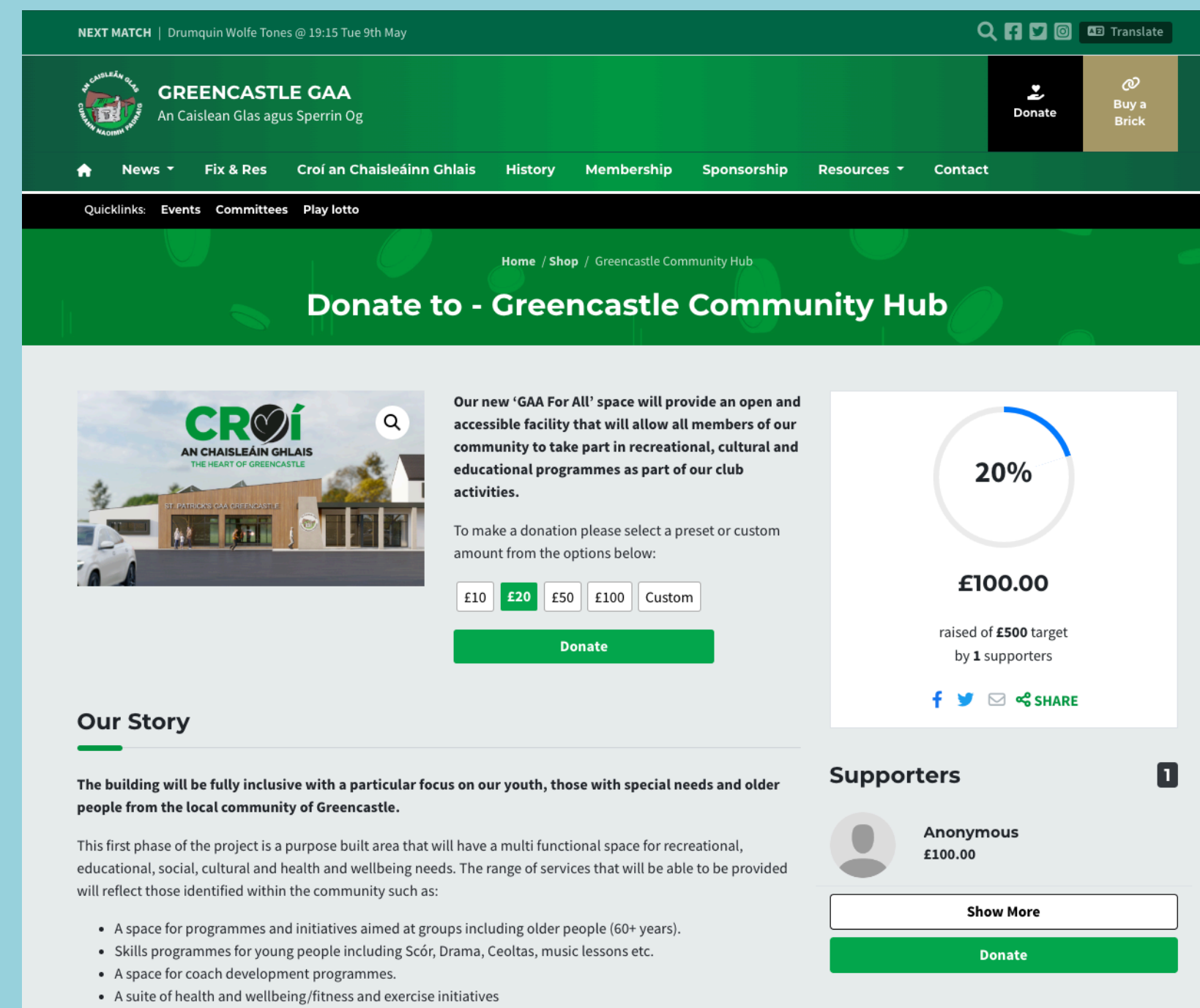
When you click on a campaign it will bring you to the Donation page, it will explain your project and invite the user to DONATE.

# 03. PROMOTE

So you have successfully created a campaign. Set your Goal, told the story and published to your website and there's even a big coloured DONATE button on your home page!

Surely there's nothing left to do but sit back and watch the cash roll in?

If only it was that simple?

This is where part 3 of the plan kicks in - PROMOTE.

When we are explaining the need for ongoing consistent marketing to clubs, we always use the example of Coca Cola. Over the past week you will have seen at least one example of Coca Cola marketing. Surely a brand of this size doesn't need to consistently market, everyone will buy it anyway. Well, the answer is the opposite. Coca Cola view their marketing as vital as their secret recipe.

Don't worry we're not going to get you to run TV ads or billboards, instead we'll marry our experience with your commitment and create what we hope are good revenue generating campaigns.

On your website we will make it obvious to your members that you have the ability to accept online donations. The **DONATION** button is very prominent on the website and there is also a leader-board ad in the centre of your site.

What you need to do now is make them aware of your

campaign, explain how you need their help and maybe they will part with their hard earned cash.
**Don't underestimate the task at hand here.**

Here are some of our top tips to make your online Donations campaign successful.

We will also provide you with some tools and templates to help, select the **CLUB ASSETS** button on your dashboard.

Our theme:
**HELP US MAKE GOOD THINGS HAPPEN**
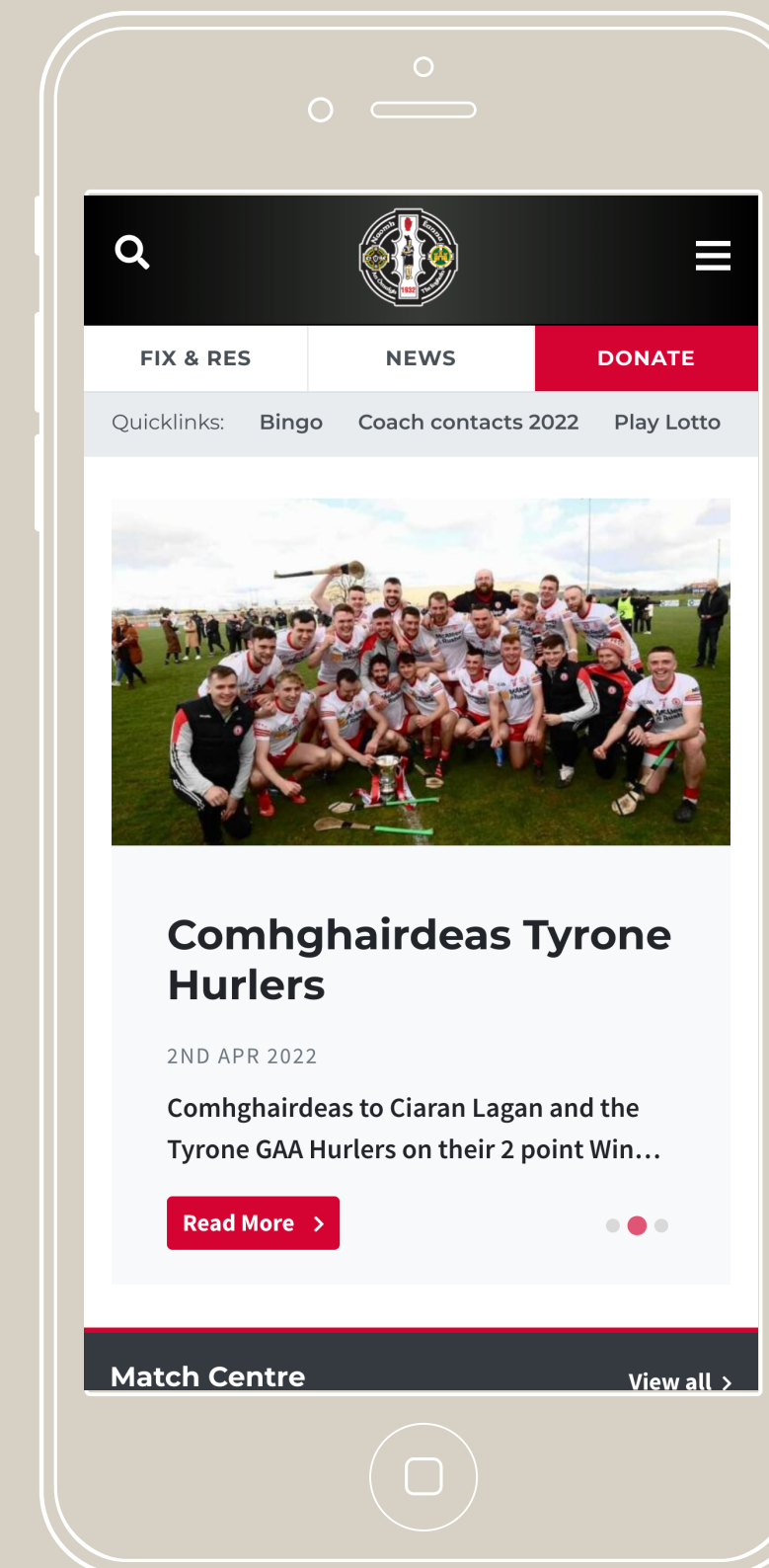
# 03. PROMOTE

## Step 1 Launching your campaign

**Depending on the size of the campaign this could take the form of a press release plus photo or you could arrange an actual event depending on the size of your campaign.**

Get into the habit of following the same procedure across all your fundraising activities. You can tweak it as you go - find out what works for you and your club and keep doing it. **The main reason for failure is lack of consistency.**

Why not invite the local press and make a splash about the upcoming project? Use your club contact list, email or phone. It is important to let all your members know what is happening and don't be afraid to use all the channels available to you.

No matter how much promotion you do, someone will always say -
**"I never heard about that!"**

This will get the ball rolling and you can start to direct people towards the website to make a donation.

## Step 2 Use the SHARE function

**There is a built in SHARE pop up which is a great function. Encourage your members to use the SHARE function to widen the net for Donations.**



### Sharing is Caring

Sharing this page with your friends could help us raise more in donations.

**Would you like to share now?**

SHARE
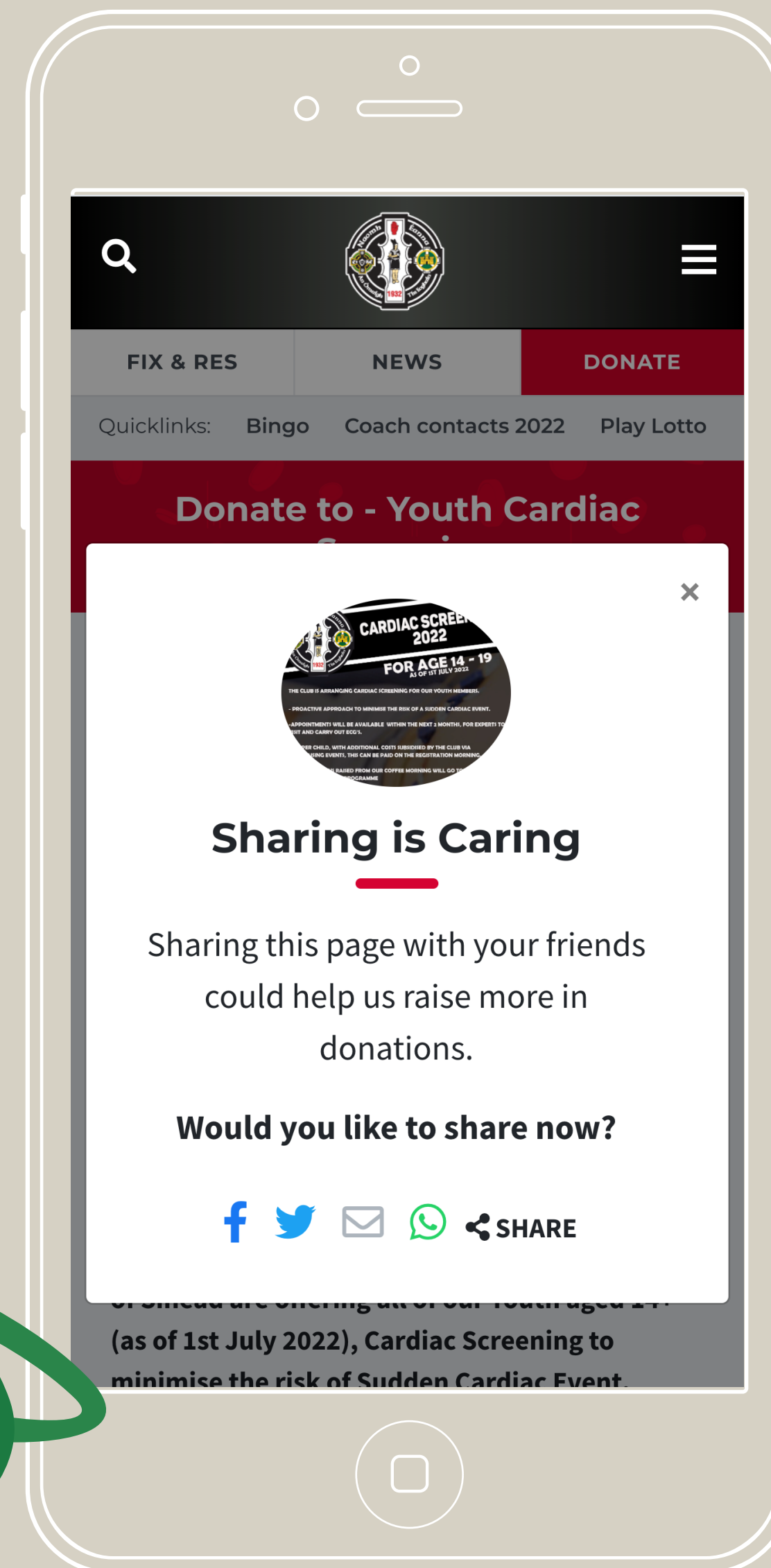
# 03. PROMOTE

## Step 3 Social media channels

On your dashboard you will find your **C&C Canva templates** in your club colours. These templates have blank areas for you to add your campaign or simply thank supporters who have donated.

Use the C&C templates or create your own message and get it out on all your social channels.

**Do it regularly and be consistent.**
Remember the **Rule of 7,** someone will need to see a post quite few times before it registers with them.

Create a plan for when you post and how often.

Mix with the templates and project updates or simply add the **MAKING GOOD THINGS HAPPEN** button over the top of a photo.



Thank you for making
## good things
## happen

**WHY NOT DONATE ONLINE TODAY?**
**You can make a huge difference!**

Thank you for making
## good things
## happen

WHY NOT **DONATE ONLINE TODAY?**
**You can make a huge difference!**

## Help us make
## good things
## happen

**SVP CHRISTMAS APPEAL**

WHY NOT **DONATE ONLINE TODAY?**
**You can make a huge difference!**

12:30

← Posts

An Caisleann Glas

making
good
things
happen

Fáilte go dtí An Caisleán Glas
Cumann Naomh Pádraig

19 Likes
You can now donate online to our development ... more
2 days ago

# 03. PROMOTE

## Step 4
## Use Video

Video is a great way of grabbing attention. If it is a building project for example use video or photography to track progress.

## Step 5 Project Ambassadors

If your club has a high profile current/ex player or a celebrity connection don't be afraid to use them to promote the campaign or project. The Skryne GAA example is our **C&C Draw** function but the concept is the same.

Use the **Make Good Things Happen** brand to tell the story. Print it out and get teams, managers to hold the brand in photos or videos.

## Step 6
## Project updates

Even if you are just taking a screen shot of the progress dial on the website it is a great way of informing your members and supporters how the project is progressing. It is an opportunity to keep telling your story and all the work going on.

**Keep repeating steps 2-6** until the goal has been reached.



John Deere 6120M Tractor (worth **€120,000**) or Cash Alternative of **€100,000**.

Ownership Rights to a Gavin Cromwell trained Racehorse for **1 Year** or Cash alternative of **€10,000**.

Center Parcs Holiday Voucher to the value of **€3,000**.

There will be a number of **bonus prizes** up for grabs. More details to follow.

### Draw Ambassadors

**Trevor Giles**
Meath Legend and 2 time All-Ireland Winner

**Nina Carberry**
Irish Grand National Winner and Dancing With the Stars Champion

**Supporting**

JIGSAW Young people's health in mind

IRISH INJURED JOCKEYS Help when the going gets tough

LauraLynn IRELAND'S CHILDREN'S HOSPICE

Omagh St. Enda's Health & Wellbeing, in association with The Cormac Trust and Friends of Sinead are offering all of our Youth aged 14+ (as of 1st July 2022), Cardiac Screening to minimise the risk of Sudden Cardiac Event.

**3%**

**£60**
raised of **£2,000** target by **2 supporters**

SHARE

To make a donation please select a preset or custom amount from the options below:

£10 | £100 | £20 | £50 | Custom

**Donate**

**Share**