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Recreation and Wellness  
UNIVERSITY *of* WEST FLORIDA

# **Fundraising Resource Guide**

**University of West Florida  
Sport Clubs**

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## INTRODUCTION

Before you get started on any fundraiser, it is important that you review this section. It covers areas such as how to use the guide, what Recreation expects from you, and some tips that will help your fundraiser run smoothly.

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# Fundraising Tips

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## UWF Fundraising Procedures

Clubs are encouraged to consider fundraising efforts as a major means of generating funding. To be successful, these efforts must be well-organized. Like all other sport club-related events, fundraisers may not be associated with alcohol, drugs, or the promotion of unhealthy lifestyles.

### Fundraisers:

You must submit a Fundraiser Event Request Form at least 15 business days prior to the event. All parties involved must approve the fundraiser before your club can proceed. A Fundraiser/Solicitation Follow-Up Form must be submitted within 10 business days of the event. *The Competitive Sports Office reserves the right to approve or not approve any fundraising event.*

Please note, the use of raffles or “chance drawings” for fundraising purposes is **ILLEGAL** in the state of Florida.

### Solicitation Guidelines:

Clubs are expected to abide by the following policies when asking for donations:

- Complete the Solicitation Request Form
  - On the form, you will upload the drafted letter or proposed route of solicitation as well as the names/addresses of people and businesses that you will be contacting
- The Competitive Sports Office will submit the request to be approved by the University Advancement Office
- Provide documentation of amount raised by filling out a Fundraiser/Solicitation Follow-Up Form within 10 business days of the event
- Send thank you notes (this is each club's responsibility to personally thank the individual/business in a timely manner)

### Donations:

All gifts and donations must be reported to the Competitive Sports Office by submitting the Donation Report Form within 10 business days of receipt from the donor. Including the name and contact information of the donor along with what was donated and the monetary value if it was goods donated. The Competitive Sports Office will also report any gifts/donations in excess of \$250 to the University Advancement Office.

Gifts/donations should be processed through the UWF Foundation. Donors must designate: **The University of West Florida Foundation, Inc.** as the recipient; to specify the Recreation Fund, account #5456; and to earmark the specific Sport Club, Special Event or Organization for whom the donation is made.

**Sport Clubs are not allowed to sign any contracts with a business on behalf of the Club. If a contract is necessary, bring the contract to the Competitive Sports Assistant Director and your club will be notified of a decision after the Assistant Director speaks with the appropriate University personnel.**

# **15 Common Fundraising Mistakes**

## **Mistake #1 - Lack of planning**

Don't wait until the last minute to organize and plan your event. Waiting until the last minute causes confusion and poor communication. Make the proper preparations so everyone will be prepared.

## **Mistake #2 - Repeating the same fundraiser**

The first idea that comes to mind when we hear the word fundraiser is car wash! We have all participated in fundraising car washes. Have you ever gone back and researched how much profit is actually gained from previous fundraisers? The goal of fundraising is to increase profit not break even. Don't let a fear of the unknown (fundraising) be a determinate to try something new.

## **Mistake #3 - Not enough help**

Too often the same individuals end up doing all the work. To increase your volunteer base, set defined roles and responsibilities for volunteers. Try not to burn out your volunteers. At the beginning of the year, ask volunteers to sign up for roles in each fundraising project. You can also set shifts so volunteers will work 2, 4, or 6 hour increments.

## **Mistake #4 - Low quality merchandise**

Ask yourself if the product is something you would buy, and at what price you would buy it. The idea is to buy at wholesale prices and sell at close to retail, not at twice retail.

## **Mistake #5 - Inadequate sales preparation**

Give directions. Make sure participants understand what is expected of them. Each participant needs to have a set goal and should know what and how to achieve it. The result of inadequate sales preparation may lead to missed opportunities, lost payments, and mistakes on order sheets that may be costly and time consuming to fix.

## **Mistake #6 - Poor support materials**

Brochures and fliers are an important marketing tool. A lack of supporting material or poorly written material reflects badly on your club or organization. If the fundraising supplier's material is insufficient, develop your own. Having a flier that the potential supporter can read gets the message across much quicker than your sales team can say it.

## **Mistake #7 - No sales script**

Write out a sales script that outlines your club's specific needs and goals for the fundraising effort. Give each volunteer a copy of the script and have them practice with friends and family members. For more practice, use meeting times to role play with the script. Familiarity with the content will give volunteers the confidence to reach their fundraising goals.

## **Mistake #8 – Weak internal communication**

A lack of communication between organizers and volunteers will hamper the fundraising effort. Communicate fundraising goals and results to all participants. Oftentimes, volunteers are unaware of the final results of the fundraiser and are left wondering if their fundraising efforts were enough to reach the set goals. This kind of communication problem can create a strong drag on profits.

### **Mistake #9 – Lack of publicity**

Advertising works. Raise community awareness by displaying fliers or posters in high-traffic areas. Take advantage of free advertising on campus boards in both the Commons and the HLS facility. It will motivate additional participation, increase your volunteer pool, provide feedback, and give a method for communicating results.

### **Mistake #10 – Continuous fundraising**

While fundraising is an excellent source of creating profit, don't burn out your volunteers by doing continuous fundraising. Try to limit the club to 2 or 3 fundraisers a year. Well conducted fundraisers can double the results of one that is poorly planned and executed. If you feel that it is necessary to raise money year round, a website would be a good source. Create a fundraising link on your website to be maintained year round.

### **Mistake #11 – Bad timing**

Avoid planning fundraising events during busy times such as midterms, finals, and holidays. Try to avoid competition with other clubs, especially if they are participating in the same fundraising event. Scheduling an event-style fundraiser is a bad idea when it conflicts with another major community event. Check community calendars before setting a date for your event to avoid a conflict.

### **Mistake #12 – No rewards**

What is your motivation for fundraising? It depends on what the seller's motivation is whether to offer rewards or not. If no rewards are offered, make sure the volunteers are on board with the purpose of the fundraising event. If no individual rewards are offered but the end result will affect all group members, for example new uniforms, then the motivation is clear.

### **Mistake #13 – Poor rewards**

Poor rewards often have the same effect as no rewards at all. Proper rewards will motivate your volunteers to sell.

### **Mistake #14 – Letting problems fester**

Remember the old "word of mouth" rule. Each person who has a good experience with your group will tell one person, but the person who has a bad experience will tell five other people. Claiming that you're overworked is no excuse for not being responsive. Deal with problems immediately, even if it interferes with what you're doing now. Follow the Golden Rule: do unto others as you would have them do unto you.

### **Mistake #15 – Picking the wrong fundraiser**

Make sure you pick a fundraiser that fits your organization and needs. If you are a small group, don't decide on a fundraiser that is designed for a large group. Pick a fundraiser that works to your advantages.

## **Fundraising Publicity Tips:**

### **Tip #1 - Use your website**

If you don't have one, get one. It's a great way to communicate with the public. The Competitive Sports office can help you create one at [uwf.edu/recreation](http://uwf.edu/recreation). Submit the [Website Updates form](#) to get your website started or updated.

### **Tip #2 - Actively seek more publicity**

Get the word out about your fundraiser using as many resources as possible.

### **Tip #3 - Utilize any gathering**

Make announcements at other events to spread the word, display products, take orders, make sales, and recruit volunteers.

### **Tip #4 - Goal Awareness**

Make sure that all participants know the specific reason why the money is being raised.

### **Tip #5 - Communication**

Use all available means of increasing awareness of your group's efforts including roadside signs, social media, email lists, phone calling tree, newsletter, fliers, posters, bulletin boards, etc.

### **Tip #6 - Sponsorship decals**

Use free decals to give to sponsoring merchants for use in store windows. This also provides free advertising.

### **Tip #7 - Bumper stickers**

Sell your organization year round with bumper stickers showing your support. Give stickers to every volunteer and group member.

### **Tip #8 - Fliers everywhere**

Give fundraiser details in your flier in a way that promotes sales and gives contact information.

### **Tip #9 - Build an email list**

Ask for an email address for a newsletter distribution when you're fundraising. Build an online community of supporters by offering them extras available only at your site.

## **Easy Fundraiser Tips:**

### **Effort Involved:**

An easy fundraiser shouldn't take a lot of effort, but let's be honest... It is going to take SOME effort. The level of effort is often directly proportional to the size of your group's monetary goal, but not always. That's why you are considering an easy fundraiser in the first place – you're looking for less effort, not more.

### **Resources Needed:**

Resources are always a problem in small group fundraising. You can never have too many volunteers and you usually never have enough. For an easy fundraiser, you want programs that don't require an excessive time commitment from a large number of people.

You want either a single weekend-only activity or a program that takes a small amount of time each week. It's easier to get people to help with something that doesn't require more than a two-hour commitment from them. Conserve your resources with an easy fundraiser and you'll have more folks to draw on later when you really need help.

### **Duration of Fundraiser:**

Duration is important. An easy fundraiser that lasts more than a single weekend should not require a lot of attention to keep it productive. Those that only last a single day or weekend shouldn't require a tremendous amount of prep time.

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# Section One:

## Self-Organized Fundraisers

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### Letter Drive to Friends and Family:

#### Fundraiser Information:

Approximate Time Required: <b>3 weeks or more</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Donation</b>	Possible Profit: <b>\$1,000-\$4,000</b>

#### Materials Required:

- Complete UWF Sport Club [Solicitation Request form](#) at least 15 business days prior to the event.
- Addresses from team members, professional letters, typed address labels, and envelopes.

#### Procedure:

- Create a professional, polite letter including your teams mission statement and what a donation can help you achieve, remember this is a REQUEST.
- Have the letter proofed and approved by the club leadership and advisor.
- Obtain addresses from each club member (ex: each member is required to provide 5-10 addresses of friends and family who might be interested in donating money).
- Submit the letter to the Competitive Sports Office along with a list of people who you will be contacting. These items have to be approved by the University Advancement Office before they can be utilized. The Competitive Sports Office will assist in getting the approval from the Advancement Office.
- Once approved, print the final copies on UWF Recreation & Wellness letterhead, which can be done at the office.
- Type addresses onto labels and affix to Recreation & Wellness envelopes.
- Put the addressed letter into the outgoing mail box.
- Keep track of donations and send thank you letters.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## Sample Letter

Date

Dear Friends & Family:

The University of West Florida \_\_\_\_ Club has been experiencing success beyond anyone's expectations in past years. The UWF \_\_\_\_\_ Club has competed with several schools from around the region/nation and gained many titles. (You may list titles and accomplishments your club has earned)

With this great honor comes a financial commitment. The UWF \_\_\_\_\_ Club does not have the funding of larger university programs and must find other sources to support the club's efforts. The club needs to raise money for new uniforms, travel, lodging, and sports equipment. On top of this, we also need to be raising money for next year's club.

We have asked each club member for information about people who might be willing to donate money to our program. We would be thankful for anything that you might be willing and able to give. All donations are tax deductible. The UWF \_\_\_\_\_ Club is largely self-supported and has shown dedication, teamwork, sportsmanship, and hard work to become a success. Please help us to continue our success.

Thank you for your support!

The University of West Florida \_\_\_\_ Club  
Contact name and information for the Club  
President

Please make checks payable to: UWF Foundation and note that it is for the UWF \_\_ Club  
#5456 Please mail donations to:

UWF \_\_\_\_\_ Club  
Office of Recreation and Wellness  
11000 University Parkway,  
72/282A Pensacola, FL 32514



## Letter Drive to Alumni:

### Fundraiser Information:

Approximate Time Required: <b>3 weeks or more</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Donation</b>	Possible Profit: <b>Approximately \$500</b>

### Materials Required:

- Complete UWF Sport Club [Solicitation Request form](#) at least 15 business days prior to the event.
- Addresses of alumni, professional letters, typed address labels, and envelopes.

### Procedure:

- Create a professional, polite letter including your team's mission statement and what a donation can help you achieve, remember this is a REQUEST.
- Have the letter proofed and approved by the club leadership and advisor.
- Obtain addresses of all alumni.
- Submit the letter to the Competitive Sports Office along with a list of people who you will be contacting. These items have to be approved by the University Advancement Office before they can be utilized. The Competitive Sports Office will assist in getting the approval from the Advancement Office.
- Once approved, print the final copies on UWF Recreation & Wellness letterhead, which can be done at the office.
- Type addresses onto labels and affix to Recreation & Wellness envelopes.
- Put the addressed letter into the outgoing mail box.
- Keep track of donations and send thank you letters.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## Letter Drive to Companies:

### Fundraiser Information:

Approximate Time Required: <b>3 weeks or more</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Donation</b>	Possible Profit: <b>Approximately \$500</b>

### Materials Required:

- Complete UWF Sport Club [Solicitation Request form](#) at least 15 business days prior to the event.
- Addresses of businesses, professional letters, typed address labels and envelopes.

### Procedure:

- Create a professional, polite letter including your team's mission statement and what a donation can help you achieve, remember this is a REQUEST.
- Have the letter proofed and approved by the club leadership and advisor.
- Obtain addresses of as many businesses as possible. Have team members obtain addresses from their hometown and from local businesses.
- Submit the letter to the Competitive Sports Office along with a list of people who you will be contacting. These items have to be approved by the University Advancement Office before they can be utilized. The Competitive Sports Office will assist in getting the approval from the Advancement Office.
- Once approved, print the final copies on UWF Recreation & Wellness letterhead, which can be done at the office.
- Type addresses onto labels and affix to Recreation & Wellness envelopes.
- Put the addressed letter into the outgoing mail box.
- Keep track of donations and send thank you letters.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## Sample Letter

Date

Name of company

Address

To whom it may concern:

Thank you for your consideration of this sponsorship request. I firmly believe that the University of West Florida \_\_\_\_\_ Club embodies the best in collegiate sport clubs today. The leadership must schedule their own games, develop practices alongside volunteer coaches, manage their budget, raise funds to support the team for the year, plan travel arrangements, and reserve/line fields before practices and games. They have held leadership roles and have been a major influence with the UWF Sport Clubs. The UWF \_\_\_\_\_ Club has shown dedication, teamwork, sportsmanship, and hard work to become one of the best clubs on campus.

With this great honor comes a financial commitment. The UWF \_\_\_\_\_ Club does not have the funding of larger university programs and must find other sources to support the club's efforts. The club needs to raise money for new uniforms, travel, lodging, and sports equipment. On top of this, we also need to be raising money for next year's club.

There are two ways (company name) can help the UWF \_\_\_\_\_ Club perform to its potential. First, we are requesting sponsorship to acquire essential equipment and funds to travel. Second, we would appreciate any contributions you can offer. All contributions are tax deductible. Once again, the UWF \_\_\_\_\_ Club thanks you for your consideration of our request, and we look forward to discussing our options with you in the near future.

Sincerely,

The University of West Florida \_ Club

Contact name and information for the Club President

Please make checks payable to: UWF Foundation and note that it is for the UWF \_ Club  
#5456 Please mail donations to:

UWF \_\_\_\_\_ Club

Office of Recreation and Wellness

11000 University Parkway,

72/282A Pensacola, FL 32514

## **Car Wash (Also Boat or Dog Wash):**

### **Fundraiser Information:**

Approximate Time Required: <b>1 day for event, 1 week to plan</b>	# of Club Members Needed: <b>10 - 15</b>
Suggested Value of Service/Product: <b>Donation or \$5</b>	Possible Profit: <b>\$100</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- 2-3 hoses, a large supply of towels for drying, at least 8 large sponges, a large jug of car washing soap, 4 buckets for soapy water, cash box, change, sunscreen.

### **Procedure:**

- Choose date and time, weekends are best.
- Contact a facility to sponsor your event providing area and water.
- Organize enthusiastic volunteers in shifts to wash cars.
- Create fliers and advertise. (Radio, newspaper, word of mouth, etc.)
- Create large posters to rally on the sidewalk during the event.
- Work efficiently and be friendly.
- Be mindful of where soap flows/drains and conserve water.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## **Finals Survival Kits:**

### **Fundraiser Information:**

Approximate Time Required: <b>2 weeks</b>	# of Club Members Needed: <b>Varies, at least 10 - 15</b>
Suggested Value of Service/Product: <b>Varies, \$10</b>	Possible Profit: <b>\$200</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Cash box and change, venmo/paypal account for the club, booth to sell on campus, (all of the following can be altered or changed): i.e. candy bars, blue books, pencils, gum, aromatherapy candles, coffee mix, bag or box to put things in.

### **Procedure:**

- Have club members pre-sell finals survival kits to friends. (i.e. Fraternities/Sororities, classmates, other campus members, or faculty/staff)
- Also send out a mailing to parents to have a finals survival kit sent to their child.
- Specify in the mailing what will be included in the kits and stick to it.
- The Friday before finals, deliver the kits to the students.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## **Garage Sale:**

### **Fundraiser Information:**

Approximate Time Required: <b>2 weeks</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Varies</b>	Possible Profit: <b>Varies</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- An ad in the local paper and/or on Facebook and Craigslist, donations from the team that they don't want anymore and a cash box.

### **Procedure:**

- Decide on the time and place that you will be having your garage sale.
- Place an ad in the paper and/or on Facebook and Craigslist.
- Have club members drop off all of their stuff to be sold a few days before the event.
- Tag all of the items with the price you are asking for it by the day before the event.
- Set up signs around the neighborhood advertising the garage sale.
- Set-up early for the garage sale and have club members work throughout the day.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

*NOTE: This is also a good time to sell your club's t-shirts and other club merchandise.*

## **Seasonal Specialty Item Sale:**

### **Fundraiser Information:**

Approximate Time Required: <b>2 weeks</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>\$10 - \$50, Depending on what type of seasonal product</b>	Possible Profit: <b>Depends on type of product</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- An ad in the local paper and/or on Facebook and Craigslist, a cash box, and seasonal items. (Ex. Pumpkin Patch, Christmas trees, Easter baskets)

### **Procedure:**

- Decide what type of seasonal products you wish to sell.
- Decide on the time and place that you will be having your seasonal sale.
- Place an ad in the paper and/or on Facebook and Craigslist.
- Set up signs around the neighborhood advertising the seasonal sale.
- Tag all of the items with the price you are asking for it.
- Set-up on a Friday, sell on a Saturday, and wrap it up by Sunday afternoon.
- Make arrangements ahead of time with your supplier about how to handle leftover items.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

*NOTE: This is also a good time to sell your club's t-shirts and other club merchandise.*

## **Krispy Kreme Doughnut Sale:**

### **Fundraiser Information:**

Approximate Time Required: <b>Varies</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Varies</b>	Possible Profit: <b>50% or more per box/card</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Contact your local Krispy Kreme store for fundraiser group sales pricing.

### **Procedures:**

- There are many selling options by the box, gift card, or partnership cards, so contact your local Krispy Kreme store for details.
- Decide with your club which type of fundraising product you want to participate in.
- Follow procedures set forth in Krispy Kreme sales packet.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## **Publish a Club Cookbook:**

### **Fundraiser Information:**

Approximate Time Required: <b>3 weeks or more</b>	# of Club Members Needed: <b>varies</b>
Suggested Value of Service/Product: <b>Varies</b>	Possible Profit: <b>\$500 - \$1,000</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Favorite recipes, enough to make a cookbook approximately 75-500.

### **Procedure:**

- Start collecting recipes.
- Spend the time to design your personalized book.
- Contact a local company to get quotes on how much it will cost to print your cookbook. (Be ready to give them an estimate of how many and the size of cookbooks you will want.)
- Order your desired amount of cookbooks.
- Market and sell your books for profit.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

## **Bingo Night:**

### **Fundraiser Information:**

Approximate Time Required: <b>1 -2 weeks</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>\$1 - \$5 per game</b>	Possible Profit: <b>Varies</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- The Bingo game, plenty of Bingo cards and a ton of publicity.

### **Procedures:**

- Obtain a facility for your event.
- Publicize the event to the student population.
- Develop some sort of incentive for people to come. (Cash Prizes, gift certificates from local businesses, a date with a member on the team.)
- Play Bingo...
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

*NOTE: Consider adding things to the event such as a BBQ, and/or softball game at the event to generate even more money.*



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## Section Two:

# Weekend Long Fundraisers

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### Parent's Weekend:

#### Fundraiser Information:

Approximate Time Required: <b>3 months</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>\$20 per attendee</b>	Possible Profit: <b>Approximately \$1700</b>

#### Materials Required:

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Invitations and a weekend that you have home games.
- Acquire a temporary food permit from the University (via the Event Request) if you intend to serve food on campus.
- An understanding of the [Basics for Handling Food Safely](#)
- Items for meals. (i.e. food, plates, utensils, glasses, napkins, etc.)

#### Procedures:

- Plan and develop weekend events.
- Design invitations. (Make sure parents know when and where the games will be held.)
- Gather each team member's parent's addresses and mail out invitations.
- Organize a dinner at a local restaurant or on Campus.
- Acquire a temporary food permit from the University (via the Event Request) if you intend to serve food on campus.
- Have fun hanging out with your parents.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

*NOTE: This is a good time to sell your team t-shirts and other paraphernalia. Also, a silent auction would be great for an activity during dinner and will also generate more money for the team.*

## Sample Letter

Date

Dear Family and Friends,

On behalf of the UWF \_\_\_\_ Club, we would like to invite you to the 1<sup>st</sup> Annual Parent's Weekend. The festivities will begin on Saturday, October 1 when the UWF \_\_\_\_ Club plays the University of Southern Mississippi at 11am at the UWF RecPlex North fields. Following the Saturday game, we will have a scrimmage in which we invite the family members and friends to come and play with us, so bring your running shoes.

There will be a dinner Saturday night at 6:00pm at the UWF Conference Center. To close the weekend, a Sunday morning breakfast will be offered.

IF you are planning to attend the dinner, please complete the bottom portion of this letter and return payment to the address shown below before the weekend of events. If you have any questions feel free to contact John Smith (xxx-xxx-xxxx). We look forward to seeing you on October 1, 2017.

Sincerely,

The UWF \_\_\_\_ Club

Contact name and information for the Club President

.....  
Number attending dinner at \$15.00 each: \_\_\_\_\_

*Please include your student in the number attending and in payment.*

Player's name: \_\_\_\_\_

Total amount included: \_\_\_\_\_

Please make checks payable to the UWF \_ club.

Mail to: UWF \_\_\_\_ Club

Office of Recreation and Wellness  
11000 University Parkway, 72/282A  
Pensacola, FL 32514

## **Host a Tournament:**

### **Fundraiser Information:**

Approximate Time Required: <b>6 months</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Varies</b>	Possible Profit: <b>Varies</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Promotional flyers, equipment for games, local sponsors, field space, waivers etc.

### **Procedure:**

- Work with the Competitive Sports Office to iron out the details of who, what, when, where, and how.
- Contact as many teams as possible with a breakdown of the tournament including entry fees.
- Gather a list of businesses your club would like to contact for sponsorship/donations.
- [Submit the list](#) along with the sponsorship/donation request verbiage to the Competitive Sports Office in order to have it approved by the University Advancement Office
- Once approved, contact local businesses for sponsorship or donations.
- Follow up with teams interested in participating. This includes giving them directions, possible hotels to stay at and an itinerary of the weekend.
- This is also a good time to sell your club t-shirts and other club merchandise.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

*NOTE: This is a huge project to take on. It is too big for one member of your team to plan. A committee needs to be organized with weekly meetings and the entire club needs to commit to helping out before and during the tournament.*

## **Marathons, Biathlons, Triathlons, Fun Runs:**

### **Fundraiser Information:**

Approximate Time Required: <b>4 weeks</b>	# of Club Members Needed: <b>10 or more</b>
Suggested Value of Service/Product: <b>\$5-\$10 entry fee</b>	Possible Profit: <b>\$1000 or more</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Facility space, cash box, change, CPR & First Aid certified responders, game plan, clearly marked course, orange vests for course marshals, flyers, prizes, refreshments (water), and waivers.

### **Procedure:**

- Reserve the facility six weeks prior to secure space.
- Speak with local police and city officials if you are going to use city roads.
- Create promotional material at least 3 to 4 weeks before the race, and must be approved with all logos.
- Create a detailed game plan including a map of the race.
- Organize volunteers to be course marshals, first-responders, set-up and clean-up crews.
- Organize a registration process for participants.
- On the day of the race, make sure the course is clearly marked, and hazards are identified.
- Purchase and order t-shirts.
- Organize check in and keep track of winners.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

Students, Faculty, and Staff:

# Got triathlon?

- 800 yard swim, 22 mile bike, & 4 mile run
- Prizes for the top finishers!

SIGN UP FOR...

The UWF Annual Collegiate Triathlon  
November 5, 2017

For more information and entry  
applications go to:

[uwf.edu/recreation/sportclubs/triathlon](http://uwf.edu/recreation/sportclubs/triathlon)

Sample Entry Form

Are you ready for a workout?  
The UWF Annual Collegiate Triathlon

Saturday, November 5,  
2017 At 8:00am

\$30 Entry Fee for Students, Faculty, and Staff

\*\*\*\*\*

Name \_\_\_\_\_ Sex: M or F

Address \_\_\_\_\_ Phone # \_\_\_\_

\_\_\_\_\_ City \_\_\_\_ State \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_

Check one of the following: Student \_\_\_\_ Alumni \_\_\_\_\_ Faculty/Staff \_\_\_\_\_

Please mail entry form & check or money order (payable to UWF Triathlon Club) to:

UWF Triathlon Club  
Office of Recreation and Wellness  
11000 University Pkwy, 72/282A  
Pensacola, FL 32514

## **Skills Clinic:**

### **Fundraiser Information:**

Approximate Time Required: <b>3 months</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>Varies</b>	Possible Profit: <b>Varies</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Plenty of publicity, a facility to run your clinic, team members to help teach and extra equipment for those you will be teaching.

### **Procedure:**

- Decide on a price for the clinic per person, along with where and when you will hold it.
- Decide what age group you want to target and get your flyers to as many people in that age group as you can.
- Keep track of the RSVPs so that you are prepared for the volume of participants you will be dealing with.
- If it is an all day thing, plan on how the participants will have lunch. (You provide it or they bring one.)
- Make sure that participants sign the Visiting Patron Informed Consent form prior to the event in case of an injury.
- Have fun teaching your sport!
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

*NOTE: This is a good opportunity to sell your club t-shirts and other club merchandise.*

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## Section Three:

# Candy and Baked Good Sales

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### Candy Bar Sales:

#### Fundraiser Information:

Approximate Time Required: <b>1 month</b>	# of Club Members Needed: <b>All club members</b>
Suggested Value of Service/Product: <b>\$1.00 per candy bar</b>	Possible Profit: <b>Varies</b>

#### Materials Required:

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- Case of Variety Pack Candy

#### Procedure:

*NOTE: For this fundraiser to be possible, your team must have money to purchase the candy which will pay itself off as the candy is sold. Candy may not be purchased with A&S Fee Allocated Budgets.*

- Decide the variety and quantity of candy your team will be selling by looking them up at [www.candyfundraising.com](http://www.candyfundraising.com).
- Order/purchase the amount of cases desired. See below for profit information on an 8 case order.
- Distribute candy to members of your club to sell. (You may want to consider having them pre-pay for the candy they are responsible for selling.)
- Choose what locations would be most populated and set up candy sales at the appropriate locations.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

If 10 cases are ordered for \$1,320 (\$132/case), the team will profit by \$1,080 (\$108/case). In each case there are 4 carriers with 60 pieces per carrier. This gives you 2,400 candy bars to sell at \$1.00 each.

#### General Company Information:

<b>Company Name:</b> Jackson Candy Fundraising	<b>Email:</b> <a href="mailto:info@candyfundraising.com">info@candyfundraising.com</a>
<b>Address:</b> P.O. Box 1711, Covina, CA 91722	<b>Phone:</b> 800.994.7882
<b>Website:</b> <a href="http://www.candyfundraising.com">www.candyfundraising.com</a>	<b>Fax:</b> 626.938.0198



## Lolly Pop Sales:

### Fundraiser Information:

Approximate Time Required: <b>Short or Long term</b>	# of Club Members Needed: <b>20 +</b>
Suggested Value of Service/Product: <b>\$0.50</b>	Possible Profit: <b>\$144 +</b>

### Materials Required:

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- The EZ FUND company provides the lollipops, all you need to do is sell them.

### Procedure:

- Place your order for however many cases you want, using the contact information provided below.
- Sell lollipops at games, to friends, to family or around campus.
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

### General Company Information:

<b>Company Name:</b> EZ Fund.com	
<b>Address:</b> 10681 Haddington Drive, Suite 130 Houston, TX 77043	<b>Phone:</b> 800.991.8779 713.984.1732
<b>Website:</b> <a href="http://www.ezfund.com">www.ezfund.com</a>	<b>Fax:</b> 800.299.4884

## **Frozen Gourmet Cookie Dough Sales:**

### **Fundraiser Information:**

Approximate Time Required: <b>2 months</b>	# of Club Members Needed: <b>30 +</b>
Suggested Value of Service/Product: <b>\$10.00</b>	Possible Profit: <b>\$1000 +</b>

### **Materials Required:**

- Complete UWF Sport Club [Fundraiser Event Request form](#) at least 15 business days prior to the event.
- The EZ FUND company provides all the Gourmet Cookie Dough materials.

### **Procedure:**

- Call EZ FUND.com to order your free selling kits and receive a free consultation.
- Meet with club members to set sale starting and completion dates, ordering dates, and delivery dates.
- Take orders and collect money (This must be done within the set start and completion date.)
- Collect orders and contact the cookie dough company. (Your order will be shipped and delivered frozen within 3 to 4 weeks. The company will contact you with a firm delivery date.)
- Deliver your frozen cookie dough ASAP! (Remember, it's frozen)
- Submit the UWF Sport Club [Fundraiser/Solicitation Follow-Up form](#) within 10 business days of the event.

### **General Company Information:**

<b>Company Name:</b> EZ Fund.com	
<b>Address:</b> 10681 Haddington Drive, Suite 130 Houston, TX 77043	<b>Phone:</b> 800.991.8779 713.984.1732
<b>Website:</b> <a href="http://www.ezfund.com">www.ezfund.com</a>	<b>Fax:</b> 713.973.8321

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# Section Four:

## Additional Resources

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### Other Fundraising Sites to Consider:

#### [Red Wheel Fundraising](#)

- Cookie Dough
- Pies
- Burritos
- Eggrolls & Mini Tacos
- Rolls & Pastries
- Pizza
- Gourmet Batters
- Cheesecakes

#### [Fundraiser Help](#)

- Site that list ideas/help for fundraising

#### [Double the Donation](#)

- Site that list ideas/help for fundraising