



Photo: Kelsey Collins

FUNDRAISING GUIDE



QUIDDITCH AUSTRALIA INCORPORATED



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Fundraising: A Handy Guide

Many clubs in the country suffer from a very similar problem: money, or rather the lack thereof. Money is necessary to be able to do so much, from paying membership fees, buying new equipment, being able to advertise more effectively, and being able to subsidise a lot of the costs that their members would otherwise personally have to endure.

One of the easiest ways for a club to raise money is through fundraising, which while it may sound daunting, the easiest types can take as little as one or two volunteers!

Quidditch Australia is a registered Not-For-Profit organisation, which means fundraising in Australia is not only easy but also increases our opportunities. Many fundraising options require that the club involved is a NFP or a charity, so every member club falls under that category, as associated members of QA.



Bunnings BBQ's

Bunnings BBQs have proven to be one of the most effective fundraising options available. While it is a whole day commitment each time a BBQ is run, profits can range from \$600-\$1600 each BBQ. Run often enough this can become a fantastic revenue stream for a club.

The process of applying for a BBQ is incredibly simple and easy.

Simply go to the Bunnings website "Contact Us" section at <https://www.bunnings.com.au/contact-us>. In the "Support topics" drop down menu select "Community Involvement" and then fill out the form.

Once this is done, the selected store will send an email to say whether they are interested in giving you a date to hold a BBQ, and they will ask for two documents to be able to slot you into an available date. The documents are a Certificate of Currency (CoC) for insurance and a "Letter of request" (LoR).

Quidditch Australia is able to provide both of those documents, with the QA Secretary already having sent out the CoC, so once you have made contact with a store, email admin@quidditchaustralia.org, and we will provide you with the LoR.

Once a date has been set and agreed upon by both you and the store, use the "How to Run a Bunnings BBQ" (<https://www.quidditchaustralia.org/s/How-to-Run-a-Bunnings-BBQ.pdf>) document to prepare for the day.



Members of USyd Quidditch Club at a Bunnings BBQ | Photo: USQ



Cadbury Chocolate Boxes

Cadbury chocolate boxes are another classic fundraising option. This fundraising option is a simpler option, however can be harder to implement and thus return a profit.

To start, simply go to <https://www.fundraising.com.au/> and begin an order.

With this option you will need multiple volunteers who are willing to carry these boxes around to places to try and sell the chocolates.

Each box can generally return about \$21 profit, so if each member of the team takes a box you could be looking at a profit of around \$300 (assuming 15 boxes and all chocolates are sold)

These have shown to be both positive and negative, with some times chocolates being sold quickly, but other times chocolates sell slowly and can expire.

If you are doing a Bunnings BBQ (see above), depending on the location, they may allow you to sell chocolates from this at the same time.



Bake Sale

Another classic fundraising opportunity.

This option has the need of volunteers who are not only willing to be at the stall to sell the baked goods but also volunteers willing to bake goods to sell.

This option will mainly be open to University teams as they have access to the facilities to hold a bake sale stall.

For those clubs looking at holding a Bunnings BBQ, depending on the store, bake sales are sometimes allowed to be held in addition to the BBQ, however this will need to be discussed with the store each time as it can change whether it's allowed or not.



Members of USyd Quidditch Club holding a bake sale | Photo: USQC



Grants

Grants are an option that generally are not thought of as an option for clubs, especially for community teams.

University clubs generally will have access to various grants through the university. These grants range from merchandise grants, event grants, tournament grants, fundraising grants etc.. Applying for these grants differ from university to university, so it's best to get in contact with the appropriate person at your university to ask what grants are available and how to apply for them.

While the above grants are only available to university teams, community clubs do have access to local government grants, and sometimes state grants depending on what the grant is. As with the university grants, the application process will differ depending on which local government you are applying to.

A great starting point can be found here and Funding Centre:

<https://explore.fundingcentre.com.au/tools-resources/grants>, they have a wide range of links, and helpful guides on grants.



Merchandise

Merchandise is a trickier fundraising option.

The version of this most teams do is to take jersey orders from the community at a slightly higher price than that charged to the teams' players. Depending on if it's a new jersey/team this can be very successful, however the longer a team has been around with the same jersey, it can lose its "hype" and less likely to attract community purchases.

Extending from that is the option of creating branded merch items such as (but not limited to): hoodies, shirts, water bottles, position headbands, and stickers. Bulk orders of these things can be done via various online companies, and it's best to shop around to find the best business to go with for your club.

Selling these items can be done at any event your club attends. University teams can use "O'Week"'s and have the merch at their stalls to try and sell to passersbys and potential recruits. Club members are also good opportunities to sell these items.



Adelaide Augureys Quidditch Club selling some magical items | Photo: AAQC



Running Events

Running events can be a great way to raise money, and also draw in potential new members.

The type of events you could run are endless;

- movie nights,
- trivia,
- pub crawls,
- paint and sip
- bowling night
- etc

It is incredibly beneficial to turn a profit on club events to ensure that they are sustainable, and you can continue to grow the club, so you are able to provide further benefits to members.

For University clubs, it can be a lot easier to host events as spaces are available for use. While this can lower the expenses of the event, that doesn't mean you should lower the ticket price.

Nights out can be utilised by all clubs. Getting in touch with venues to make group bookings can make the event much cheaper than just showing up on the day/night. Many businesses will provide benefits for group bookings, especially if you make a commitment to continue booking with them on a semi regular basis.

Utilising cost cutting methods can ensure that you can charge people a lower amount than they would have otherwise paid, but still charge enough that you make a profit on the event. Its also recommended for appropriate events, to have lower costs for members and a higher price for non-members, however it can help to include membership into that higher cost.



Grill'd Local Matters

An incredibly simple and easy way to raise a bit of money is with the Grill'd Local Matters.

The only work involved with this option is going to the Grill'd website then to the Local Matters section; <https://www.grilld.com.au/about/localmatters>. Once there, simply click on “apply for a jar” and fill out the forms.

From there the store you applied to will let you know when your team will be on a jar. While we suggest having your members go to eat there to put a cap into your jar, its not necessary.

The winning jar of the 3 each month will win \$300, with the other two receiving \$100. All for just filling out a form.

You can apply as many times as you want, and sometimes the store will simply re-put your team in for another month without you having to do anything.



Members of UTS Quidditch at their local Grill'd | Photo: Matt Blissenden



Tournaments

A very well-known and effective method of raising funds is to hold a tournament. While this option can seem daunting, because of the level of work involved and there being a couple of well-established tournaments such as Vic Fantasy or Midwinter, QA is always happy to provide resources and manpower to help you plan your tournament, and quidditch players are always excited for more opportunities to play.

Types of tournaments you can run are varied; a fantasy where all sign ups are drafted into teams to play (Vic Fantasy), weekend tournament where existing teams play against each other (Midwinter), semi leagues (USyd Quidditch League). Depending on how many players you can attract this fundraising option can turn a very good profit. The main costs are field hire, first aid and a shirt/jersey for players, and each of these things can be done quite cheaply.

Depending on the type of tournament you run jerseys can be done in several ways. If you are running a tournament which is inviting clubs to attend as their own team, they will obviously wear their own jerseys and so is another cost cut (Midwinter). With a fantasy style tournament, jerseys of different colours with a simple design and number only on the back is best as these can be sourced cheaply (Vic Fantasy), however if you have a large number of players willing to pay more for better jerseys/name on back etc that can be done without losing on profit. Running a league style tournament, whether internal or external, simple jerseys similar to the fantasy tournament option can be made, and then re-used every time (USQL).



Winning team at the 2018 Vic Fantasy | Photo: VQA