

# HOW TO FUNDRAISE FOR A HIGH SCHOOL CLUB

Fundraising for a high school sports team can be an effective way to generate funds for various needs such as equipment, uniforms, travel, and other team-related expenses. Here are some steps you can take to organize a successful fundraising campaign:

- **Assess your team's needs:** Identify the specific financial requirements of your team. Consider costs such as race entry fees, training equipment (bikes, helmets, wetsuits), travel expenses, coaching fees, and uniforms.
- **Set a fundraising goal:** Determine the amount of money you need to raise to meet your team's needs. This will help you stay focused and track your progress throughout the fundraising campaign.
- **Research local sponsors:** Approach local businesses that have a connection to sports, fitness, or the community. Seek out companies that could benefit from supporting a high school sports team and align with the values of the club. Offer sponsorship packages that include branding opportunities on team uniforms, banners, or race equipment, in marketing and promotional pieces that that team might create, as well through social media that the team does to advocate for the club.
- **Organize fundraising events:** Consider hosting events that appeal to both athletes and the community. Some ideas include:
  - **Triathlon clinic:** Organize a training clinic led by experienced triathletes or coaches. Offer sessions on swimming, cycling, and running techniques, as well as transition training.
  - **Fun run/walk:** Host a community fun run or walk event, encouraging participants of all ages and fitness levels to join. Secure sponsorships for the event and charge an entry fee.
  - **Triathlon race:** Organize a mini or sprint triathlon event open to the public. Participants can pay an entry fee, and you can secure sponsors for various aspects of the race. This could be an indoor event or event a recruitment combine done at a local high school or college.

- **Auction or raffle:** Gather items or services donated by local businesses and individuals. Hold an auction or raffle event, where attendees can bid on or purchase tickets for the chance to win prizes.
- **Learn** from what other HS clubs do for the most successful fundraisers. There are many HSs that do this well and have massive local support to assure a surplus that can truly benefit the club's needs.
- **Online fundraising:** Create a dedicated fundraising website or utilize crowdfunding platforms to reach a broader audience. Share your team's story, goals, and fundraising progress through social media, email newsletters, and personal outreach
- **Sell team merchandise:** Design and sell triathlon team merchandise such as t-shirts, hats, water bottles, or gear bags. Arrange sales at local races, community events, or through an online store.
- **Seek community partnerships:** Approach local fitness clubs, sports stores, and athletic organizations for potential partnerships. They may be interested in collaborating on events, providing discounts on equipment, allowing for a certain percent of proceeds to go to the club on a timed promotion, or offering training resources.
- **Communicate your progress:** Keep your supporters informed about your fundraising efforts. Regularly update them on your progress, share stories of team accomplishments, and express gratitude for their contributions. Provide opportunities for sponsors and donors to see the impact they've made on your team's success.
- **Follow up with thank-you notes:** After each donation or sponsorship, send personalized thank-you notes to express your team's appreciation for their support. Include updates on how their contributions have made a difference. Get the entire team involved in this part of the process so they too learn the importance of giving to key causes.

Remember to tailor your fundraising efforts to the specific needs and interests of the triathlon community. Emphasize the benefits of participating in triathlons for the health, personal growth, and character development of high school athletes. By engaging the community, promoting your events effectively, and demonstrating the positive impact of your triathlon team, you can increase your chances of achieving your fundraising goals.