

Creative Ways to Secure Funding & Financial Partnerships



Sandi Wagner, CAA
Reid Hollinger, CAA

Sandi Wagner's Background

- 31 years in education as a teacher, coach and activities director
- 17 years as a school AD, 5 years as district AD
- 10 years as an associate director at Alaska School Activities Association (ASAA)



Reid Hollinger's Background



- Site Manager/ Middle School AD at Edgewood High School (Aug. 2019- Mar. 2020)
- Assistant Athletic Director at Purcell Marian High School (Mar. 2020 - Aug. 2022)
- Assistant Athletic Director at West Clermont High School (Aug. 2022 - Present)



Types of Fundraisers

- Banners – Advertising for sponsors, in gym, stadium, etc
- Raffles – Individual or multiple groups
- 50/50 Raffle – basketball, football, concerts
- Services/Community
- In-Kind Donations
- Events
- Corporate Partnerships
- Naming Rights



FUNDRAISING
\$1,000,000
A YEAR



Community Support

Volunteer

Read

Clinic

Clean
Up

Decorate

Program Parents

- Pre-season Meeting
 - Budget
 - Job sign-up
 - Expectations
- Mid-Season Event
 - Invite all parents (update on fundraising)
 - All-team members participate
 - Potluck



Policy & Guidelines

All fundraising must be put in writing & approved by the activities director. Approval will be based on need and what the funds will be used for.

Important Things to Remember:



Fundraising may not be advertised on the all staff email



Do not solicit funds from the community without giving back.



Your group may not be directly involved with pull-tabs or fund raising related to alcohol.



There may be no advertising of alcohol or tobacco products. Program ads and banners may not have words such as “beer”, “wine”, and “cigarettes”.

How Funds Are Used

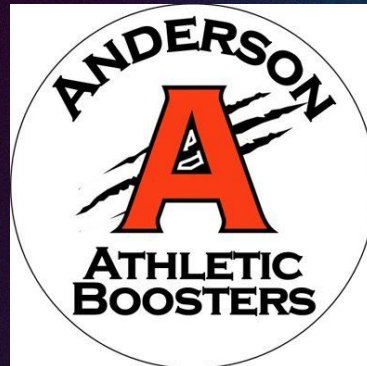
- With the approval of the AD, the money may be used for the following:
 - Travel that the district does not pay for
 - Extra students and adults to travel
 - Accommodations
 - Uniforms – every two to three years
 - Equipment

Guidelines for Booster Clubs

- Any athletic or activity may have a non school district organization that helps support them. The organization should meet with the Activities Director once a year.
- The district does not have a say in how the outside organization raises their money.
- The district does have a say in how the organization spends it money. Donations are deposited in the activities JSD booster account.

Guidelines for Booster Clubs

- The group must have an independent name (Blueline club, Goalkeepers Club) that cannot include Juneau-Douglas High School or Thunder Mountain High School.
- The outside group may put advertisements up in the school.



Local Sponsors



- Partnered with the local Chick-Fil-A
- CFA hosted a 'Kick for Chicken' contest during home football games
- CFA brought the cow mascot and handed out free coupons to the crowd
- Provided different sports with pregame meals

Chick-Fil-A Sponsorship Video: <https://www.facebook.com/share/r/161it7ktur/?mibextid=wwXlfr>

POWER AD

THE PROFESSIONAL BOOSTER CLUB

Our team of experts partner with schools, athletic facilities and generous business sponsors to fund top-of-the-line athletic equipment and create long-term revenue streams. Experts in our industry with over 25 years of experience, we enjoy creating turn-key solutions that fit our partners' needs while providing our sponsors professionally designed, industry exclusive advertising in the venues we serve.



Advertisements



TV Screens on Scores Table
rotating ads in competition
gym

Permanent & rotating ads
placed on Scoreboard at the
football field



Corporate Sponsor



- Collaborated with a local floral shop to secure funding for sideline chairs in the competition gym
- Saved WCLSD approximately \$10,000



Donations

- Michigan State was replacing their football weight room
- Head Athletic Director had a connection and they donated eight racks for free to our high school
- Partnered with Cincinnati Bengals





Facility Rentals

- Rentals - local youth sports organizations & other local schools
 - Hosting 3 Moeller football games this season (increased from 1 game last season)
- Flat rate charge (\$10,000) to rent the facility
- West Clermont keeps all of the concession money
 - Benefits athletic and band boosters



Stadium Naming Rights

Sharefax Credit Union Field
5 years, \$150,000

Wolves Field House



- Mercy Health donated \$125,000 to help construct a 100 x 60 indoor training facility
- The entire project was privately funded
- Utilized by Baseball, Softball, Football, Girls & Boys Soccer and Girls & Boys Golf

Questions?



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