Sports Fundraising Plan: Sections Five and Six

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**Section One**

The Together Project is an initiative being organized by Brewton Baseball Team. The initiative involves a fundraiser that will target to raise money which will help the baseball team bring in more young people as a way of nurturing talent and reducing crime within the community (Cameron & MacDougall, 2000). These funds will be primarily used to purchase equipment, hire a coach, purchase the team’s uniforms, and meet other needs of the team.

Brewton Baseball began as a youth engagement scheme whose main aim was to target at risk youth through baseball as a sport. The baseball team now boasts a membership of 89 active boys and girls. Even though there are numerous baseball teams in and around the locality, Brewton Baseball takes pride in being the only club that has an active membership program for both teenage girls and boys (Cameron & MacDougall, 2000).

**Beneficiaries of the Campaign**

The Together Project campaign will not only benefit the baseball team but also the Brewton Baseball organization, the sponsoring organization, and the society at large. The baseball team will benefit in the fact that the campaign will promote their individuals' sports talents and skills upon the implementation of the project's objectives. Additionally, Brewton Baseball organization will benefit from the campaign by promoting its brand. The Brewton Baseball organization will increase its popularity due to the level at which the baseball team will attain. The reputation of the organization will enable it to win more rewards that will assist the organization to accommodate more players, hence promoting the talents of young people (Blayney, 2008). Moreover, the sponsoring organization will benefit by increasing the popularity of its brand. The logo that will be put on the players' jerseys, jackets, team apparel, and bags will be advertising the brand of the company. As the baseball team plays in different regions and countries, the name of the sponsoring organization will be spread all over.

**The Proceeds**

Since the Together Project campaign is aiming at raising funds for promoting the baseball team, the proceeds will only be used in the Brewton Baseball program. The primary purpose of the project is to raise the money to purchase the baseball team equipment, uniforms, and a clubhouse (Cameron & MacDougall, 2000). After achieving this purpose, the program will also hire a more experienced coach to train the team.

**Venue**

The sports fundraising event will be held at Brewton Country Club on 19th and 20th July 2019. The Brewton Country Club is large enough to accommodate many participants since it is more spacious. We are expecting about 500 people at this event. The Country Club has space to host more than1000 people including outdoor and indoor space. In addition, several sports events take place in this club, and therefore people are aware of its location.

**Section Two**

**Importance of the Fundraising Campaign**

The Brewton Baseball organization decided to develop the Brewton Baseball Program after realizing that several young people are wasting their talents and skills. Several boys between the age of 14 years and 18 years have been charged in criminal activity due to the robbery in different communities. The Brewton Baseball organization has considered those challenges to gather boys between the age of 14 and 18 years to eliminate their idleness as well as promote their talents through baseball sports (Leonard, 2012). However, the organization is not capable of supporting the players on its own and therefore has decided to conduct a fundraising campaign to promote talents within and eliminate idleness from the community.

**Promote Talents**

Through the fundraising campaign, the talents of young boys and girls will be promoted. Based on the study that the Brewton Baseball organization conducted, it has realized that the campaign will produce at least three international players from the baseball team. According to the information obtained from previously developed baseball programs, three players in every eighty members become international players. At Brewton, our aim is to raise this number to a total of five in every eight players. The local community has many talented young boys and girls, and through baseball, we hope to tap into this resource to better help them become respectable members of our society.

**Eliminate Idleness**

Through the help of the funds that will be raised from the campaign, several young people will be absorbed into the Brewton Baseball team. This will reduce the idleness observed in the community among young people. In this case, robbery among young boys will be reduced, hence saving their life. Therefore, fundraising is necessary to help young people in the community since the Brewton Baseball organization alone cannot manage to support the players. By engaging the young boys and girls in our society and keeping them from being idle, Brewton Baseball will be able to successfully create a more connected and stronger community.

**Section Three**

**Strengths**

The strengths section makes up the first segment of the SWOT analysis. According to Blayney (2008), it is a section that discusses the internal positive attributes of a project, the benefits that it will bring, and the leverage that an organization possesses in relation to the project. One of the strengths associated with the fundraiser is that Brewton Baseball team focuses on supporting the youth of the community. Being a project aimed at reducing crime and supporting the youth, the fundraiser should have support from both the administrators, the members of the general public as well as, Law Enforcement (Blayney, 2008). The club also has successfully carried out similar events in the past, which provides it with the much-needed experience to carry out another event of the same kind. The club has a team of experienced staff and a large number of volunteers from the community. This will make it easy to organize the event, gain publicity, and have a large number of willing contributors. The strengths section makes up the first segment of the SWOT analysis. According to Blayney (2008), it is a section that discusses the internal positive attributes of a project, the benefits that it will bring, and the leverage that an organization possesses in relation to the project. One of the strengths associated with the fundraiser is that Brewton Baseball team focuses on supporting the youths. Being a project aimed at reducing crime and supporting the youth, the fundraiser should have support from both the administrators, law enforcement, and the members of the general public. The club also has successfully carried out similar events in the past, which provides it with the much-needed experience to carry out another event of the same kind (Blayney, 2008).

## **Weaknesses**

Weaknesses are factors or elements that put an organization at a disadvantage. According to Blayney (2008), these are internal limitations and may include direct disadvantages or areas that an organization may need to improve in relation to the implementation of the project. In the case of Brewton Baseball Club, one key weakness is low cash flows within the club. The club is facing financial constraints that could make it difficult to successfully organize the fundraising event (Blayney, 2008). This is because money will be needed to pay the organizing staff, purchase drinks, and pay for other related services. Disagreements on the club’s directors are also a key weakness as they are yet to agree on some decisions.

## **Opportunities**

Opportunities are external factors. According to Blayney (2008), they are factors that raise the chances of success and that are mainly associated with the strengths that an organization possesses. In the case of Brewton Club, these include positive relations with the community, administrators, and large organizations, the presence of many large organizations that could be willing to fund the club in exchange of an advertising contract, and the availability of a ready venue for organizing the event. The club also has other opportunities including the availability of untapped talents from the youths between the age of 14 and 18 years who roam around (Blayney, 2008). The willingness of these young people to join the club is also another opportunity for the club that will enable it to realize its goals and objectives. The club also enjoys the cooperation and collaborative nature of parents and other important stakeholders thus providing an opportunity for the club to advance its activities (Blayney, 2008).

**Threats**

Threats are also external factors. Unlike opportunities, threats are factors that could limit the chances of success of an initiative (Blayney, 2008). In the case of Brewton Baseball Club, these could include the presence of other clubs in the region that could undertake a similar initiative and alternative sports and methods of marketing that organizations can use in place of sponsorships. For instance, the internet is clearly a major threat to other methods of marketing as a result of the low associated costs and the huge popularity (Glucksman, 2017). Poor penetration of sports in the region and the long time needed for the baseball team to be admitted into the international competitions could also be a problem.

## **A plan for the fundraising program**

Teamwork will be essential to the success of the planned fundraising event. According to Kozlowski and Ilgen (2006), it is essential to have a clear definition of the roles of the personnel involved in a process to promote collaboration and reduce the chances of errors. In this case, a clear line of control and a communication channel will be put in place to ensure that none of these cases occurs during the event (Kozlowski & Ilgen, 2006). The following will people will play an important role for the club and in the fundraising program.

**The Secretary of the club**

The club secretary carries out and delegates all the administrative duties that enable the club and its members to function effectively. The club secretary plays a pivotal role within the club and has close involvement in the management of the club. The secretary of the club will be paid an annual salary of US $ 25,000. The salary will be subject to review based on the performance of the secretary. Moreover, the secretary will ensure the success of the fundraising program by arranging for the venue prior to the event. He will also ensure that minutes are effectively documented in every meeting the club holds at the same time maintaining effective records and administration.

**Club Volunteers**

The club volunteers will include the chairperson, the volunteer coordinator, and the club safeguarding officer, the team members and other stakeholders. These volunteers play an important role in the coordination of the club activities ensuring that the club is a success (Kozlowski & Ilgen, 2006). Other important roles of the club volunteers include organizing preseason events, book venues; organize club activities, and most important work alongside publicity and other officers to promote club events.

There will be an organizing committee that will be put in place so as to make the necessary plans and hire the required items. This committee will be headed by an organizing secretary who will keep a record of all events and communicate any necessary information to the members of the team. This individual will also be responsible for recruiting the volunteers. The event will be coordinated by a master of ceremony. The club will hire a professional speaker as the master of ceremony to ensure that all agendas are followed and that the event flows smoothly (Kozlowski & Ilgen, 2006). This individual will be responsible for coordinating all the key processes, introducing the speakers during the event, and making the necessary announcements. The organizing secretary will also have the privilege to make some announcements and assist the master of ceremony in coordinating the event. The volunteers will be sourced from the community’s youth population (Kozlowski & Ilgen, 2006). There is already many youths who are willing to take part in the event. These people will be assigned different roles including coordinating the guests and guiding them to their seats and supplying drinks.

**Section 5**

**The long-term and short-term goals**

The goals of this fundraising initiative can be divided into both short and long-term depending on the nature of the intent of the plan. Fundraising program is an essential activity that aims to raise enough funds to help support the Brewton Baseball Club in planning and organizing their sporting activities (Warwick, 2000). The fundraising event, in this case, aims to ensure enough capital is raised facilitate the team’s initiatives and other important events that the club intends to engage in within the context of their operation. The short term and long term goal of the fundraising program emanate from the mission and objectives of the club. This is because; the fundraising program will be directed by the goals of the club that should be achieved through the support of the fundraising program (Warwick, 2000).

**Short-term goals**

The short-term goals are the goals the program intends to achieve shortly. In other words, they are the short-term objectives that need to be achieved by the program within the shortest time possible (Warwick, 2000). One of the short-term objectives of the program is to raise capital to help finance the objectives of the program. The fundraising program aims at raising capital that will be used to finance the club’s short-term programs. Another short-term goal is to foster and coordinate program stakeholders to collaborate in the noble course to help raise enough capital to finance the club. Promotion of talents is another essential short-term goal of the fundraising campaign in the sense that the money will be used to fund the club activities of promoting young talents.

**Long-term goals**

The fundraising will thus provide an opportunity for the young people within the community to engage in social events in the club allowing them to realize their potential rather than engaging in crime. The long-term goals of the program include the elimination of idleness, eradication of crime and most importantly reducing the number of young people being incarcerated for criminal activities. The fundraising campaign aims at raising capital that will be used to promote young talents within the community. This will help reduce the number of young people being convicted of crimes within the community. Many young people who stay idle in the communities tend to get involved in criminal activities, and this often results to them being remanded or incarcerated. Sometimes some young people with untapped talents are killed by police as they engage in criminal activities due to the lack of social activities that can get them busy (Weinstein & Barden, 2017). Teens who do not participate in afterschool programs are nearly three times more likely to skip classes at school than teens who do participate. They are three times more likely to use marijuana or other drugs, and also more likely to drink alcohol, smoke cigarettes and engage in sexual activity than teens not in afterschool programs. (“After School Alliance”, 2006). A study of afterschool programs established through the California Juvenile Crime Prevention Demonstration Project in 12 high-risk California communities found that, compared to when they started the program, crime and delinquency-related behavior among participants declined significantly after students completed the program. Vandalism and stealing dropped by two-thirds, violent acts and carrying a concealed weapon fell by more than half, and arrests and being picked up by the police were cut in half. (Newman, Fox, Flynn, and Christeson, 2000)

**Section 6**

**Promotion**

From word-of-mouth to e-mail as well as Facebook, Twitter and Instagram, the Brewton Baseball Club will look to utilize as many channels as possible to effectively get its message to every member of the community. The core of our promotion strategy, however, will be Social Media marketing. The fact of the matter is, most of our donors and supporters will need to hear about the Together Project multiple times before committing to donate their services, money, or goods. To successfully put our message across, our marketing team will implement a three-part Social Media podcast sequence to promote our event. The initial podcast will serve as the fundraiser announcement. Along with links to be shared with current friends and family of club members, which will then be followed by an another video with same links to be shared as well as highlights of fundraiser’s main attractions. The third podcast will be sent to create a sense of urgency to encourage RSVPs that come at the last minute. Social Media is the most effective and fastest way to reach the masses.

**Product**

The Brewton Baseball Club will also be looking to raise funds through selling food and snacks at the venue, using fundraising raffles, holding an auction, and selling team apparels during fundraisers. Drinks and refreshments are always welcomed at fundraisers, so selling beverages during the fundraiser will serve as a remarkable source of income. Fundraising raffles are also a good fit for such events, and it would be great to offer our sponsors and supporters some cool prizes and raffle tickets and also throw in a grand prize to attract them.

**Place**

Our marketing team will aim to promote the event through Brewton Baseball Club’s online platform and also during local tournaments during the period just before the fundraising event. We will also try using a one-week social media sharing event where donations will be encouraged through all our platforms on social media.

**Price**

Our sponsorship packages are as follows:

• Platinum: $10000 = logos on bags, jackets, jerseys, and team apparel

• Gold: $5000 = direct link to your company’s website from our website

• Silver: $2,500 = free advertising on our social media platforms

## **Conclusion**

Brewton Baseball Club is planning to organize a fundraiser as it seeks funds to recruit more youths and nurture more talent. By recruiting more youths and nurturing more talents, the club will be able to contribute positively to local community. Many youths are idle in the community and as a result they engage in dangerous activities such as drug abuse and criminal activities (Miklos, Rollof & Sporre, 2018). By organizing a fundraising program, the club will also be able to nurture the talents of these youths enabling them to realize their greatest potential. The fundraising will also help foster collaboration between the community members and other local agencies which will find the club a noble course. The law enforcement agency will also realize some positivity in the fundraising program based on the fact that it aims to finance a club that will nurture young talents and reduce idleness in the community that promote crime (Miklos, Rollof & Sporre, 2018).

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