

LWFC Sports Newsletter



Issue 2

"Your Fundraising Game Changer"

Fundraising Audit Tips

- 1 Where is your Club Fundraising NOW?
- 2 Where does it want to be?
- 3 How are you going to get there?



"The fundraising audit is essentially a detailed review of any factors that are likely to impinge on your sports club / organisation, taking into account both those generated internally and those emanating from the external environment. The fundraising audit is thus a systematic attempt to gather as much information as possible about the organisation / club and it's environment and importantly, how these might both be expected to change and develop in the medium to long term."

For further advice on your Club Audit

Contact: liam@lwfc.ie 087-1457375



Idea for this Month

“Storytelling should drive your fundraising” – A successful fundraiser starts with honest, often courageous storytelling – and compelling stories turn passive visitors into active donors and sharers. Does your story move people to make donations? Could it be sharper or more compelling?

“The five S’s of sports training are: Stamina, Speed, Strength, Skill, and Spirit; but the greatest of these is Spirit.”

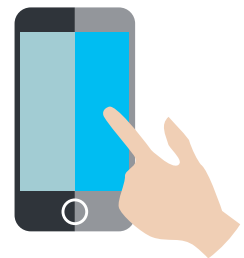
- Ken Doherty (Former World Snooker Champion)



Advertise for Free Here

By advertising for free here, take a quick look at the major benefits.

Major benefits of online advertising:



Global Reach: Through Internet advertising, you can highlight your business beyond your local area and reach out to your target audience worldwide. You don’t have to travel anywhere to expand your business; you can easily connect with your audience with the help of the Internet. Prospects may later turn into your customers and help you gain more profits. As your business, widens it’s reach on the Internet, it will have more prospects and leads in the future.

Cost Effective: One of the greatest benefits of online advertising is it’s cost effectiveness. Unlike other conventional methods you don’t have to spend a fortune to promote your products and services. It’s inexpensive and affordable to promote your business online.

Target Audience: Online advertising helps you find the right audience. It targets the ones who are more likely to be interested in what you’re selling. This will further help you in generating more leads and making your campaigns more effective and profitable.

Engage your Customers: The Internet is the best platform to keep your target audience engaged. Do thorough research on your target audience and find out what type of products and services they are looking for and what they think about your products.

Access to Data: With the help of online analytics tools, you can easily track the conversion and measure the effectiveness of your campaign. This data helps you identify areas for improvement in your ads and advertising strategy as well.

Fast and Easy: Unlike traditional marketing and advertising methods, online advertising is fast and easy. Traditional advertising procedure is too long and consumes much time. But in online advertising the moment you start your ad campaign, you start receiving qualified leads. This allows you to reach your goals quickly

Why not consider becoming a Member of Tullamore Tennis Club for 2021/22

Benefits:

- A Sport that you can play safely during Covid-19
- Social Tennis Evenings
- Make New Friends
- Coaching will be available shortly

For Further Details CONTACT:

M: 087 776 8383./ E: info@tullamoretennisclub.com



Has your Club a proper
website, if not why not?
Does it need to be freshened up?

 **PLANETWEB**
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Contact Planetweb for a free consultation:
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Need support and help with your Club
Fundraising

Free Consultation - Contact us

 087 145 7375  liam@lwfc.ie