

# LWFC Sports Newsletter



Issue 3

“Your Fundraising Game Changer”

## Your Key Fundraising Strategy Tips

- 1 Overall Direction
- 2 Segmentation strategy
- 3 Positioning strategy
- 4 Case for support

How to develop  
a fundraising  
strategy

These four categories will assist your club/organisation as you plan your fundraising strategy, namely determining the overall direction that will be adopted, the donor groups that will be addressed within the plan and in general terms how your club is distinctive in relation to its competitors (i.e. positioning), also taking into account how you will present your Case for support.

For further details Contact Liam at  
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## Idea for this Month

Successful athletes aren't superhuman. They simply possess and utilize consistent skill sets that elicit positive results. They believe in themselves and their ability to constantly improve. They set realistic goals, they surround themselves with the right people, and they stay the course through tough times.

*"You can't appreciate success if you've never failed."*

- Steffi Graf



## Why your Club needs to Fundraise and a few good ideas To really get you on track!



Don't forget either that a successful sports fundraiser is often a great way to involve your family and friends in something you enjoy. It's also a fantastic way for your club to recruit new members.

So whatever your passion- from Athletics to Swimming. Check out the list below for fundraising ideas- Good luck with all your sports fundraisers keep in touch if you need support with the planning.

### A list of fundraising ideas for your club:

- » Cake Sale
- » Sponsored Race Night
- » Bingo Night
- » Photography Competition
- » Buy A Brick
- » 5 -A Side Soccer Tournament
- » Christmas Cards
- » Long Puck Competition
- » Cookery Competition
- » Mother's V Father's Penalty Competition
- » Fundraising Auction
- » Family Tug-O-War Competition
- » Head Shave
- » Art Competition
- » Walk for the Club
- » Battle of the Bands Competition
- » Sponsored Cycle
- » Coffee Morning



## 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:

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E: [info@tullamoretennisclub.com](mailto:info@tullamoretennisclub.com)

## Advertise for Free Here

If you need support and help with your Club, Lotto, Quiz, Website, Business.

@ [liam@lwfc.ie](mailto:liam@lwfc.ie)

☎ 087 145 7375



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

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**Need support and help with your Club  
Fundraising**

**Free Consultation - Contact us**

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