

Sponsorship/Fundraising

Key Themes

- Broadening club network is important for sponsorship so we're not going to the same sponsors each year
 - o Social platforms
 - o Joint partnerships with nearby clubs to also address issues of overlap and extend reach
 - o Connect with local community through businesses, outreach programs, schools etc.
- Consider what your club can offer
 - o Annual sponsor day with guest speaker
 - o Signage (physical and online)
 - o Logo on uniforms
 - o Social media posts
 - o Presentations to members (e.g. at Thursday night dinner)
 - o Sample goods/services (e.g. sell products in canteen, identify products in lunches "bread proudly supplied by x bakery", tax service at club for parents during training)
- Share the volunteer load
 - o Sub-committees, project groups and roster systems to ensure it's not always the same people and allow focus from key volunteers stays with key roles e.g. building relationships
 - o One person plans/organises function/raffle/event but delegates tasks through sub-committee/project group/one-off tasks
 - o Communication with members that these are key roles given the importance of raising funds
 - o Documenting processes for annual events can help decrease planning time next year and make it easier to get new people on board. Things can always be changed but a starting point can help.
 - o Set expectation at registration and/or season launch that everyone helps with at least one task – ensure that an increased membership = increased volunteers.
 - o Keep a skills and interests audit of members and parents

Note: Our next topic, Raising Revenue, may also be of assistance and includes a "Sponsorship & Fundraising Sub-Committee Kit" with further ideas and support.

Social/community/welfare

Key Themes

- Connection
 - o Each cricket club has a players & families - connect these group on a social level
 - o Community can be the cricket club community but can also be how the cricket club connects to the broader community - schools, businesses, outreach programs, council
 - o Events that can have external interest e.g. trivia night, guest speakers
 - o "Bring your own plate" events or themed nights that allow the club to share different cultures of people within the club
 - o Work with local market by running their gate
 - o Constant communication is vital for people to feel included.
- One Club
 - o Whole club cricket training
 - o Thursday/Friday night dinners
 - o Past Player events and engagement (newsletter, present awards)
 - o May need combination of "One Club" events and targeted events e.g. juniors only
 - o Volunteer Recognition Event. May be externally catered, or have players run the day to show their appreciation.
- Managing issues

- Player and/or parent information nights at start of season to set expectations (including overview of policies and complaint procedure
- Accessible information of policies, processes and key contacts within club (e.g. Child Safety Officer, MPIO)
- Highlight a different policies/procedure with a brined summary/reminder at each Thursday Night dinner
- Event volunteers
 - Need to ask people, not a wide announcement. Many are happy to help and can even enjoy making a contribution if told they have something to offer.
 - Whiteboard or poster on table or walls with list of tasks before the event for those who ask on the day, “how can I help?”
 - Setting up events can be part of the fun, consider how this can be built on e.g. food, drinks, music for those setting up.
 - Club reward system such as a buddy or “house” type competition. Points for each team are scored for on-field success (e.g. runs, wickets) as well as each time you volunteer.

Junior Operations

Key Themes

- The importance of a separate junior committee
 - Often managing as many or more teams, with added challenge of parents
 - May consider a separate Junior Secretary/Administrator if clubs Secretary/Administrator needs to focus on seniors
- Junior to Senior transition
 - Senior players to assist with junior coaching, whether for whole season or roster
 - Shared events
 - Buddy system/competition. Senior player paired with junior player and the score points as a team for runs, wickets and off-field contributions.
 - Consider a selection policy which includes a commitment to junior opportunities in senior teams.

Other

- Afternoon Tea B&F voted each game with an annual award.
- Importance of speaking to volunteers about future commitment. If leaving provides an opportunity for a handover or even ‘shadow’ for a year for major roles.
- Appoint assistants who will be the next person in major roles so they can begin to learn.
- It can be challenging for experience volunteers to pass on roles that have made them feel valued and they have put a lot of work into. It’s important that they continue to feel valued and are reassured that their knowledge and expertise is needed to be passed on to maintain the legacy of the significant work that they have put in, and that removing some roles from them allows them to focus where they are really needed.
- A volunteer coordinator is an important role with our growing club as it can quickly get out of control and things missed.
- We’re looking at structuring our Committee under 6 pillars. We then allocate all tasks under these 6 pillars and assign committee members (and some interested non-committee members) to these pillars. These pillars align with our strategic plan goals. We think it will spread load, even out the committee members input and also help some succession planning.
- We got a good volunteer for the canteen from the CWA

- We have quite a few people who live locally and come in for a drink on Friday or Saturday night and they are club members so if we think they can help (including getting sponsors) we ask them. Few ever refuse, it's the club culture
- We are encouraging younger players to be part of the committee and we have had some great outcomes, but you need to give them a purpose and make them responsible for something.
- I agree it's about having that club culture of contributing. If the example is there for the juniors when they come through they see it as part of the club to end up returning the support and service to the club
- We have used connections to local football and local schools to increase our Milo/Woolworths Blast from 14 kids to over 100 which means the club really rocks on Friday nights and we do about 100 meals on a Friday