

## Growing Non-Core Revenue

Being able to gain income from a diverse range of sources can be hugely beneficial to your club. Here are a few ideas to help you:

Action Area	Activities	Outcomes
<b>1) Private Funding</b>		
CSR	<p>Research local or national organisations that may wish to contribute to a community coaching project. Focus on local energy or building companies eg Cala, Barratt. This is CSR, not sponsorship.</p> <p>Research large national corporates that run Trust / Community funds. Most large corporates have a fund of this nature. eg The Aviva Fund.</p> <p>You may find that donations can only be made to charities – why not consider applying to be a charitable trust?</p>	<p>Identify 6 potential organisations and contact to identify their policy in supporting local projects.</p> <p>Identify 6 top prospects to apply to</p>
Patrons	Identify a specific project that you could appeal to Patrons to support either by a fundraising event or a one-off donation.	
<b>2) Sponsorship</b>		
Identify Assets	As a team/committee, identify what assets you have in the club that might be of interest to a potential sponsor – eg Banner / logo advertising on website, hospitality at matches, advertising in the clubhouse (restrictions outside noted), naming rights for the teams	Compile a list of assets that may be attractive to a corporate organisation
Identify Potential sponsors	<p>As a team / committee identify local organisations.</p> <p>Research who in the club may know individuals within these organisations</p>	Identify a Top 20 list of companies
Warm Referrals	<p>Request a warm referral to key contacts in organisations.</p> <p>Organise an open day to meet with them or meet individually for a chat</p>	Start to build a relationship with the individuals/organisations

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<b>3) Local Trusts</b>		
Local Trusts	<p>Research on trusts / foundations within your local area (perhaps your Local Authority or other trusts nearby).</p> <p>Identify if there are any coaching or development projects that could fund your club</p>	Identify Top 6 viable trusts to apply to
<b>4) Your Clubhouse</b>		
Rebrand	Rebrand the clubhouse with a name not necessarily associated to the club or with cricket	Appeal to the non-cricket community
Service Offer	<p>Identify local venues – what do they offer and who to</p> <p>What benefits and features can your clubhouse offer to the local community</p>	Offer something better than the competition
Promotion	<p>Get a listing on Google Maps for the clubhouse.</p> <p>Find out if you can put signage on the main road near to your location</p> <p>Design a digital A5 flyer to advertise the venue and services available (anyone creative in the club). Use a free design package eg Canva and ask all members to share the digital flyer with their friends and contacts</p> <p>Design an online booking form</p> <p>Dedicate a page on the website advertising the clubhouse for events</p>	<p>Be renowned in the local area as a good value venue for parties, meetings, fitness classes etc</p> <p>Be easy to find by potential customers</p>
Advertising	Identify potential opportunities to offer advertising in the clubhouse, around the ground and direct to members	
<b>5) Lottery</b>		
Lottery	Establish a monthly lottery for members with 50% proceeds going to the club and 50% to the winner	Membership interaction, fun and revenue for the club