Back Your Club

FUNDRAISING EVENT GUIDE

Light-lift ideas that bring your community together

A practical starting point for clubs that want an event to feel welcoming, achievable and worthwhile — without creating another full-time job for volunteers.

The light-lift test

Choose an idea with one clear purpose, one simple way to participate, a short volunteer roster, few moving parts and a reason for local businesses to contribute.

SIX EVENT CONCEPTS

1 Community skills swap

A two-hour morning where local people offer short, useful sessions: bike checks, boot care, first aid, gardening or kids' drills.

Keep it simple: Charge a small entry fee or ask for a donation. Invite local businesses to host one station or provide a prize.

2 Club challenge hour

Teams collect pledges, then complete laps, goals, passes or another sport-specific challenge for one lively hour.

Keep it simple: Run all age groups together, use one online pledge link and celebrate progress publicly.

3 Local taste trail

A relaxed evening with tasting-sized items from local cafés, bakeries and food businesses.

Keep it simple: Sell a limited number of tickets. Each business supplies one simple item and gains a warm introduction to local families.

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4 Family quiz sprint

A shorter, family-friendly quiz with 45–60 minutes of questions, table challenges and one raffle.

Keep it simple: Use pre-written rounds, cap table numbers and ask businesses for prizes rather than cash.

5 Gear exchange day

Families donate clean sports gear, uniforms and boots; the club sells items at accessible prices.

Keep it simple: Pair it with registration day or training. Unsold usable gear can support new families or a local charity.

6 Neighbourhood clean-up

Teams collect litter or tidy a community space, backed by sponsors per bag, hour or team.

Keep it simple: Finish with a shared sausage sizzle or picnic and publicly thank volunteers and local business backers.

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A SIMPLE RUN SHEET

Four weeks from idea to event

4 weeks before	Pick one idea, one lead person, the fundraising goal, date and venue. Ask two or three local businesses for a simple contribution.
3 weeks before	Open registrations or ticket sales. Share one clear message through club email and social pages.
2 weeks before	Confirm the short volunteer roster, equipment, safety needs, prizes and wet-weather decision.
1 week before	Send one reminder, confirm numbers and prepare the check-in list, payment method and thank-you signs.
Event day	Keep roles short and clear. Capture a few consented photos, announce the purpose and thank every contributor.
Within 48 hours	Share the result, thank volunteers and businesses, record lessons while they are fresh and invite feedback.

MAKE THE IMPACT VISIBLE

• Set one specific goal people can picture: new balls, travel support, lighting or keeping fees accessible.

• Give local businesses a useful role: a prize, station, product, venue or promotion — not just a donation request.

• Welcome non-members and neighbours so the event strengthens the community around the club.

• Share the result afterwards, including what the funds will help make possible.

• Keep a one-page event note so next year’s team can repeat what worked.

BYC can help

Annual club support includes reviewing what worked, refreshing the plan, suggesting new campaign and event ideas, and updating practical promotional materials. Your club brings the relationships; BYC helps make the work manageable.

BEFORE YOU CONFIRM THE DATE

A quick club checklist

• Name one event lead and one backup — avoid a large committee.

• Confirm venue permission, insurance, first aid, food safety and any council requirements that apply.

• Set a small, visible budget and decide how payments and refunds will be handled.

• Make the event accessible for different ages, abilities and budgets.

• Ask permission before sharing identifiable photos, especially of children.

• Have one wet-weather or cancellation message ready to send.

MEASURE MORE THAN MONEY

Record funds raised, volunteer hours, attendance, new contacts, business contributions and one lesson for next time. A simple debrief protects volunteer energy and makes the next event easier.

Want help shaping an event?

Email info@backyourclub.nz or visit backyourclub.nz/for-clubs.