

Funding the CRC Transformation

Key fundraising objective:

Raise \$2 million to transform the club into a modern, welcoming, accessible community hub.

Secondary objective:

Quickly establish project viability. Gather written endorsements and financial pledges from potential supporter groups within the first 6 months of launching the project.

Project Vision

To transform an ageing club house with weather tightness issues into a modern, welcoming facility with improved accessibility that is better suited to our current and future needs.

By modernising the clubhouse, we aim to create a vibrant, welcoming space where people of all ages and abilities can come together to play, socialise, and connect. A modern, inclusive, multi-purpose hub for the Cambridge community.

Identifying Potential Supporters

To successfully advance the project, the club will need to engage with a variety of different groups.

- **Club Members:** Engage members to make pledges and help connect to potential donors.
- **Local Philanthropists:** Individuals who care about community impact and want to leave a lasting legacy.
- **Corporate Sponsorships:** Engage local businesses for partnerships, or invite corporate giving opportunities.

- **Building partners:** Seek contributions of professional services, labour, and building materials from local businesses to reduce overall project costs.
- **Community Funding Trusts:** Explore and apply for available grants that align with community health, sport, and recreation.
- **Council:** Engage council to help ensure they are supportive of the changes we are making.
- **Project Mentors:** Connect with individuals or organisations that have successfully completed similar projects to gain insights and advice.
- **Lenders:** Explore loans or financing options to cover funding gaps, ensuring terms are manageable within the club's financial projections.
- **Community Organisations:** Partner with charities, nonprofits, and schools who align with the club's mission to help bring their clients into our environment. This way we may be able to access additional funding sources and broaden community impact.

Project Assets - Engagement with Supporters

- **Pitch Document/Brochure:** Clear presentation of the project's vision, impact, and funding needs.
 - **Social media:** Utilise social media channels to share updates, engage supporters, and encourage sharing.
 - **Website:** Featuring status updates, progress reports, and opportunities to get involved.
 - The pitch and vision
 - Status updates and progress reports
 - Architectural plans and renderings
 - Funding status and goals
 - Member survey responses
 - Building condition report
 - Profiles of key project leaders
 - 'Donate/Pledge Here' forms and instructions
 - **Statements of support:** Use data and testimonials to highlight the club's role in the community and the positive impact of the renovation.
 - **Building Condition Assessment:** Create a report detailing the current state of the roof and interior, emphasising the need for renovation.
 - **Social Impact Report:** Highlighting community benefits, projected participation rates, and estimated revenues and costs. Develop a comprehensive analysis of how the transformed club will benefit the community, including:
 - New activities and programs
 - Projected participation rates
 - Estimated revenue and costs
 - Quantitative and qualitative measures of social outcomes
 - Membership growth
 - Ability to reach and serve new demographics: more school programs, participation options for those of our community with different challenges (physical, behavioural, monetary).
 - **Video Presentation:** Produce a compelling video that tells the story of the club transformation, showcases testimonials, and highlights the club's impact on the community.
 - **Business Case.** Explore the financial rewards that might result upon completion of the project, how these successes will be achieved and at what cost. Develop cost benefit analysis.
 - **Financial Transparency:** Provide detailed budgets and financial plans to build trust with potential donors and funders.
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Communication Strategy

- **Target Audience:** Club members, philanthropists, businesses, community trusts, council.
 - **Messaging and Communication Channels:**
 - **Club Members:** Personal appeals during events, newsletters, and information evenings.
 - **Philanthropists and Sponsors:** One-on-one meetings, personalised communication, and tours of the facilities.
 - **Community Trusts and Council:** Applications with supporting materials (building condition assessment, social impact report).
 - **Communication Tools:** To maintain momentum and public interest.
 - Website and social media updates.
 - Regular newsletters and direct outreach.
 - Brochures, presentations, video.
 - **Press releases:** Local newspapers, radio stations, and community blogs. Announce the transformation plans, highlight the benefits, and call for community support.
 - **Regular Updates:** Keep stakeholders informed about progress, milestones, and success stories.
 - **Stakeholder Engagement:** Host information sessions, Q&A forums, and tours to engage the community and address questions.
 - **Personal Meetings:** Arrange introductions and one-on-one meetings with potential supporters to present our vision and gauge their interest.
 - **Leverage Networks:** Utilise club members' connections to facilitate introductions, tapping into our community's collective network.
 - **Demonstrate Community Need:** Use data and testimonials to highlight the club's role in the community and the positive impact of the renovation.
 - **Feedback Loop:** Ensure that feedback from members and other supporters is actively heard and considered, so the project can proceed in a way that benefits the widest possible group. Be clear to supporters the ways they can provide feedback on the project: surveys, suggestion boxes, email.
 - **Visual Displays:** Create a dedicated space at the club with posters, renderings, and information about the renovation.
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Fundraising tactics

Online Platform: Implement easy-to-use "Donate/Pledge Here" forms on our website to facilitate seamless contributions from supporters.

Crowdfunding Campaign: Launch a crowdfunding initiative to reach the wider community, clearly outlining the specific purposes for which the funds will be used.

Construction Companies: Engage with local construction firms that could participate in the project, possibly offering discounted rates or pro bono services.

Material Suppliers: Approach providers of essential materials (e.g., glass, timber) for potential discounts or donations.

Planned Giving: Establish programmes that allow supporters to make legacy gifts or bequests to the club.

Matching Gift Programmes: Major donors can significantly enhance our fundraising by offering to match contributions from others dollar-for-dollar up to a specified limit, effectively doubling the impact of each donation. This approach motivates supporters to give, knowing their contributions will be maximized, and helps us broaden our donor base. A matching pledge may include a guaranteed minimum donation, an upper limit, a time frame, and conditions regarding which donations are eligible for matching (e.g., direct member contributions or contributions up to a certain amount per individual).

Club Events: Organise fundraising events such as gala dinners, movie nights, performances, charity auctions, silent auctions, sports tournaments, and quiz nights to engage the community and raise funds.

Corporate Sponsorship:

- **Corporate Sponsor Packages:** Develop tiered sponsorship packages with defined recognition benefits to attract corporate support.
- **Naming Rights:** Offer naming rights for significant contributions, such as club naming rights or sponsorship of pavilions and lounges.
- **Sponsor Recognition Levels:** Develop sponsorship tiers—Platinum, Gold, Silver, Bronze—at different support levels.
- **Benefits for Sponsors:** Provide visibility in club communications, signage, event sponsorships, and opportunities to engage with club members.

Council Engagement: Host tours and presentations for council representatives to build relationships and seek potential support.

Member Contributions:

- **One-Time Renovation Levy:** Consider a one-time levy to members to support the renovation project.
- **Long-Term Membership Levy:** Consider a recurring, multi-year levy per member, with options for higher contributions.

Debt Financing: Explore loans or financing options to cover any remaining funding gaps, ensuring terms are manageable within the club's financial projections.

Grants and Foundations: Apply for grants from relevant foundations and trusts that support community development and sports facilities. This can only be progressed once a base level of internal support and funding has been secured.

Merchandise Sales: Sell club-branded merchandise, with proceeds supporting the project.

Volunteer Programmes: Organise volunteer efforts where members contribute time and skills, reducing project costs.

Donor Recognition Wall: Create a permanent display recognising contributors, encouraging donations in exchange for lasting acknowledgement.

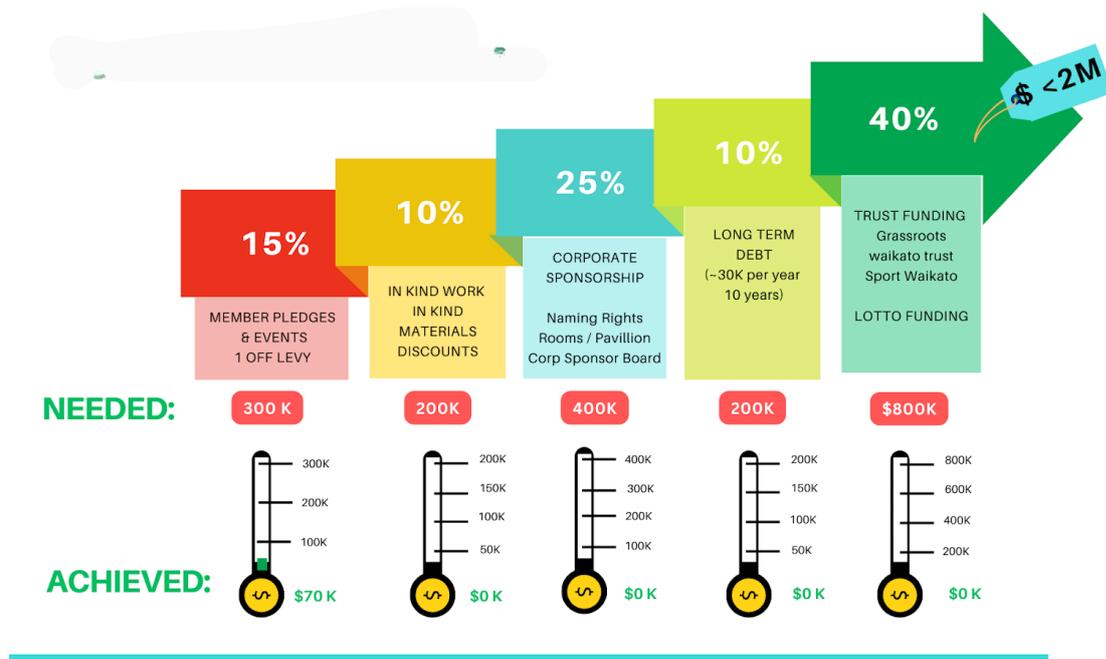
Legacy Programmes: Offer opportunities for donors to leave a lasting legacy, such as engraved bricks or plaques within the renovated facility.

Fundraising Illustrations

A fundraising illustration has been created for a dual purpose:

1. To provide high level, visual for a “potential” breakdown of fundraising avenues, goals and strategies in a ladder approach.
2. As a tool to communicate fundraising achievements to our members as the program continues.

This illustration is not intended to constrict fundraising efforts to the groups or amounts used in the illustration.



Fundraising Metrics and Reporting KPIs

- **Pledges Secured:** Total amount pledged by members, sponsors, and philanthropists.
- **In-Kind Contributions:** Value of services and materials donated.
- **Event Fundraising:** Funds raised per event, attendance rates.
- **Donor Engagement:** Number of meetings with potential high-value donors, conversion rates.
- **Digital Campaign Metrics:** Website traffic, social media engagement, crowdfunding contributions.
- **Fundraising Timeline Tracking:** Assess milestones toward achieving significant support within 6 months and \$2 million overall.

Team Roles and Responsibilities

Ensure the committee responsible for driving fundraising efforts, includes club members with expertise in finance, marketing, and community relations.

- **Fundraising Team Leader:** Oversees strategy implementation, ensures goals are on track.
- **Community Fundraising Manager:** Engages directly with members and manages communications.
- **Event Coordinator:** Plans and executes community events.
- **Marketer/Social Media Manager:** Promotes campaigns, manages digital outreach.
- **Finance Manager:** Implement robust processes for tracking donations, issuing receipts, managing funds transparently, and managing financial projections.
- **Compliance and governance:** Ensure all fundraising and construction activities comply with legal and regulatory requirements.

Risk Analysis

- **SWOT Analysis:** Identify strengths, weaknesses, opportunities, and threats.
 - **Strengths:** Engaged member base, strong community connections.
 - **Weaknesses:** Limited member availability, tight economic climate.
 - **Opportunities:** Growing community, potential for in-kind donations.
 - **Threats:** Competing initiatives, economic conditions impacting donor capacity.

For more information

- **Visit our Transformation pages of our website.** Here, you can:
 - Find all architectural plans and renderings,
 - Making a pledge or donation,
 - Provide your feedback,
 - Deliver a testimonial
 - Ask a question.

Contact details:

To make a pledge, offer support, or learn more, please reach out:

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| <p>General Enquiries:</p> <p>Suzie Halliday Club Manager manager@crc.org.nz</p> <p>T: 07 827 7563</p> <p>M: 027 360 1660</p> | <p>Pledges in confidence to:</p> <p>Geoff Hurst Club Treasurer geoff.hurstnz@gmail.com</p> | <p>Project related Enquiries:</p> <p>Facilities Committee:</p> <p>Team: Peter Bryant (Chair) Carli van Zyl, Sheryl Carpenter, Dave Milson Dave Brooky Daniel Smith</p> |
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Quotes:

In the next 30 years, we anticipate that 90 per cent of Waipā's population will reside in urban areas (towns and villages), a 20 per cent increase from the current numbers. Community facilities such as community halls, libraries, museums, sports fields, and aquatic facilities play a crucial role in meeting the diverse needs of both urban and rural residents. We also need to ensure that all individuals feel a sense of belonging in those places by aligning customary practices with present and future needs. The role of these communities' facilities and spaces will evolve to encompass a broader range of functions that are increasingly relevant to the communities they serve. - Draft Ahu Ake Waipā Community Spatial Plan Consultation Document