



# PUT THE 'FUN' INTO FUNDRAISING AND MARKETING IN SPORT CLUBS

• Get creative with healthy fundraising



## WHY PUT THE 'FUN' INTO FUNDRAISING AND MARKETING?

Healthy and delicious foods and drinks give children the fuel, nutrition and hydration they need to perform, play, concentrate and be at their best.

All children should be able to enjoy sport free from unhealthy food and drink advertising.

We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time. It's time to put the fun into fundraising and marketing so let's get started today!

Making changes at your sports club might seem overwhelming but there are small changes you can make to get started. You can 'Put the fun into fundraising and marketing' with the following 'bite' sized actions:

- **Healthy rewards are presented** – provide vouchers or rewards from healthier food businesses or non-food businesses.
- **Get creative with healthy fundraising** – swap unhealthy food and drink fundraising for non-food or healthier food and drink fundraising.

The process is the same for each of the bites. You can try one 'bite' at a time or do them both at once. It's up to you. Whichever approach you take, this guide will support you every step of the way.

## GET CREATIVE WITH HEALTHY FUNDRAISING – WHAT'S INVOLVED?

The 'Get creative with healthy fundraising' bite includes swapping unhealthy food and drink fundraising for non-food or healthier food and drink fundraising.

Unhealthy food fundraising includes:

- chocolate sales/drives
- cake stalls
- pie drives
- sausage sizzles.



**Note:** unhealthy food and drinks refers to confectionary, sugary drinks, fried foods, pastries, baked goods or snack food items that are high in added fat, salt and/or sugar. For example, packaged chips, lollies, meat pies, chocolate or soft drink.

Healthy food fundraising includes:

- healthy barbecues
- local fruit and/or vegetable boxes
- seasonal fruit or vegetable drives, such as a December mango fundraiser
- savoury snack packs, such as dried fruit, nuts and trail mixes.

There are also plenty of creative non-food fundraisers including:

- raffles or auctions using donated goods and services from local businesses
- movie nights
- trivia nights
- car washes
- product drives, such as sunscreen, plants, socks, seeds, etc.



To get creative with healthy fundraising, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by reviewing fundraising activities that are currently being planned by the club, including healthier foods fundraising or non-food fundraising that is already being undertaken.

Identify where there might be opportunities to swap some of the unhealthy fundraising activities.

Speak to your club committee and/or volunteers responsible for fundraising and make a note of how many food-based fundraising activities they're planning, and then note if they include unhealthy foods and/or drinks.





## STEP TWO: PLAN

Now you know what you have, decide how you will make your changes.

### What new healthier fundraising activities will you be able to swap in instead of unhealthy food fundraising?

Identify companies or local businesses you could source donated goods for healthier or non-food fundraising from. They could be:

- a local fruit and veg grocer or food business
- a local business that could supply products for raffles, auctions or product drives (e.g. a local nursery for a plant/seed drive).

Once you know where the club could source healthier fundraising from, contact them to discuss and determine healthier fundraising opportunities they can access. The club could consider entering a sponsorship arrangement with a local supplier or business to facilitate this.



Also consider approaching the parents of kids involved in the club who might be employed by these local businesses to gain their support. Parents may also be willing to volunteer their time to assist with activities such as trivia nights and car washes.



## STEP THREE: ACT

Now you've done all the groundwork, it's time to put it into action.

Speak to your club committee and/or volunteers responsible for fundraising to discuss your new ideas for the facility and make plans for healthier fundraising and sponsorship.

## SUPPORTING SUCCESS

Have coaches and team managers talk to players and families about the importance of healthy eating for overall health as well as performance.

## RESOURCES REFERENCED IN THIS GUIDE:

[Events, functions and fundraising activities – Sports Community](#)





## CELEBRATE

Great job! You've finished the 'Get creative with healthy fundraising' bite for Vic Kids Eat Well. Make sure to share the good news with the club, and plan how you will continue your great work in the other action areas of Vic Kids Eat Well.

## FOR FURTHER HELP

### Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 185 725
- [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au)

### Your local Health Promotion Officer

For on the ground support

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact no. \_\_\_\_\_

Email: \_\_\_\_\_



If you are having trouble accessing this document, please email [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au) or call **1300 185 725**

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