

COC Webinar | February 7th 2019 | Sport Philanthropy

Host: Samantha Rogers | co-founder, Relate Social Capital samantha@relatesocialcapital.com

To view the webinar, please click [HERE](#)

Overview: Sport philanthropy is unique, so your fund development and engagement strategy should be too. While the number of charities continues to grow in Canada, as a Registered Canadian Amateur Athletic Association (RCAAA), you offer something no one else does – your sport. You come with built in stakeholders, passion and reach. Building a solid philanthropic program requires patience and focus, but if you are willing to invest time and effort into diversifying your revenue, you will see a sustainable outcome. Together we are going to review practical steps to take to grow a fund development and engagement strategy that will have two main objectives:

1. Grow the culture of philanthropy within, and around your organization by engaging your community of alumni, fans, friends and families
2. Diversify your current revenue model through investing in philanthropy for long-term sustainable growth and success

Resources: My Blog Posts

- [How to Engage Alumni](#)
- [How to Write a Case for Support](#) (Examples of cases at bottom of post)
- [Powered by the People: the Magic of Crowdfunding in Sport](#)

Canada Revenue Agency

- [More Information on RCAAAs](#)
- [CRA Policy on Gift of Services](#)
- [Cheque Exchange](#) (donation of services into a gift that can be receipted)

Questions: Q: What is the best tactic / approach to ask for planned gifts?

A: Here are some follow up [resources](#) on planned giving from Canadian Association of Gift Planners

Q: But if you evenly distribute crowdfunding funds among a number of individual athletes that's OK for tax receipting?

A: When crowdfunding, and any time you are fundraising, it has to be explicitly clear that all money raised is going to you, the federation. It can be for a specific program, but not one individual can benefit, and as an RCAAA, it is 100% your responsibility to maintain what the CRA calls 'Direction and Control' over where the donations go – if you do not, you risk losing your status. Therefore, you cannot have a crowdfunding campaign for athletes where the expectation is that whatever funds raised will just be split up and given to athletes (this is seen as a [conduit activity](#)), BUT you can have a campaign to raise money for training camps or competitions etc. of which athletes will benefit.

Bottom line: this is complex and best spoken about, so I'm happy to discuss further on how to execute

Q: What are your thoughts on NSOs seeking funding from Foundations? Do you know if this would be a worthwhile target donor to pursue?

A: Yes! The more you diversify your revenue, the more sustainable you will become! Here are some examples of [Government Funding Programs](#) and [Corporate Funding Programs](#)

Follow Up: Sport philanthropy is still very new and building out a fund development and engagement program can be complex, but that should not stop you! Samantha is offering one-hour consultation calls to get you started, so please feel free to send Samantha an email to book some time to discuss.

SPORT PHILANTHROPY

Fund Development + Engagement:
Building out your philanthropic program
for long-term sustainability

1

IDENTIFY YOUR COMMUNITY

and then talk to them: what are we doing right? How can we be better? What do you want to see from us? Where do we need resources? Collect information, ask questions and listen – you may not like all the answers but you've given them the chance to contribute: first step in transparency.

2

BUILD AN ALUMNI PROGRAM

Identify a chair, someone who will be a champion and is well respected in the community, then survey your community and build an alumni council to activate on the program based on feedback.

3

CASE FOR SUPPORT

Start with your strategic plan, this will identify your major priority areas and funding gaps. Use your conversations from step 1 to inform your draft case, then go back to leaders within your community with a half cooked plan and ask them to inform it. If you want money, ask for advice! Pro tip: create a revenue generation cabinet and strategically invite those who want to help, have the resources to do so and will open doors for you.

4

ACTIVATE

So now you have an engaged community, you know exactly what you're raising money for, and you have buy in from your stakeholders. Next is to build out your fund development plan and to ensure that it's easy to donate to your organization - no one wants to have to do the work to figure out how to support you. Pro tip: Ensure the key elements from your case for support are on your website with 'donate now' buttons

5

MANAGE

People are giving! Great, keep track of as much information as possible in your database, measure your progress, focus on your donors and make sure they don't get lost in the system. By activating your donor relations strategy, your job is to retain them, share impact reports and ensure they become repeat lifetime donors!

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