



Fundraising Pack

Age Group Athletes and Participating in ITU & ETU Events



Introduction

What Age Group Selection is all about...

The Triathlon Ireland Age-Group competition offers all National Federation members a unique opportunity to compete at International Level in Triathlon, Duathlon, Aquathlon, Winter and Cross Triathlon.

If you make the team, you can be proud to represent Ireland and enjoy the experience of racing at an International Triathlon Union (ITU) World Championship or European Triathlon Union (ETU) European Championship.

Unfortunately, Triathlon Ireland is not in a position to fund Age Group Athletes participation in ITU and ETU events. If you were interested in organising your own fundraising event to help raise money for individual, team or club participation at an ITU or ETU events, Triathlon Ireland would be happy to help out in any way we can.

The following document is a Fundraising Pack which gives some great ideas for fundraising events and details how to go about organising your event from start to finish!

Creating Your Event

Your event should be something that you will enjoy doing. Maybe think about an event that you attended and really enjoyed and base your own event around this!

Be sure to bear in mind the timing of your event - for example, if it is an outdoor event, it would be better to plan it for the summer months. You should also make sure that there are no similar events running around the same time as your event.

When it comes to money for your event, generally you should work to a fundraising ratio of 1:3. For example, if you spend €50 on your event, you should aim to make back €200, meaning you will have raised €150.

Remember, you don't have to spend much money to put on a fun and successful event. We have lots of event ideas and suggestions on the following page, which you might like to use, or you can of course come up with something yourself!





- A. Auction, Art Exhibition, Athletics Race
- B. Basketball Tournament, Battle of the Bands, BBQ, Beard Shaving, Bungee Jump, Bring and Buy Event
- C. Concert, Comedy Night, Christmas Carol Singing, Car Boot Sale, Coffee Morning, Car Wash, Cake Sale
- D. Disco, Darts Tournament, Dinner Dance
- E. Eighties Night, Easter Egg Hunt, Egg and Spoon Race
- F. Fancy Dress Party, Fashion Show, Face Painting, Fete or Fair, Football Match, Film Night
- G. Garden Party, Game Show Event, Gigs, Golf Event, Guess the Number (e.g. balloons in a car, sweets in a jar)
- H. Head shave, Hill Walk, Half Marathon, Horse Racing Event, Hockey Tournament
- I. International Food Event, Indie Music Event, It's a Knockout!
- J. Jumble Sale, James Bond Ball, Jazz Night
- K. Karaoke Night, Kids Party, Karting, Knit-athon
- L. Leg Wax Event, Line Dancing Event, Live Music Event
- M. Murder Mystery Night, Movie Stars Party, Marathon
- N. Netball Tournament, Non-Uniform Day, No Smoking Day
- O. Open Mic Night, Olympics Event, Oscars Party
- P. Paintball Event, Parachute Jump, Payroll Deduction, Pantomime Event, Pub Crawl, Pyjama Party
- Q. Quiz Night, Quasar, Question Time Event
- R. Race Night, Raffle, Rag Week, Record Attempt, Rock n Roll Night, Rapping Competition
- S. Slimathon, Street Party, Shave-athon, Skydive, Speed Dating Event, Sports Day, Salsa Night
- T. Talent Show, Traffic Light Party, Three-Legged Pub Crawl, Treks, Tug-o-war, Treasure Hunt
- U. Unicycle Race, Unwanted/Unused Gifts Sale, Underwear as Outerwear Day
- V. Variety Show, Volleyball Marathon, Valentines Ball
- W. Wellie Throwing Competition, Wheelbarrow Race, Wine & Cheese Night, Window Cleaning
- X. X-Factor Event, X-mas Party, X-Men Party
- Y. YMCA Party, Yo-yo Competition, Yoga-thon, Yacht Race
- Z. Zodiac Readings, Zombie Themed Night Step-by-Step Guide to Running

Step-by-Step Guide to Running Your Event

1. Decide on the kind of event you are going
2. Research other events happening around this time and location to make sure there is no competition for your event!
3. Decide on a date for your event based on all that you need to do before the day - e.g. Publicising the event, getting friends or volunteers on board to help out, securing a venue, printing and selling tickets etc
4. Set a date and secure a venue/location for your event
5. Let us know what you planning and we will tell you how we can help!
6. Draw up a list of jobs to be done in the lead up to the event and at the event itself and divide these jobs out amongst your helpers!
7. Publicise your event, using all available methods - posters, flyers, Facebook, Twitter, local papers, radio stations etc (our press release template on the following page can be used when approaching local media)
8. If you are selling tickets, make sure you try to sell as many tickets as possible before the event so that you have an idea of numbers attending
9. On the day make sure that you have everything that you need for your event - decorations, tickets, refreshments etc - and set up your venue as early as you can
10. Make sure you have enough help for during the event and for cleaning up afterwards
11. After the event, please count and lodge the funds raised as soon as you can and lodge directly to our bank account - we can send you out a lodgement slip for this purpose
12. Make sure to thank anyone who helped you with the event - volunteers, sponsors, the venue etc. If you would like us to send a letter of thanks to anyone who helped with the event, please just let us know and we would be happy to do so



Press Release Template

Age Group Athlete Supporter Press Release

For Further Information Contact:

Event Name:

Date: (This should be the date the press release is issued, not the date of the event)

Title (For example: Local Resident John Byrne to race in ITU Triathlon Grand Final in Cozumel!)

Opening Paragraph

This should be really brief but explain all important points. This paragraph should be between 3 and 5 sentences. It should include the event that's going on, the date, time and the key people involved.

Second Paragraph

Go into more detail in this paragraph. You could explain the importance of the event and why it's taking place. Always remember that the most important information should be placed at the beginning of the article - information at the end is less likely to be read.

Third Paragraph

Again keep it short - 3 to 5 sentences max. Invite people to join in the event and again mention how important it is to raise funds through this event. You can also include a quote from someone involved in the event or alternatively, get in touch with Threshold's fundraising team and we would be happy to give you a quote to use.

(This mark lets the reader know that it is the end of the article.)

Sponsorships Letters

Have a clear idea what it is you are asking for....and ask for it!

- If you are not sure exactly what it is you are after how is the recipient to know? If your request is hidden beneath paragraphs of waffle how will it be found?
- If you are writing on a computer you may even like to type "the ask" into your letter first- halfway down the page. Nice and clear and simple.
- Then you can put the rest of your brilliant fundraising letter together around it.
- So do you know what it is you are going to ask for? Great now here are a few simple rules that will make life easier for both the writer and the recipient.

Target the right person in the company

- Here is where you need to do a little research.
- Find out who it is you need to address your letter to?
- Who deals with these requests?
- To find out you can ring the company or visit their website.
- If you know someone who works there see if they can find out for you.

Give your sponsorship letter a headline

- Use a headline at the top of the page to instantly explain what it is about.
- This is particularly important when writing to larger organisations who may be dealing with a considerable number of requests from different people...*you didn't think you were the only group writing to that chocolate company asking for a raffle prize did you?!*
- A good headline should come above the main body of your letter in a slightly bigger bold font. Keep it short and simple.
- Examples - Request For A Raffle Prize or Request For Sponsorship

Tell them a bit about yourself or team but don't go overboard

- Of course you need to tell them a bit about you or your club but keep it quite general.
- Choose your words carefully - your cause may be the most important thing on the planet....to you....but not to everyone. Use a couple of good descriptive sentences but be wary of "over-egging the pudding".
- Do not include detailed facts and figures or mission statements.

Tell a story

- It is the stories that will make the connection with people, make sure you are telling a good story.

Provide clear contact details

- Let them know exactly who they should contact in your organisation for more information. If this is not you ensure you brief other people about the fundraising letters you are sending out.
- If your organisation has headed paper do use it - TI can supply on request

Don't forget

- If you do get a good response from your request write them a note to say thank you. Let them know how much you raised and the success of your event
- This is both polite but also makes good sense - you may want to approach the same company again in the future.

Things to Think About...



- Always bear in mind that it may be necessary to seek permission from certain parties to run your event. For example, for outdoor events on on-street collections you will need a permit from the Gardaí. If you are unsure about about any aspect of this, please don't hesitate to contact us and would be happy to assist you.
- We would ask that you refrain from collecting money door-to-door. Door-to-door collections can be off-putting for people and it also puts your safety at risk as you will more than likely end up carrying a substantial amount of cash in public.
- Please inform us of any approaches you have made to companies, either to seek sponsorship or spot prizes.
- Please inform us of any local/regional/national media coverage you have secured for your event
- Take care of your personal safety when counting any money raised through your event



And Finally...

If there is anything we can do to help you to organise your fundraising event, please don't hesitate contact the *Age Group Selection* team on 01 274 1032, and we would be happy to assist you.