**Creative Funding Options**

**Tool**

**Club Fund Raiser –**

Clubs and programs are always looking for ways to raise funding. Your team training proposal can include a fund raising component if you know it is important to your customer. The most common way is to commit to: a) $X per athlete donation (if the team is paying per athlete) or b) X% team donation of the total amount (if the team is paying in whole). Remember to factor this donation into your pricing.

**Pay by Athlete –**

While this is never the best way to set up funding for team training, sometimes it is necessary. In most cases when this payment option is used, each individual athlete’s parents are paying the training fee. To incentivize parents to pay early, provide them with a free training session for their athlete or themselves (if you have an adult component) if they pay by a certain date. This not only helps you collect the team training fees, but provides a marketing opportunity for your location.

**Advocate Sponsorship –**

Depending on your relationship with particular advocates, there may be an occasion when an advocate is associated with a group or might even be an individual who has access to funds to sponsor the cost of team training or at least part of the cost. Your relationship with this sponsor puts you at a point of high value with your customer and helps you close a team training sale as well.

**Non-Profits, Churches, Local Government and Clubs Sponsorship –**

For teams who meet the criteria, sponsorship can often be obtained through non-profit and church organizations. Even some local government funding can be available for sponsorship. Always check with local clubs such as Masons, Lions Club, Women’s Club, American Legion, etc. as they often have funding available for community help.

**Professional Organization Sponsorship -**

Most local public service organizations have a professional group such as the local police, fire fighters, EMS, airline pilots, etc. Often these groups like to contribute to their local community as a way of giving back and remaining visible in their community. It is worth getting to know these organizational leaders and determining if they are interested in team sponsorships.

**Wealthy Individual Sponsorships -**

There are times, especially in smaller to medium size cities/towns that wealthy individuals want to use some of their wealth for the good of the community in which they live. If this is the case in your community, it is worth your effort to get to know these individuals and influence them to be an advocate for your team training. Hopefully their advocacy will lead them to become a sponsor of your team training when it is appropriate. It might take a while to get to these people, but the effort will be well worth the reward.