GENERATING INCOME

A HOW-TO GUIDE FOR COMMUNITY GROUPS

Hey community groups!

GENERATING INCOME: A HOW-TO GUIDE FOR COMMUNITY GROUPS, is designed to help your community group look beyond sausage sizzles and raffle tickets as a way to generate income. Our region is home to so many local community groups and at Council, it is our aim to assist you as much as possible.

Use this guide to help you plan projects and create new ideas for how to raise funds.

This document looks at goal planning, budgeting, different income streams (including grants) and so much more.

This guide is also accompanied by a Project Plan template.

Make use of the links and templates provided in the guide. As always, Council is here to support your group, so please contact our Community and Economic Development Team if you need any assistance or have questions about something discussed in this guide.

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In this guide...

1. The What and the How's

The first step to generating income for your community group is to establish your 'what's' and 'how's'. What is it that you need, and how much do you need for it?

The 'what' could be several different things. Your community group may want to run a community event to support mental health outcomes. Perhaps you need to purchase a new line painter for the rugby fields. The 'what' may be as simple as reducing membership/participation costs for children.

The 'how's' are how much it is going to cost your group to achieve these plans. An event may cost $800; a line painter, $1,000 and reducing participation fees may cost $50 per child. It is up to your group what you need to spend money on and how much you are willing to spend on it.

2. Key Projects and Goals

In order to create a budget and generate income to achieve a project/goal, you need to know what the project/goal is! Key projects and goals need to be tailored to your organisation/club. Talk to your committee and members to come up with a list of projects/goals. Doing this will begin to resemble a 'strategic plan' for your group.

Want to get serious about goal setting? S.M.A.R.T goals are an excellent way to help identify if what you want to achieve is realistic and to determine deadlines.

S	M	A	R	T
Specific	Measurable	Achievable	Relevant	Time-Bound

Remember, the best outcomes are achieved when everyone is on board and in support of a project.

Examples of projects and goals include:
- Cover annual operation costs
- New infrastructure and upgrades (lights, building, canteens, bathrooms etc.)
- New kit and uniforms (jerseys, shorts, volunteer shirts, etc.)
- Tours and trips
- Safety upgrades (fences, security systems etc.)
- New equipment and storage (sporting equipment, storage shed, shade sails, etc.)
- Programs, training and development, workshops and open days

SPORT CLUBS!

The Australian Sports Commission supports sport club development through its free online platform, Game Plan.

- assess a club's capability and performance
- identify areas of improvement
- provide access to relevant resources to support club development
- inform direction & priority of activities & investment to build capacity

APPLYING FOR GRANTS?

It's good practice to attach project strategic plans to grant applications when you can to give you that edge on everyone else! It shows your group's ideas have been well thought out.

GOAL SETTING

Scan the QR Code for more on S.M.A.R.T goals!

3. Budgeting

A budget is an easy way of thinking financially for your organisation/group. Creating a budget allows for your group to predict your expenses to pay and the income you hope to bring in for the year. It helps minimise the risk of nasty surprises and allows you to set goals for projects.

You should work out of two budgets. The first is an annual operating budget; you can estimate your operating costs. In this budget, you will need to cover expenses such as:
- Rent
- Insurances
- Assets and equipment
- Maintenance
- Rates, water and electricity
- Registrations and affiliations
- Catering
- Advertising
- Sundries (anything that doesn't fit under the other headings)

TEMPLATES!

Spreadsheet platforms like Excel and Google Sheets have a range of budget templates for you to use.

The second budget to be creates will be specific to your projects, rather than an overall budget. In the projects budget, expenses will be estimated and the different streams of income will be determined to help complete your project.
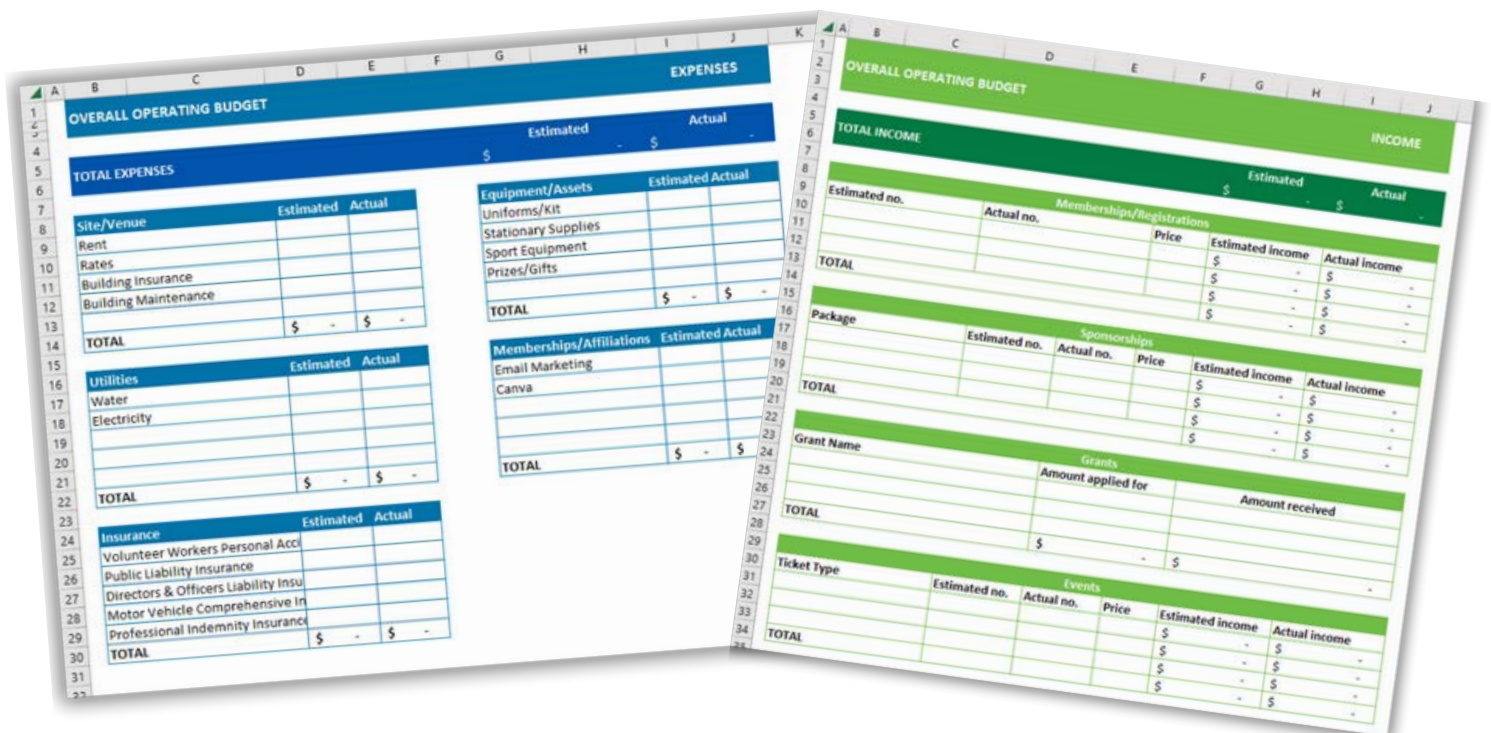
4. In-Kind Contribution

In-kind contribution is the contribution of goods and services other than money.

In-kind donations and contributions can include donated goods (equipment, supplies), intangible property (intellectual property), services (volunteers) or rent-free spaces. In-kind donations are simply whenever someone donates an item or shares professional expertise.

When budgeting and applying for grants, you need to factor in any in-kind donations and contributions. Calculate your in-kind contribution off your best estimate.

CALCULATING IN-KIND CONTRIBUTIONS

Here's some simple figures to help guide you calculate in-kind contributions:
- volunteer general labour at $41 per hour
- volunteer specialist labour at $80 per hour
- donated goods at the price you would have had to pay for them

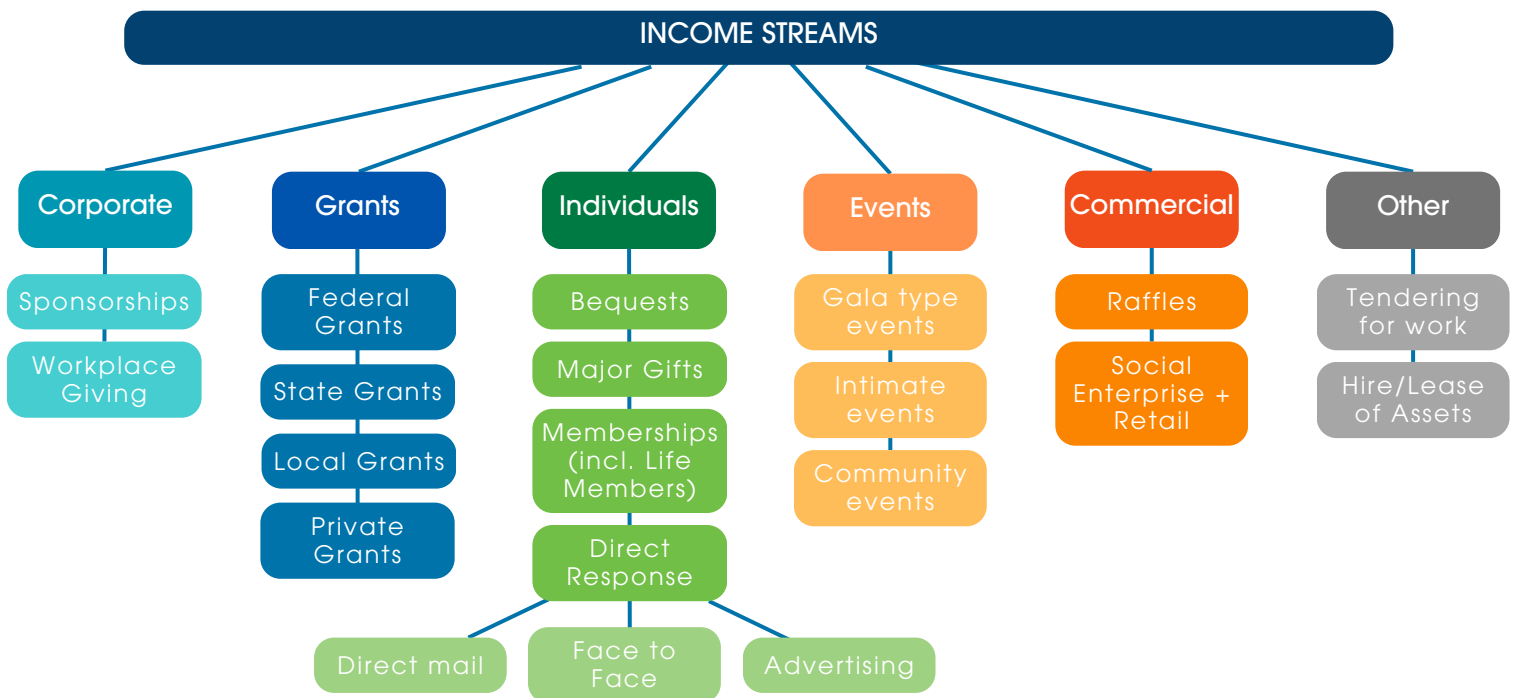| GOODS & SERVICES PROVIDED	ORGANISATION OR SUPPLIER	NUMBER OF HOURS	RATE PER HOUR	TOTAL VALUE $
Donation of sausages	Bob's Market	n/a	n/a	$450
5x volunteers running canteen & BBQ	U12s parents & friends	4	41	$820

If the in-kind contribution is counting towards your funding contribution for an event/project, you may be asked to outline it in your application. This has been included in the budget templates!

4. Generating Income

Generating income is essential for your organisation and group.

Consider what income your group already has and what of this is secured income? Is your group going to receive an influx of registration/memberships at the start of the year or an annual payment? Perhaps your organisation has an interest or trust account?

There are several ways you can generate income for your community group - and it extends beyond raffle tickets and bake sales! Get creative in your thinking of how to generate income.

INCOME STREAMS

Corporate
- Sponsorships
- Workplace Giving

Grants
- Federal Grants
- State Grants
- Local Grants
- Private Grants

Individuals
- Bequests
- Major Gifts
- Memberships (incl. Life Members)
- Direct Response
  - Direct mail
  - Face to Face
  - Advertising

Events
- Gala type events
- Intimate events
- Community events

Commercial
- Raffles
- Social Enterprise + Retail

Other
- Tendering for work
- Hire/Lease of Assets

EVENTS

Advertise your events on social media, local newspapers, GRC's electronic noticeboards and websites like goondiwindiregion.com/events

TENDERING FOR WORK

Tendering is the process in which an organisation who is in need of good/services invites other organisations to submit a proposal/bid to provide these.

Your organisation could submit a tender as way to source more income.

HIRE/LEASE OF ASSETS

Hiring and leasing your assets is another way of generating some income for your group.

Hire out your building and/or equipment to other groups.

5. Grants from Governments and Third Parties

There are so many grants available to support community organisations that make a positive contribution to the Goondiwindi Region.

Grant funding is a source of income that can help community organisations and groups deliver projects and give back to their community. Grants can be accessed from Federal, State and Local governments but also through private funding.

AUSPICING

To 'auspice' is to provide support, guidance or sponsorship. In funding, an aupsice is an organisation that manages grant funding on your organisation's behalf. Unincorporated groups can sometimes find it difficult to obtain grants as some funding bodies prefer to work with incorporated legal entities and require applications to have Deductible Gift Recipient (DGR) status.

DEDUCTIBLE GIFT RECIPIENT

Did you know some funding bodies and grants require applicants to have Deductible Gift Recipient (DGR) status?

A DGR is an organisation that can receive tax deductible donations.

If you are applying for a grant that requires your organisation to be a DGR, you can use auspice with DGR status to apply for the grant.

GRC GRANTS

Goondiwindi Regional Council has a range of community grants and donations available to community groups.
- Community Grants
- Community Donations
- Tourism Event
- Regional Arts Development Fund

SUPPORTING DOCUMENTS

Don't forget to submit your supporting documents!

Need a letter of support? Contact mail@grc.qld.gov.au to discuss whether Council can write a letter of support for your group.

Council also has a range of documents you can use to support your grant application. You can use these documents as evidence to how your project aligns with Council's vision for the region and what our community needs. Use them in your application as supporting documents and examples in your answers.

- Goondiwindi Regional Council Corporate Plan, 2019-2024
- Goondiwindi Region: A Blueprint for Prosperity, Economic Development Strategy
- Sport and Recreation in the Goondiwindi Region
- Goondiwindi Region Visitor Strategy

GRANT WRITING TIPS

When writing grant applications, there are a number of things to think about.
- Never assume that the assessor of your application knows anything about your organisation and your project - even if it's a local grant
- Respond to all criteria. All sections are equally important, unless specifically stated. Paint a picture to the assessor whilst within word limits
- Make sure you attach supporting documents
- Prepare your application in advance of closing date and time. Keep a record of your application.

GRANT WRITING HELP

There are a range of grant writing workshops and webinars your group can participate in to develop your grant writing skills. You can also contract a grant writer - our region has some awesome grant writers.

PROOF-READING

Get someone to proof-reads the application for you. This can be another member of your committee, or Council can assist.

6. Sponsorships

Sponsorship from a local business can be a great method of support and generating income for your organisation. Sponsorships are when a company commits money or resources to a community group for promotional benefits.

These benefits could include the sponsors business name and logo being displayed on things like:
- Banners
- Uniforms (i.e. training shirt, shorts)
- Social media marketing

There are different types of sponsorships:
a. Financial or cash
b. In-kind - this is where goods and services are given rather than cash. This could come in the form of a venue, prizes, food, marketing (refer to page 3 for more information on in-kind support).

6 KEY TACTICS FOR GETTING SPONSORSHIPS

1
Research potential sponsors. Local businesses are a great place to start, but larger companies can also offer sponsorships.

2
Tell your organisation/groups story. What makes your group special?

3
Provide incentives for sponsors. Tell your sponsors what they will get out of the partnership. Include examples!

4
Data, data, data. Businesses will want to look at important insights from your audience - it helps legitimise your pitch.

5
Build a connection over time. Good relationships start with strong foundations. Build a connection over shared values and concerns.

6
Follow up. Sometimes a 'no' is just a 'no for right now', for several reasons. Keep these contacts on hand for the future.

GET CREATIVE!

Creating a sponsorship proposal is a great visual way to engage possible sponsors. In the proposal share information about your group, sponsorship packages, what your sponsors will be getting, outcomes and contacts.

You can create your sponsorship proposal on Microsoft Word, but for a very easy, and FREE graphic design software with templates and easy graphics, try Canva.
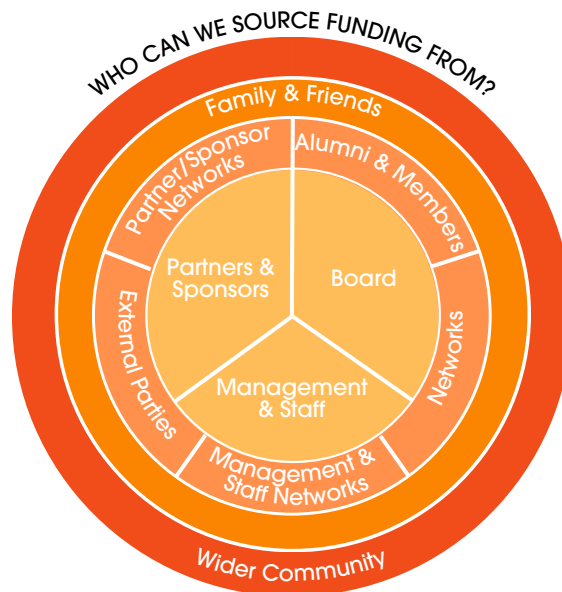
7. Fundraising/ Generating Income Infrastructure

Ask your team: what infrastructure do we currently have for fundraising/ generating income and what infrastructure do we need?

Infrastructure is everything you need to fundraise/ generate income, such as:
- Social media platforms (i.e. Facebook, Instagram, etc.)
- Website
- Donor database and contact list
- Promotional materials and imagery/videos
- Fundraising materials (i.e. Raffle books, money collection bags)
- Mass email software

WHO CAN WE SOURCE FUNDING FROM?

Family & Friends • Partner/Sponsor Networks • Alumni & Members • Partners & Sponsors • Board • External Parties • Networks • Management & Staff • Management & Staff Networks • Wider Community

8. The Fundraising Whisperer

The Fundraising Whisperer is one of Australia's leading authorities on fundraising for schools, clubs and community groups.

The Fundraising Whisperer has a range of resources in their free, unlimited access library.
Some of these resources include:
- Fundraising planner
- Event management plan
- Graphic designer brief
- Media release template
- Planning checklist
- Request for sponsorship
- Sponsorship packages
- 'The Volunteers Guide to Online Fundraising'

SIGN UP HERE

Scan the QR Code to register and access the resource library.

9. Marketing your Campaigns

Sharing your story and campaigns is the best way to keep people up-to date with what your group is doing, thank sponsors and show projects development.

Use your marketing channels and platforms to share your story and updates.

Website

If your organisation/club have a website use it to tell your fundraising story and provide updates.

Also add links to a donation page and your social media accounts.

Email

Bulk email messaging is affordable, easy to use and allows you to keep a database of all your contacts.

Use emails to ask for donations, provide updates and thank donors.

Social Media

Social media platforms (Facebook, Instagram) are great ways to get your story to a wide audience and have it shared.

Don't forget to use imagery, hashtag and tags. We want to see your projects in action!

Flyers

Flyers and other handouts are great uses of promotion to give out to people at game days, events and to the wider community.

Ask local shop fronts to put your poster up in their window.

Traditional Media

Gain maximum exposure with traditional media outlets such as local newspapers and radio segments.

Once you have decided how you want to share your story, it's a good idea to create a content plan which will help you work out what message to post on which platform. Content planners work particularly well for the lead up to an event! You may wish to create a 'library' of resources for your organisation/club. This can include images, logos, videos and testimonials.

Did you know that you can schedule your social media posts in advance? Schedule ahead of time by using free resources such as Canva and Meta Business Suite.

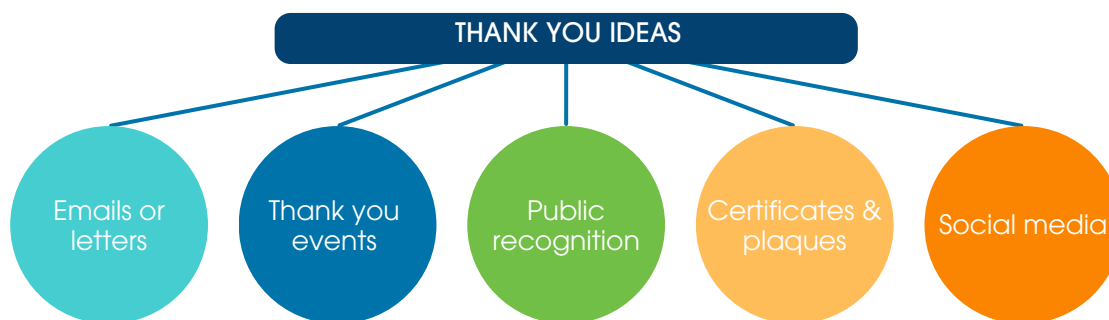## 8. Recognising and Thanking

It's super important to thank all those who have donated, participated, sponsored and helped your organisation/group.

Thanking your support networks is important because it:
- Lets your donors know you appreciate them
- Drives successful programs in the future
- Develops relationships for now and in the future

Tips for effective thank you messages:
- Make the thank you messages personal, friendly and genuine
- Keep the writing informal and use your own words
- Mention the success and emotional impact of the project/goals
- Always include photos - big smiles for the camera!
- Let the donors know their donation/sponsorship was used

THANK YOU IDEAS

Emails or letters

Thank you events

Public recognition

Certificates & plaques

Social media

10. Useful Resources and Websites

Goondiwindi Regional Council Resources

Electronic Community Noticeboard
https://www.grc.qld.gov.au/news-events/events-region/electronic-community-noticeboard

Donations and Grants
https://www.grc.qld.gov.au/residents/donations-grants

Goondiwindi Regional Council Corporate Plan
https://www.grc.qld.gov.au/downloads/file/1085/grc-corporate-plan-2019-2024

Goondiwindi Region: A Blueprint for Prosperity
https://www.rda-ddsw.org.au/wp-content/uploads/2023/03/Goondiwindi_Region_EDS_w_2022_23_Priority_Projects.pdf

Goondiwindi Region: Visitor Strategy
https://www.grc.qld.gov.au/downloads/file/1316/grc-visitor-strategy-with-2022-23-priority-projects

Sport and Recreation in the Goondiwindi Region
https://www.grc.qld.gov.au/downloads/file/82/goondiwindi-region-sport-and-recreation-statement

Regional Australia at its Best Resources
https://www.grc.qld.gov.au/business/resources/regional-australia-at-its-best

Goondiwindi Region

Events Calendar
https://goondiwindiregion.com.au/events/

Submit an Event
https://goondiwindiregion.com.au/submit-an-event/

Grant Opportunities and Information

GrantConnect
https://help.grants.gov.au/

Community Grants Hub
https://www.communitygrants.gov.au/

Queensland Government Grants Finder
https://www.communitygrants.gov.au/

NSW Grants and Funding
https://www.nsw.gov.au/grants-and-funding

Regional Development Australia Current Grants
https://www.rda-ddsw.org.au/current-grants/

RDA - Preparing Successful Grant Applications
https://www.rda-ddsw.org.au/wp-content/uploads/2021/07/RDADDSW-Grants-Manual-1.pdf

Other Sites

S.M.A.R.T Goals
https://www.mindtools.com/a4wo118/smart-goals

Canva
https://www.canva.com/about/

Game Plan - Club Development
https://www.sportaus.gov.au/club-development

Play for Purpose - Sports and Charity Raffle
https://www.sportaus.gov.au/grants_and_funding/play_for_purpose

We're here to Help!

Keep your eye out for emails from GRC. They often detail what new grants have opened and cool tips and tricks to secure funding.

You can always contact Council's Community and Economic Development team for support, guidance and to discuss ideas.

Phone: (07) 4671 7401
Email: mail@grc.qld.gov.au

11. Notes

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