Fundraising Guide

The Club Sports program provides some financial assistance to the clubs to support travel costs, home event needs, league requirements, off campus facility space, and equipment purchases. The program is large and wide-ranging, hosting many successful clubs in competition and recreation. The clubs cannot rely solely on RecWell and SGA funds to cover their operational and competitive costs. Please use this guide as a reference to increase your club funding, build club comradery and establish positive relationships with club alumni.

This guide provides information on:
- Donations
- Sponsors
- Campus Department Fundraisers
- Giving Day
- Crowdfunding
- Alumni
- Concessions
- Tournament/Event Fundraisers
- Apparel Sales
- Fundraising within the League
- Grants
- Portion of the Proceeds Nights
- Bake Sales

This guide is a start towards fundraising but there are also several options not listed. Be sure to talk to past officers and consult with the Club Sports office to generate other fundraising opportunities.
**Donations**

Donations may be accepted online or by mailing in the Club Sport Enhancement Fund form (available from the Club Sports Office upon request). Even though the University is considered a non-profit, Club Sports do not have non-profit status. Donors of capital items (valued at over $5,000) should be in contact with the Assistant Director-Club Sports. Club Sports are responsible for ensuring that gifts donated to the club (material items or checks) are used according to the donor’s specifications.

Donations made directly to a Club Sports’ checking account or to the Eppley Recreation Center are NOT tax-deductible. In order for checks to be properly processed through the University of Maryland College Park Foundation (UMCPF) and gifts to be considered as eligible for tax deductibility, checks must be made out to the University of Maryland College Park Foundation. Please ask the donor to list the club name in the memo line. Gifts in support of the University of Maryland are accepted and managed by the University of Maryland College Park Foundation Inc., an affiliated 501 c(3) organization authorized by the Board of Regents. Gifts are tax deductible as allowed by law. Donors must consult their tax advisor to determine eligibility. Clubs may not solicit sponsorships and donations without advanced approval of the Assistant Director – Club Sports. These policies and procedures are in place to protect the University.

Donation checks, made out to the University of Maryland College Park Foundation, with “Club X” in the memo line, should be sent to:
UMD Division of Student Affairs Development Office
8400 Baltimore Avenue, Suite 200
College Park, MD 20740

Some clubs, who have foundation accounts, can also accept online donations. Visit the [Club Sports Directory](#) for more information.

**Sponsors**

Acquiring successful club sponsors requires hard work and a large amount of time on behalf of the club members to develop and foster a relationship with corporations and businesses. Before the club can approach potential sponsors, the businesses must be vetted through the Club Sports office. Clubs that anticipate high donations, must work with the Club Sports Staff and the foundation office to create a menu of club and sponsor benefits. A menu is specific to each Club Sports and corresponds donation values with corporate benefits.

**Campus Department Fundraisers**

Many clubs raise funding for their season by participating in on-campus fundraisers such as Bedlofts. Any information about Athletics (program sales, volunteer at ICA events), Career Services (shuttle buses for job fairs), or DOTS (parking attendants) are sent out by the Club Sports office throughout the academic year. These fundraisers are distributed on a first come-first serve basis.

When clubs participate in on campus fundraisers, campus departments will ask for the club’s KFS number for payment. This KFS number is given to on-campus partners upon request. Any on campus fundraisers will transfer to the clubs’ RecWell accounts.

**Giving Day**

Giving Day is a one-day fundraising event typically the first Wednesday in March, for all members of the University of Maryland community. Students, faculty, staff, parents, friends and alumni are invited to join the
largest day of giving because we are all Terps! The goal is to raise critical funding and engage our community to advance the mission of the University of Maryland.

To participate in Giving Day, reach out to the Club Sports Office in December & January.

Crowdfunding
Clubs are encouraged to use sites like Launch UMD or Gofundme.com to raise funds for important needs. In the past, clubs have used crowdfunding platforms to raise money for Nationals travel expenses, new jerseys and more. Crowdfunding might be a way to bring those projects and initiatives to life.

Launch UMD, the University of Maryland’s crowdfunding platform, accepts applications twice a year. Launch UMD is a great way to tap into the larger University of Maryland community. The application, information about the platform, and examples of past projects can be found on the platform’s website, www.launch.umd.edu

Alumni
Alumni are a great resource to your club. For the most part they want to see the club succeed and it never hurts to reach out for their support. You can also have alumni events/games where the alumni can come back and participate. For a certain price the alumni get to come back and play and could receive a tshirt, with the rest of the money raised going towards the club.

Keeping a database of club alumni members are the responsibility of the clubs, but this is crucial during outreaches.

Concessions
Concessions fundraisers can be the most profitable form of raising money, but it also requires a large amount of time and club member commitment. To sign up for on campus concessions (Athletics’ basketball or football games) please contact UMD Dining. If you are interested in working the concessions at Baltimore Ravens or Washington Redskins’ football games, please visit their respective team websites.

Tournament/Event Fundraisers
Many clubs utilize the event space provided to them to host large tournaments which raise funding through entry fees. Other revenue streams at tournaments include selling snacks (prepackaged only) and team apparel to visitors, family and friends.

Apparel Sales
Club Sports are encouraged to sell apparel with the team name/logo as a fundraiser. Some clubs purchased apparel in bulk and sell t-shirts, sweatshirts, and shorts with their corresponding sport club name to family and friends. Companies Club Sports have used in the past for apparel embroidery and screen printing are: Tastyshirts Co., Nightmare Graphics, A1 uniforms, Kollegetown Sports, and Promoversity.

Club must follow the University's logos and trademark policies available at www.trademarks.umd.edu. If selling the apparel for profit, clubs are required to go through a licensed vendor. Vendor list is also located on the trademark website.

Riddell/Kollegetown Sports is a partner of Under Armour and can supply Club Teams with UA merchandise including uniforms, warm ups, sweats, t-shirts, shorts, bags and footwear at a discount. They also provide the
embellishment including screen printing, embroidery, and tackle twill. Kollegetown Sports has a variety of design templates that can be customized for each team.

All design/logo proofs require approval prior to production. Orders can be placed in bulk or through an online option that can be used to order team gear and/or as a fundraiser. The fundraiser allows clubs to offer team gear to family, friends, alumni and supporters without the hassle of purchasing the items and reselling them.

All orders are placed and paid for online; clubs earn a profit from the orders placed. The profit can be used towards a bulk order or a check can be processed and mailed to the club. Clubs will receive discounted pricing on bulk and online items. Orders can be placed at any time during the year. Clubs will work directly with a Kollegetown Representative on all orders (bulk, online and online fundraisers).

**Fundraising Within the League**
Certain leagues offer fundraising opportunities for their teams. Clubs are welcome to take advantage of these opportunities.

**Grants**
Clubs are encouraged to apply for University of Maryland grants to help fund their events on campus. Depending on the grant, there are specific requirements and stipulations. Sample applications are available after the individual grant descriptions below.

**Pepsi Grant**
*When:* mid-October (for Spring Events), notified in November of status; early March (for Fall Events), notified in April of status
*Requirement:* None. Any student org, office, or dept. are eligible to submit an application (even if you are not registered by the university)
*Questions:* Contact Donna Lim at dylim@umd.edu or pepsiawards@umd.edu
*Note:* Both the Hoff and Pepsi Grant do not allow sponsoring org/dept to submit no more than two (2) proposals per semester

**SEE Grant**
*When:* late October (for Spring Events); late April (for Fall Events)
*Requirement:* needs to be a University registered student organization and registered with SGA
*Questions:* E-mail Co-Sponsorship Director at seecosponsorship@umd.edu
*Note:* SEE Proposals cannot provide funding to any form of banquet or award ceremony, any form of party or similar social event

**Portion of the Proceeds Nights**
Many clubs participate in portion of the proceeds nights at local restaurants. Successful fundraisers have occurred at Looneys, Chipotle, Franklin’s, Coldstone Creamery, and Jason’s Deli. Clubs must work with the restaurant managers and provide requested W-9s.

Depending on the location, clubs can use a W-9 with their club checking account EIN# or the University’s tax exempt information (on file in the Club Sports office) if requested. If a club uses their checking account EIN # and W-9, the proceeds are sent to the ERC in a check for the club’s checking account. If a club uses the University’s tax exempt information and W-9, the proceeds will be sent to the University foundation office and deposited in the
club’s foundation account. If a club does not have a foundation account, the check will be deposited in the Club Sports program foundation account and can be used by the club upon request.

<table>
<thead>
<tr>
<th>Potential Establishments</th>
<th>Percentage of Proceeds</th>
<th>EIN or 501c3 Required?</th>
<th>Point of Contact/ Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looneys</td>
<td>-----</td>
<td>-----</td>
<td>301-927-2740</td>
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<tr>
<td>Chipotle</td>
<td>50%</td>
<td>EIN</td>
<td><a href="http://chipotle.com/email-us#philanthropy">http://chipotle.com/email-us#philanthropy</a></td>
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<tr>
<td>Franklin’s</td>
<td>20%</td>
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</tr>
<tr>
<td>Coldstone</td>
<td>-----</td>
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<td>-----</td>
</tr>
<tr>
<td>Jason’s Deli</td>
<td>15%</td>
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<td><a href="http://www.groupraise.com/jasonsdeli">http://www.groupraise.com/jasonsdeli</a></td>
</tr>
<tr>
<td>Panda Express</td>
<td>20%</td>
<td>-----</td>
<td><a href="https://www.pandaexpress.com/Fundraiser-Landing">https://www.pandaexpress.com/Fundraiser-Landing</a></td>
</tr>
<tr>
<td>Noodles &amp; Co.</td>
<td>-----</td>
<td>-----</td>
<td>Call (301) 779-5300 and ask for store manager</td>
</tr>
<tr>
<td>Blaze Pizza</td>
<td>-----</td>
<td>None</td>
<td><a href="http://www.blazepizza.com/fundraising/">http://www.blazepizza.com/fundraising/</a></td>
</tr>
<tr>
<td>Potbelly</td>
<td>25% (if 200+ people) otherwise have a shake fundraiser and get 50cents per shake sold</td>
<td>501c3</td>
<td><a href="http://www.potbelly.com/Company/FundraisingAndDonations.aspx">http://www.potbelly.com/Company/FundraisingAndDonations.aspx</a></td>
</tr>
<tr>
<td>Insomnia Cookies</td>
<td>-----</td>
<td>-----</td>
<td><a href="https://insomniacookies.com/shopping/page/fundraising">https://insomniacookies.com/shopping/page/fundraising</a></td>
</tr>
<tr>
<td>Krispy Kreme</td>
<td>a variety of fundraising options (link goes into detail)</td>
<td>-----</td>
<td><a href="https://www.krispykreme.com/fundraising/how-it-works">https://www.krispykreme.com/fundraising/how-it-works</a></td>
</tr>
<tr>
<td>Moby Dick</td>
<td>-----</td>
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<td>Go to establishment and speak with manager to apply</td>
</tr>
</tbody>
</table>

**Bake Sales**

Clubs can reserve tables outside of STAMP and the dining halls, free of charge. Indoor tables in STAMP are available for a $25 fee (however cannot sell food at indoor tables). Clubs must receive a concessions permit, completed by Campus Reservations, at the time the space reservation is made. For more details on the policies associated with Bake Sales please reach out to SORC at sorc@umd.edu.