

Ways and Means Committee will consist of at least five members of the Club. This committee shall develop, organize, and administer the fund raising programs for the Club and its members. The committee shall present an annual fund raising plan to the Board of Directors at the regular August meeting and update the plan at regular meetings. The committee shall work with the Treasurer and the Finance Committee to develop procedures and controls to safeguard and account for all funds raised by the Club and its member teams. (CSC By Laws 9.2.3)

WAYS AND MEANS COMMITTEE – 2/2011

Lisa Blazek	lisablazek@verizon.net	Glen Cianciulli (chair)	glenCSC@live.com
Cindy Carracino	dccarracino@yahoo.com	Tammie Henderson	cthenderson@verizon.net
Trish Lahrheim	trishlahr@yahoo.com	Kathryn Teel	kteel@unum.com
Ann Noce	ann_noce@verizon.net		

W&M Fundraiser Reasonable policy guidelines (version 1.1)

- Fundraiser should reflect positively on the club, players, parents and contributor.
- Full disclosure of any vested interest in any fundraising activity is required.
- Accurate accounting records must be kept for all fundraising activities (costs incurred, amount collected, etc.)
- No team fundraising allowed that would be to the detriment or in competition with a Club fundraiser.
- All (team or club) fundraising activities must gain approval of W&M. Teams should submit fundraising activity for approval 14-days in advance to avoid delay (or submitting for each season if possible).
- Establish Good Public relations & promote that CSC is non-profit organization run exclusively by volunteers.
- See Accepted Fundraisers, Team Fundraisers, Raffles/Gaming License and Not Allowed List below.

Affiliates & Sponsors

- **Definition** - A group, business or entity that offers/promotes their services to CSC members and in exchange gives a commission of the “sales/revenue” and/or a payment to the club:
 - A **sponsor** is any individual, corporate or business entity that wishes to contribute to Cranford Soccer Club or an event organized by the club by purchasing a sponsorship. Sponsorship purchases buy marketing opportunities to give exposure to Cranford Soccer Club members.
 - An **affiliate** is any individual, corporate or business entity that offers/promotes their services to CSC members and in exchange gives a commission of the “sales/revenue” and/or a payment to the club.
 - A few examples include: Retail affiliates, Picture Day Studio, Training affiliates that target many teams of the club and that incur cost to players beyond registration.
- Board members are eligible as Sponsors/Affiliates with full disclosure. Selection rules apply without exception.
- Selection – requires three (3) reasonable bids collected before selection & approval by W&M (by laws 9.2.3). Best opportunity prevails. Where all things equal, affiliate cashback amount takes priority over discounted services to members.
- No kickbacks, prizes, gifts, payments, etc. to any club participant in exchange for a sponsorship/endorsement.
- Coordinators, etc. are prohibited from mass-emailing any non-approved offers.
- Full season commitment (Fall & Spring) is typical and desired.
- The club can promote Affiliate/Sponsors in the following ways:
 1. CSC Website(s) – all current affiliates/sponsors should appear on our website (and facebook page) by means of linked logo or text. Special promotion area (for legitimate CSC revenue generating promotion).
 2. CSC Facebook page & “like” or “friend” status
 3. T-shirts/Uniforms – Sponsorship opportunity to place company name/logo on Nn number of shirts.
 4. Handouts – include sponsor list for coaches to hand out to team with SAGE & other forms.
 5. Banner & Sign sponsorship opportunity (Travel Tryout day, tournaments, Snackstand, future field complex)
- **Team specific Sponsorship Opportunities are Available as follows:**
 - Full inventory & reporting of current sponsor for all teams by 4/11/2011.
 - Existing team sponsors Grandfathered in (allowed) for Spring 2011 season.
 - Team must gain approval for any new sponsorship.
 - Periodic (not limited to Pre, Mid-season & Post-season) fundraising update/reporting is required.
 - 5% of the gross proceeds (dollars collected) go to the club
 - Fall 2011 – all team sponsors are revisited and require approval.
 - United/Premier Level Team Fundraising Exceptions:
 - Additional fundraising possibilities and consideration will be granted which might directly overlap and compete with Club fundraising.
 - An additional 10% tax of the gross proceeds (dollars collected) will go to the club for any of these possible Sponsorships (15% of the gross proceeds go to the Club).

- **Sponsors:** Three (3) Tiered levels (Premier, World Cup, Booster) with varying costs are recommended based on inspection of other Soccer Clubs.
 - **Booster** – business listing on our sponsor page & web link. CSC “like”.
 - **World Cup** – Booster plus a team sponsorship (instructional, Rec1 & Rec2)
 - **Premier** – Booster plus sponsors an entire division
- **Raffle guidelines** (CSC Gambling License pending):
 - All raffle use must gain prior approval by W&M
 - Local use permits must be obtained for each use. (~ \$25 from Cranford)
 - No raffles at regular games or Saturday morning at OAS Snackstand.
 - Raffles limited to special events such as EFSL tournaments
 - One season long raffle per season permitted (Fall & Spring). 50:50, consolation prizes.
 - Team specific raffle use (with or without our Gaming License):
 1. Team pays in advance and obtains local permits
 2. Standard % of gross proceeds (dollars collected) go to the club as per Guidelines.
 3. All participation is strictly optional. No player mandatory sales or quotas.
 - Approval & Strict Reporting – approval and completed forms must be submitted with info such as:
 - Name of team, Date of event, Description (including specifics of the fundraising activity), Amount charged, Contact point. Closing form with disclosure of total revenue breakdown.
 - Any other raffle ideas please approach W&M with specifics.

CSC W&M Approved Fundraisers:

- Sponsors & Affiliates
- Club Apparel sale – Spring and Fall
- Team Apparel sale – Fall only for specific teams once formed
- Club level affiliate (i.e Modells/Sports Authority) % back to club on all purchases for x days.
- Picture day photography studio (Fall season)
- Club run snack stand (OAS Saturday AM (Peanuts/Instructional) and Tournaments. Water, pretzels, equipment (balls, socks, etc.) & Club branded car magnets to start. Future inclusions: CSC branded water bottles, Sweetspots, Shoe laces/blue gold, mesh hair tape, blankets, foldup sack chairs.
- Player Jersey/Shirt sponsorships. Company name or small logo on the rear of shirt or sleeve.
- Teams can fundraise with prior approval.
- Raffles & Use of Gaming License (upon legal completion) according to guidelines.
- Donations during registration.
- Donation link on the CSC website (including paypal or other inline payment options). Print & donate page for a simplified way to submit donation to the club.

CSC W&M Not Allowed List:

- Can shaking or any donation requests done outside of our club website.
- Team-specific fundraising that was not approved by W&M. Note - parents paying in full for team jackets 100% out of pocket is not fundraising – fundraising would be collecting funds to help lower player cost for jacket.
- Any use of our Gaming License without approval by W&M.

Fundraising Tentative Calendar of Events

- Spring & Fall Season– Snack stand at OAS 9-12 (week 2+) & Festivals. Travel or IC games?
- Spring – CSC Apparel Sale (few weeks to order online).
- Spring Modells Retail/etc. Affiliate coupon revenue.
- Fall – Picture Day
- Fall – Travel Team Specific Apparel Sale. 50% of revenue to team.
- Fall – CSC Apparel Sale for winter items.
- Fall – Modells Retail/etc. Affiliate coupon revenue.

Scratch Pad of other proposed ideas for fundraising (for reference & follow up):

1. Field complex: Bricks, Pathway, etc. (one-time opportunity)
2. Field complex: Signage/Banners
3. Field complex: Discounted labor, fencing, etc. in exchange for promotional plaques, etc.
4. Club wide fundraiser of Coupon cards
5. Your ideas welcome...