

06

HELPFUL RESOURCES





Fundraising

Best Practices

Every year, local leagues implement fundraising plans to help raise money to support league operations. Donations can come in a variety of forms, from local businesses to individual donations. Below are a few best practices to help get your league started with fundraising plans:

Fundraisers

Plan a league-wide fundraiser to encourage volunteerism and connectivity with parents/legal guardians/community members. Implement activities such as raffles to encourage members of the community to see your league and showcase its benefits. However, it is important to remember that players can only be part of one fundraiser per year so think of fun ways to include them in efforts that are fun (e.g. Hit-a-thons, etc.).

Engage the Community

Host a movie night or Little League World Series viewing party at the field encouraging the community to attend. Charge a small admission fee and open the concession stand to sell food and drinks.

Local Athletics

Work with your local high school, college, or even professional baseball and softballs teams to see if they will help with your fundraising objectives.

Goals

The following elements are to be taken into consideration when giving yourself the best opportunity to reach your fundraising goals:

☐ Volunteer Staff Scheduling

- It is important to select your concessions volunteer staff wisely. Your volunteer staff is integral to your success. Make sure to express your appreciation before, during, and after they complete their shift.
- Make the year fun for your volunteer staff. Create incentives and a positive environment that will make them feel part of a winning and meaningful team.
- Create a system that will make it easy for your volunteer staff to swap shifts.
- If possible, have your staff arrive one (1) hour before their shift begins. Consider sending reminder texts to keep your staff on top of their responsibilities.

☐ Menu Pricing

- When creating a menu, it is important to price it accordingly to reach your financial goals. Menu templates are provided in section 9 of the Guide.
- Utilize signage that effectively communicates your menu and pricing
- Create special offers that entice your customers. These special offers could be hourly or daily (e.g. Buy one, get one coupon, etc.).
- Consult a league volunteer with accounting experience. They will be able to offer you helpful advice on managing the money as part of your role.

☐ Cleanliness

- Make sure your concession stand is clean not only for health and sanitary reasons, but also for a friendly and appealing environment that will make customers feel comfortable.

☐ League Information

- Create an area where you can post important details and updates about the league making this an essential place to visit when on-site or, if possible, create a concession section on your league website to post important details and updates, etc.

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