

FUEL YOUR TEAM

THE ULTIMATE YOUTH SPORTS FUNDRAISING PLAYBOOK



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WELCOME TO YOUR FUNDRAISING PLAYBOOK

This is built specifically for the parents, coaches, and team leaders making youth sports happen every single day.

Inside, you'll find real strategies, honest breakdowns, and simple tools to help you raise more money without losing your mind in the process.

Let's get to work.

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WELCOME LETTER

To the Coaches, Parents, and Everyday Heroes Behind the Team —



FanFuel is a modern fundraising and events platform built specifically for youth sports teams and leagues. We make it easy to raise money through custom online merch stores, hands-off fulfillment, built-in marketing tools, and sponsorship support — all with no upfront costs or inventory required.

Whether you're a coach, team parent, or league organizer, FanFuel helps you save time, boost team pride, and raise the funds you need to keep your season running strong.

We see you.

You're the first to show up and the last to leave. You're in the group chats, on the sidelines, in the concession stands — and somehow also on the hook for finding money to cover uniforms, tournaments, equipment, and everything in between. You don't do it for a paycheck. You do it for the love of the game, the look on the kids' faces when they play under the lights, and the pride that comes from building something bigger than yourself.

But let's be honest: **fundraising is hard.**

Between the rising cost of youth sports and the limited time parents and volunteers have to help, it's become a real challenge just to keep programs running — let alone growing. Too often, it falls on the same few people to make magic happen with little support, outdated ideas, and minimal return.

We created this playbook to change that. This guide is packed with strategies that actually work in today's world — ones that respect your time, lean into your community, and raise real money without draining your energy.

Whether you're running a single-season team, a travel program, or a local youth league, these tools are built to help you fundraise smarter, not harder.

You'll find:

- A breakdown of what's working (and what's not) in youth sports fundraising
- Real-world examples of successful campaigns
- Ways to activate your parent network without burning them out
- Plug-and-play tools to promote your efforts with less effort
- Ideas to secure sponsorships, launch online stores, and run events that people actually want to support

We believe youth sports should never be limited by fundraising stress or financial barriers. Every kid deserves the chance to compete, grow, and belong. And every team deserves a community that rallies behind them.

This is your game plan. Your sideline strategy. Your boost of energy before the season gets rolling.

Let's fuel your team — and give them the season they deserve.

FUNDRAISING MATTERS

Fundraising isn't just about money. It's about access. It's about giving kids the chance to be part of something bigger than themselves — to play, compete, grow, and belong.

In a perfect world, every kid who wants to play would have the chance. But in today's youth sports landscape, that's simply not the case. Costs are rising. Resources are limited. And too many families are being forced to choose between participation and affordability.

That's where fundraising becomes mission-critical — not just a nice-to-have, but the difference between "We'll make it happen" and "Sorry, we can't."

WHAT FUNDRAISING ACTUALLY SUPPORTS:

- New uniforms that help kids feel like part of a real team
- Travel and tournament fees that open the door to bigger opportunities
- Equipment upgrades that keep practices safe and competitive
- Scholarships or fee coverage for families who need a little help
- Field rentals, referees, trophies, and everything in between



THE COST OF PARTICIPATION IS CLIMBING...

The average family now spends over \$883 per child, per sport, per year.
— *Aspen Institute, Project Play*

FUNDRAISING BUILDS MORE THAN JUST BUDGETS

When done right, fundraising builds:

- **Community** — bringing parents, fans, and businesses together
- **Ownership** — giving players and families skin in the game
- **Team Culture** — reinforcing that everyone contributes to the win

It's about more than the scoreboard. It's about giving every kid a chance to show up, suit up, and be part of something that matters.

And for travel teams or advanced leagues? That number can easily double or triple — pricing out great kids with big potential.

REAL TALK: YOU'RE NOT JUST RAISING MONEY.

You're creating opportunity. You're opening doors. You're helping kids play the game — and maybe fall in love with it for life.

That's why fundraising matters.
That's why **FanFuel** exists.

THE PROBLEM

WHAT'S WRONG WITH YOUTH SPORTS FUNDRAISING?



YOUTH SPORTS ARE MORE EXPENSIVE THAN EVER. UNIFORMS. EQUIPMENT. TRAVEL. TOURNAMENTS. FACILITY FEES. IT ALL ADDS UP FAST — AND MOST OF THE TIME, THE FINANCIAL BURDEN FALLS DIRECTLY ON FAMILIES OR VOLUNTEERS WHO ARE ALREADY STRETCHED THIN.

To cover the gap, teams turn to fundraising. But here's the truth: most fundraising efforts fall short — not because people don't care, but because the system is broken.



HERE'S WHAT'S HOLDING TEAMS BACK:

✗ SAME OLD IDEAS, DIMINISHING RETURNS

We've all seen it: the car wash nobody wants to do, the raffle tickets nobody wants to sell, or the coupon books collecting dust. These methods can work in small bursts, but over time they burn out your volunteers — and your community.

✗ LACK OF TOOLS & SUPPORT

Most teams are on their own. No templates. No training. No clear plan. That leads to confusion, inconsistent efforts, and missed opportunities. Everyone's doing their best — but it's often a guessing game.

✗ TOO MUCH WORK FOR TOO LITTLE MONEY

Planning events, managing money, printing flyers, chasing down checks... it's a lot. And most of the time, the return doesn't justify the hours put in. A single fundraiser might take weeks of planning and only net a few hundred dollars.

✗ NOT BUILT FOR TODAY'S WORLD

Today's families are busy. Your community wants to support your team — but they need convenient, modern, digital-first ways to do it. Handing out paper order forms in 2025 just doesn't cut it.

✗ PARENT BURNOUT IS REAL

Let's face it: the same 4 or 5 parents are doing 90% of the work. That leads to frustration, resentment, and exhaustion — especially when they're also coaching, driving to games, and covering team fees themselves.



THE RESULT?

Stressed coaches. Tired parents. Unfunded teams. And worst of all — kids missing opportunities to play, grow, and compete.

PROVEN FUNDRAISING METHODS THAT WORK

ONLINE TEAM MERCH STORES

Let fans, families, and players rep your brand with team gear sold through a custom online store — no inventory or upfront costs.

PROS

- BOOSTS TEAM PRIDE AND VISIBILITY
- EASY TO SHARE VIA TEXT, EMAIL, OR SOCIAL MEDIA
- REACH FRIENDS, RELATIVES, AND FANS FAR BEYOND YOUR TOWN
- FULLY DIGITAL — NO ORDER FORMS, NO CASH HANDLING

CONS

- NEEDS SOLID BRANDING AND PROMOTION TO DRIVE SALES
- REQUIRES A PARTNER TO HANDLE SETUP, DESIGN, AND FULFILLMENT

LOCAL SPONSORSHIPS

Partner with small businesses in your community who want visibility and goodwill by supporting youth sports.

PROS

- HIGH-DOLLAR POTENTIAL
- STRONGER COMMUNITY RELATIONSHIPS
- RECURRING OPPORTUNITY EVERY SEASON

CONS

- REQUIRES OUTREACH AND FOLLOW-UP
- COMPETITIVE IN SATURATED MARKETS
- TAKES TIME TO BUILD TRUST

RAFFLES & PRIZE DRAWINGS

Sell tickets for the chance to win donated goods or cash prizes. Popular at games, community events, and online.

PROS

- QUICK REVENUE BURSTS
- EASY TO INVOLVE LOCAL DONORS OR BUSINESSES
- GETS FANS AND PLAYERS EXCITED

CONS

- SUBJECT TO LOCAL LEGAL RESTRICTIONS
- NEEDS ATTRACTIVE PRIZES AND GOOD PROMOTION

TEAM EVENTS (CAR WASHES, DINE-OUTS, ETC.)

Get the team together for an in-person fundraiser that doubles as a bonding opportunity and public-facing event.

PROS

- FUN FOR PLAYERS AND FAMILIES
- BUILDS TEAM CULTURE AND COMMUNITY BUZZ
- WORKS WELL IN CLOSE-KNIT TOWNS

CONS

- LABOR-INTENSIVE AND WEATHER-DEPENDENT
- LIMITED SCALABILITY — ONE-AND-DONE

DIRECT DONATION CAMPAIGNS

Ask supporters to give directly via apps or donation platforms. Great for urgent needs like tournament travel.

PROS

- FAST, LOW-EFFORT, AND IMMEDIATE
- SIMPLE TO LAUNCH
- EASY TO EXPLAIN THE “WHY”

CONS

- OVERUSED CAMPAIGNS CAN FATIGUE DONORS
- LACKS THE ENGAGEMENT OF MORE INTERACTIVE METHODS

ONLINE TEAM STORE

If you want to raise real money and build team spirit at the same time, online merch stores are one of the best tools in the playbook. They're modern, hands-off, and incredibly effective — especially when done right.

TURN TEAM PRIDE INTO PROFIT

WHAT IS IT?

An online team merch store is a branded storefront where fans, families, and players can purchase custom apparel and gear — from hoodies and hats to bags, bottles, and beyond.

You choose the products, your fans place their orders, and your team gets a cut of every sale.

No Upfront Costs

Gear People Want

Built-In Fundraising

Easy to Share

1. Find A Vendor

Research and select a print-on-demand supplier or local apparel company that offers team gear and custom branding.

2. Create Your Designs

Design logos, layouts, and mockups for apparel and accessories — or hire a designer to do it for you.

3. Build The Storefront

Set up your online store using Shopify, Etsy, or another platform. Customize product pages, pricing, policies, and branding.

4. Promotion

Create flyers, social media posts, and emails from scratch to get the word out — and keep promoting week after week.

5. Manage Orders/Support

Handle questions, track profits, follow up with the vendor, and manage any issues with shipping, returns, or customer service.



HOW FANFUEL MAKES IT SIMPLE

FanFuel handles every step of the process so you don't have to. From building your custom store to fulfilling every order, we take care of the heavy lifting — at no cost to you. You'll get a plug-and-play fundraising tool that works around the clock, complete with high-quality merch, done-for-you promotion kits, and optional sponsor integration. It's a smarter way to raise money, save time, and fuel your team — all with zero inventory, zero risk, and zero stress.

LOCAL SPONSORSHIPS

Sponsorships are one of the most powerful — and most underused — ways to raise real money for your team. Local businesses want to support youth sports; they just need a clear reason to say yes.

PARTNER WITH LOCAL BUSINESSES

WHAT IS IT?

Local sponsorships are when nearby businesses contribute funds to support your team — in exchange for brand visibility on jerseys, banners, social media, and more.

High-Dollar Potential

Community Connection

Repeatable Each Season

Great for Exposure

1. Build a Sponsor Package

Create tiers, pricing, and benefits (like logos on uniforms, shoutouts on social media, or banner space at games).

2. Design Materials

You'll need flyers, pitch decks, and a sponsorship letter that clearly communicates your offer and your team's mission.

3. Research Businesses

Make a list of potential sponsors, find decision-makers, and reach out via email, calls, or in person.

4. Negotiate & Close

Handle questions, adjust packages if needed, and secure verbal and written commitments from each sponsor.

5. Deliver & Report

Follow through on all promised deliverables, post sponsor logos, and provide an end-of-season report or thank-you note.



HOW FANFUEL MAKES IT SIMPLE

FanFuel doesn't just help you pitch sponsors — we do it for you. We'll design your sponsorship packages, contact local businesses, and coordinate everything behind the scenes. We even give sponsors a branded space on your online store or promo materials. That means your team gets more support, more funding, and more time back — without awkward cold calls or extra admin work. It's real revenue, zero hassle.

RAFFLES & PRIZE DRAWINGS

Raffles and prize drawings are fast, fun, and flexible — and they're still one of the best ways to raise quick cash if done right. With a little planning and the right prize, you can turn a single weekend into serious fundraising momentum.

PUT EXCITEMENT TO WORK

WHAT IS IT?

A raffle or prize drawing lets supporters buy entries for a chance to win something valuable — from donated gift cards to autographed gear or even cash. The more excitement you build, the more tickets you sell.

Quick Turnaround

High Engagement

Easy to Run at Events

Great for Donations

1. Choose Your Prize

Pick something with wide appeal — gift baskets, electronics, tickets, or a cash prize are always crowd-pleasers.

2. Check Local Rules

Make sure you understand your state's raffle or gaming laws — permits may be required depending on your location.

3. Print & Track Tickets

Decide how many tickets to sell and print them with numbering or use a digital tool; track who buys what to keep it organized.

4. Promote It Everywhere

Post on social media, email your network, and display flyers at games or community locations to get the word out.

5. Host the Drawing

Pick your winner in a public or livestreamed setting and follow up with a thank-you to all participants and donors.



HOW FANFUEL MAKES IT SIMPLE

FanFuel can help you turn a basic raffle into a fully supported fundraising push. From donation sourcing and ticket template design to built-in promo assets and digital raffle tools, we'll take the guesswork out of it. And if you're already running a FanFuel merch store or campaign, raffles are the perfect add-on to drive even more attention and revenue — with less lift for your team.

TEAM EVENTS

In-person events can be a great way to raise funds and build team spirit — but they require planning, volunteers, and a whole lot of hustle. When done right, they create memories and momentum.

BRING YOUR TEAM TOGETHER

WHAT IS IT?

Team events are local fundraisers like car washes, restaurant nights, pancake breakfasts, or field days — designed to raise money while engaging your community and building excitement around your program.

Team Bonding

Public Visibility

Great for Promotion

One-Day Fundraisers

1. Choose Your Event

Pick a concept that fits your team, community, and season — like a car wash, dine-out night, or youth skills clinic.

2. Secure a Location

Book a spot (like a parking lot or restaurant) and coordinate with vendors or local partners if needed.

3. Plan & Staff the Event

Assign roles to parents and players, create a timeline, gather supplies, and build a plan for setup and cleanup.

4. Promote Like Crazy

Use social media, school newsletters, signage, and local word-of-mouth to get people to attend or participate.

5. Execute & Follow Up

Run the event smoothly, take photos, and thank everyone who contributed — supporters, staff, and sponsors alike.



HOW FANFUEL MAKES IT SIMPLE

FanFuel helps you turn your event idea into a full-scale community activation. We'll help you pick a concept, design custom flyers and promo posts, and even tie the event to your online merch store or sponsor campaign for extra impact. Whether you're hosting a one-day fundraiser or a multi-team jamboree, we give you the planning tools, assets, and guidance to make it smooth, simple, and successful.

DIRECT DONATION CAMPAIGNS

Sometimes the most effective approach is also the simplest: just ask. When you communicate the need clearly and give people an easy way to give, donations can add up fast — especially from those who want to help but don't need another hoodie or raffle ticket.

OPEN THE DOOR FOR GIVING

WHAT IS IT?

A direct donation campaign is when you invite friends, family, fans, and local supporters to contribute directly to your team — either through digital payment platforms or donation sites — with no product or event required.

Fast Setup

Low Effort

100% Profit

Great for Travel & Fees

1. Choose a Platform

Select a tool like GoFundMe, Venmo, PayPal, or another donation-friendly site that's easy for your team and supporters to use.

2. Set a Goal & Deadline

Be clear about what you're raising money for and how much you need — uniforms, tournament travel, equipment, etc.

3. Craft Your Message

Write a compelling post or video explaining your team's story, the need, and how donations make a difference.

4. Share Consistently

Post your campaign on social media, text your team families, and ask players and parents to share with their networks.

5. Thank & Update Donors

Keep people in the loop, celebrate progress toward your goal, and express appreciation publicly and personally.



HOW FANFUEL MAKES IT SIMPLE

With FanFuel, you can integrate direct donations into your merch store, event page, or sponsorship campaign — so supporters have multiple ways to contribute in one place. We provide custom donation buttons, clear messaging templates, and built-in tools to track progress and thank donors along the way. Whether you're trying to cover travel costs or make sure every player gets a jersey, we'll help you make the ask with confidence and clarity.

HOW FANFUEL CAN HELP

LESS STRESS. MORE FUNDS. ZERO OUT-OF-POCKET.



You've seen the challenges. You've tried the grind. Now it's time for something easier.

FanFuel is your all-in-one fundraising partner — built to help youth sports teams raise real money, save real time, and stay focused on what actually matters: the kids, the games, and the season ahead.

We combine the power of online merch, local sponsorships, donation tools, and event support into one simple system that works for you, not the other way around.

WHAT WE HANDLE (SO YOU DON'T HAVE TO):

- ✓ **Custom Online Team Store** – Built, designed, and stocked for you. No inventory or setup fees.
- ✓ **Sponsor Pitching & Outreach** – We help you land local sponsors and handle the follow-up.
- ✓ **Promo Kits & Marketing Tools** – Flyers, emails, and social graphics made to plug-and-play.
- ✓ **Order Fulfillment & Customer Service** – We ship directly to your fans and handle the headaches.
- ✓ **Donation Integration** – Add one-click donation tools to your store, campaign, or event.
- ✓ **Event Support & Planning Assets** – From dine-outs to raffles, we'll help you run smooth fundraisers.

READY TO RAISE MORE (AND STRESS LESS)?



CONTACT US TODAY

Team up with FanFuel and start raising funds today. Available options can be 100% free, take just a few minutes, and could change your entire season.