

HANDOUT 1 - Learning Activity 1: Create your own financial plan

FINANCIAL STRATEGIES

Imagine developing some financial strategies useful for your organization:

- How is the context in which you operate? Which are its needs or problems?
- What do you offer (a service, a product...)?
- Who you think would be the best partner organization for your sports club, your activities and purposes, and why?
- What kind of actions would you implement to demonstrate to potential donors or funders that you are reliable and deserve their investments?

Context analysis:

Sport club personal brand:

Partnership creation:

Demonstration of value and accountability to donors/funders:

FINANCIAL PLAN

Now imagine to develop a financial plan for your team:

- What are your goals, priorities, and activities that you do or would like to do?
- How quickly do you want to realize them?
- Checking your internal resources, how are they? Are they many, few? What sources do they come from? How are they mainly used?
- Based on these considerations, what do you think might be the best sources of finance for your organization?
- Make an estimate of the resources you would need to accomplish your activities, goals, and priorities.

Objectives, priorities and activities

Timeline:

Internal audit:

Most suitable funding source for your necessities:

Budget estimation:

HANDOUT 2 - Learning Activity 2: Look for your sponsor

Define:

Short presentation of your organization:

Goals to be achieved and activities/services to be realized:

Necessary budget to implement your activities/services:

Type of message and your mission to be communicated through a social campaign:

Targets to be reached:

Sponsorship identification (which is the best one for you and where to find it):