

Stretching Every Dollar

**Budgeting and Fundraising for Athletic
Programs**

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Talking Points for Today's Presentation!

Understanding Your Budget

Prioritizing Spending

Cost-Saving Strategies

Creative Fundraising

Building Community Engagement

Long Term Planning

Finding Grants and Acquiring Donations

Motivational Video



The Financial Game Plan

Why It Matters

Budgeting is crucial for providing athlete opportunity, ensuring safety, and enhancing the overall program experience.

The Growing Costs

The costs for travel, specialized equipment, and league fees are rising, requiring smarter financial stewardship.

Today's Goals

We'll cover smarter budgeting, creative fundraising, and how to build lasting community engagement.

Understanding Your Budget

Know Your Starting Point

What are your school allocations, past fundraising totals, and existing sponsorships?

Typical Expenses

Common costs include uniforms, travel, equipment, coaching salaries, entry fees, officials, and training.

Fixed vs. Flexible

Identify must-have costs (fixed) vs. areas where you can adjust spending (flexible).



Turn & Talk!

Prioritizing Spending

Needs vs. Wants

What can't you operate without? Prioritize athlete safety, performance, and participation above all else.

These are your non-negotiables.

Tiered Spending Plans

Create a simple plan to guide decisions:

Essential: Must-haves to operate.

Important: Enhances performance.

Ideal: "Dream list" items.

Turn & Talk!

Cost-Saving Strategies

Sharing Resources: Partner with other teams to share major equipment or place bulk orders for volume discounts.

Off-Season Planning: Make purchases early to secure better pricing and avoid rush fees for equipment and apparel.

Volunteer Support: Leverage parent and alumni volunteers for administrative tasks, photography, or event management.

Purchasing Sublimation Uniforms for Middle School & JV

Find Out Uniform Run Dates

Turn & Talk!

Fundraising Essentials

Set clear goals, involve everyone, and communicate your purpose. A well-defined "why" is your most powerful tool.

Creative Fundraising Ideas (Part 1)



Engaging Events: Fun runs, car washes, game nights, or talent shows bring the community together for a cause.

Local Sponsorships:
Offer tiered packages (Bronze, Silver, Gold) to local businesses for banners and social media shout-outs

Online Crowdfunding:
Use platforms like GoFundMe or Snap! Raise to reach extended family, friends, and alumni

Creative Fundraising Ideas (Part 2)

Merchandise Sales

Sell team gear and spirit wear. Use simple online stores to manage

orders and avoid holding physical inventory.

Alumni Giving

Launch an annual alumni giving campaign focused on a specific, tangible goal (e.g., "Fund the new training equipment").



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Building Community Engagement

Build Business Relationships: Don't just ask for money.

Show how supporting your team is good for their

Leverage Social Media: Showcase team impact, athlete success stories, and the hard work your program is doing.

Recognize Donors Publicly: Acknowledge supporters at games and on social media to encourage ongoing support.

Make Events a Community Experience: Turn games into events with concessions, half-time shows, and local vendor tie-ins.

Turn & Talk!

Sustainability: Tracking & Long-Term Planning

Tracking & Transparency

Keep detailed records of all income and expenses. Share regular budget updates with stakeholders to build trust and accountability.

Long-Term Planning

Think beyond this season. Establish recurring fundraisers (like an annual golf tournament) and empower your booster club.

Turn & Talk!

Finding Grants & Acquiring Donations

How Do You Get Grants & Donations

- Networking!! (NADC!!)
- Professional Social Media (Linked In)
- Google!
- Call Local Businesses / Universities
- Relationships, Relationships, Relationships

Here is an example.....

Turn & Talk!

Final Tips & Takeaways

Be Realistic, Act Optimistic

Be realistic about your financial needs, but be optimistic and passionate when communicating your program's

Communicate Often

Communicate clearly and frequently about your needs, your goals, and (most importantly) your successes.

Make It Stretch

Every single dollar counts. Make it stretch by spending and fundraising with a clear and defined purpose.

Thank You!!

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