

Fundraising Ideas

CANTEEN SALES

Canteen Name and Logo

A playful and 'cool' name gives your canteen an identity!

- Some fun canteen names include the Snack Shack, Fresh Bites, Tucker Bar or Pit Stop.
- A picture or logo will also stand out.
- Try running a competition to develop the canteen name and logo.

A clean and friendly looking canteen, with a delicious display will attract customers and promote sales. Council owned land will have minimum requirements for your canteen that you need to make sure you are aware of.

Menu Layout

An attractive and easy to read menu can really boost sales! Try these simple ideas:

- Group similar menu items in sections (e.g. mains, snacks, hot foods, drinks).
- Use a clear font, and keep it the same font size throughout the menu.
- Check for canteen healthy food grants throughout the year.



[A Step by Step Guide: Setting up a Healthy Club Canteen](#)

Club Newsletter and Website

Use your club communication tools to inform folks about healthy canteen options (has your canteen got healthy choice items available?), new menu items, opening hours, merchandise on sale etc.

Practice Nights

Have you considered having a set menu for practise nights that members can pre-purchase? This is a great opportunity to build the social connections within the club.

FACEBOOK / WEBSITE SALES

Selling advertising space in your club newsletters or on your website not only helps local businesses attract more customers and support, but it is a simple passive fundraiser to earn money throughout the year.

Most clubs have a regular newsletter that is sent out to all members. Regardless of whether it is electronic or paper, you can simply add an extra page or two to the end of the newsletter, and sell off the 'real estate' to local businesses within the community. Check out the newsletter templates in the KA Club Toolkit

Don't forget to offer advertising (perhaps at a discount) to families in your club who own businesses. Chances are they are the ones who regularly support you with donations and sponsorship, gifting prizes or providing services – it's a good way to repay them.

Fundraising Ideas

MERCHANDISE

Selling club merchandise can be a two-fold benefit! Not only does it raise awareness of your club in the community but it can also add some welcome dollars to the bottom line. Some ideas of successful merchandise sold in recent years are shown here.

DON'T FORGET TO SELL YOUR MERCHANDISE IN YOUR CANTEEN TOO!!



CLICK THE LOGO'S BELOW FOR SOME GREAT SPECIAL EVENT RESOURCES

