



## CASE STUDY: FUNDRAISING USING ONLINE EVENTS

**BANGOR RFC – May 2020**

*This case study was presented at the IRFU Webinar:  
Online Fundraising Options For Rugby Clubs (21/05/20) and is reproduced with permission.  
Irish Rugby would like to thank Three Red Kings for participating.*

**Public health measures have given rise to a surge in the use of online video conferencing tools to keep friends, family and communities connected. Bangor RFC hosted a club event on Zoom as a way of marking the end of the season, but it was also an opportunity to raise much needed funds. Their case study was presented at the IRFU Webinar by Senior XV Head Coach Tom Rock.**

**Irish Rugby:** For those not on our webinar, can you first off tell us what your plan was for the event, and then can you tell us about the execution and how it went?

**Tom Rock:** In a nutshell, it was a club dinner but online. We were keen to do the end-of-season awards as usual. We will have a physical dinner as well later in the year when we can do so.

We wanted to host a club dinner on Zoom as a way to engage our club members and recognise their success during the season. We also decided to use it as a bit of a fundraiser as well for the club.

Tickets were priced at £25 and included a drinks and snacks package which were delivered to each ticketholder home the day before. The packs included a few beers, a cocktail kit and burgers plus some other treats.

This added value to the night, and everyone was delighted with the delivery. Club sponsors were involved and supported the event so it went quite well.

**Irish Rugby:** How did people pay for the event?

We considered a number of options. We knew our club website had the functionality but we set up a PayPal account in the end. Everyone paid into that. We also had a couple of cheques and some cash from older members but it was fairly simple to do. Payment for the event was made through PayPal which was easy to set-up and worked seamlessly for the club.

**Irish Rugby:** Can you tell us about the Saturday night then?



We had 89 users on Zoom, but there were more people than that with fathers, sons and brothers on the same call. It worked seamlessly for us.

We kicked off at 7:30pm on Saturday with 'Welcome Cocktails' which were included in the packs. The awards ceremony ran live with a small number of pre-recorded videos included.

I hosted the event and controlled the call on Zoom which allowed me to spotlight and pin attendees at various points. We had our awards ceremony and then we ran a few games and challenges as well during the evening for everyone. There was also a cash prize draw.

The Zoom platform worked really well with all attendees engaged and able to see what was going on throughout the call. The event ran late into the night, I eventually had to hand over hosting duties at 2:30am to one of the lads.

The purpose of the event was to keep our rugby community connected and together while also celebrating our club members and players for the season just gone.

The club raised £1,200-£1,300 through the event and while it may not be our biggest fundraiser this year it was definitely worthwhile.

The feedback from club members has been really positive with all having a great time during the event. A sign of great success was that everyone came away feeling like they got value out of it and it didn't feel like a fundraiser particularly because they've just felt they've had a good night.

### **Irish Rugby: Any lessons learned?**

In essence it was a simple idea - it was just a zoom call, but with a bit of effort you can monetise it quite easily and it's been reasonably lucrative for us.

The format worked. If anyone wants any tips I'm more than happy to talk through what we did. There are other ways we can do it just as well, but we enjoyed it and it worked well for us.

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If you did not attend the event and would like to register your interest for another webinar on fundraising. email [ross.odonoghue@lrfu.ie](mailto:ross.odonoghue@lrfu.ie) with details of your club and your fundraising role with that club. If your club has a fundraising case study to share that would be of value to other clubs, please also get in touch.

*Reference to specific online platforms in the Webinar: Online Fundraising Options For Clubs or its case studies does not constitute an endorsement by the IRFU. Clubs are encouraged to show due diligence in assessing their online fundraising options and comply with all necessary regulations.*

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