

Fundraising Director

Millwoods Minor Football Association

MISSION

TO PROVIDE THE
BEST MINOR
FOOTBALL
PROGRAM IN
EDMONTON AND
IMPROVE THE
QUALITY OF
COMMUNITY AND
SPORTING LIFE
FOR ALL IT'S
MEMBERS.

Function

The Millwoods Minor Football Association Fundraising Director is responsible to arrange and implement all fundraising and sponsorship throughout the season. The association has several fundraising events that include: The West Edmonton Mall Swim Night, Silent Auction, CDMFA Lottery, and a Casino approximately every 18 months. Association fundraising needs should be looked at on a year to year basis to determine the needs of the organization.

Duties & Responsibilities

Leadership

- Attendance at monthly Board meetings.
- Serve a two-year term at minimum.
- Works closely with the Volunteer Director & Treasurer.
- Along with the Board of Directors, evaluates the fundraising programs to monitor effectiveness.
- Money management experience.

West Edmonton Mall Swim Night

- Determine a workable date on when to have the event.
- Acquire the correct amount of tickets from the WEM.
- Work with the Communications Director to inform parents and players on details of the event.
- Collection of funds from all participants.
- Reconciliation of funds to be handed over to Treasurer.

Silent Auction

- Determine a date on when to have the event, not to coincide with regular season games or play-offs. Usually held in or around the 3rd weekend in September.
- Determine the time and location of event.
- In consultation with the Board, decide on an appropriate price amount of items members must donate.
- Responsible for the collection and storage of all silent auction items.
- Accountable for the development of the "auction literature" and that the auction it self adheres to the policies & procedures of the Alberta Gaming Board.
- Works with the Volunteer Director to ensure adequate volunteers are in place for the success of the auction.
- Reconciliation of funds to be handed over to Treasurer.

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CDMFA Lottery

- As this is a new league wide fundraising activity, details on the program are unavailable at this time.

Casino

- Consult with Board on a “Casino General Manager” which needs to be hired to run the event. Part of this process is discussing a “Fee” which needs to be paid to the successful individual.
- Develop a Millwoods Minor Football Association “Operating Guidelines” manual for the casino. These types of documents can be found on the Government of Alberta website.
- Ensure that all Alberta Gaming Licenses are complete and sent to the appropriate people.
- Closely work with the Volunteer Director to arrange volunteers for the upcoming casino.
- Apply for additional casinos once the event has been completed.

Sponsorship

- Discuss with Board of Directors any potential members that may be willing to sponsor the association.
- Develop a sponsorship package which can be handed out to local community businesses.
 - Quarterback Package:
 - \$500.00 for the season which includes:
 - Game-day banner placement.
 - Game-day program placement.
 - Team picture.
 - Website recognition & link.
 - Receiver Package:
 - \$250.00 for the season which includes:
 - Game-day program placement.
 - Team picture.
 - Website recognition & link.
 - Lineman Package:
 - \$100.00 for the season which includes:
 - Game-day program placement.
 - Website recognition & link.