Events
Host an annual event that will fund your coaching education program. For example, a pre-season tournament that will enable your coaches to have a good idea of where their team is prior to league play, coupled with a nominal entry fee or concession/admission sales going specifically towards the education program. Don’t eliminate ideas such as a pancake breakfast, hosting a carwash or even gift-wrapping during the holidays.

Unique Products
Some groups sell wristbands, water bottles, bumper stickers or even clothing with the organization logo. Think of things that will actually be useful for participants in your programs like bags for gear, socks, sweatshirts or other equipment. Mark the price up nominally to cover the fees for your coaching education program.

Sponsorship
Depending on the number of coaches you plan to educate, one local business may have an interest in becoming the exclusive contributor. Some organizations get sponsorship from insurance providers as this type of education program assists with having a safety plan in place. Others have worked through a local restaurant that would sponsor coaching education programs, along with providing free meal coupons for coaches that attended training. Many sports like baseball already get sponsors for each team. Increase this fee to cover the cost to educate your coaches for each team.

Grants
There are many grants available to park and recreation departments and sport organizations that include funding for coaching education. Sport specific grants, such as the Baseball Tomorrow Fund established by Major League Baseball, will not only fund training for coaches, it can also be used to improve your program in other ways such as providing scholarships for underprivileged participants, purchasing equipment, building fields and more!

Increase Participation Fees
Most sports have anywhere from 8 to 15 participants per team. If participation fees are increased $1 per participant, over a three year period (assuming that you will retain this coach as a result of giving them a great foundation with our Volunteer Education Program), this will pay for the training of one coach per team. Many parents would not mind paying an extra dollar for their child to participate in programming that has a leader who has been properly trained to perform his/her function. More often than not, organizations that have a solid coaching education program in place for their volunteer coaches see an increase in participants from year to year, especially over competing programs.

Coaches Pay
You may require that your coaches pay for a clinic. Some sport managers feel that it is hard enough to recruit volunteer coaches and this might be a deterrent. However, there will be those coaches that want to do a great job in their role and will be happy to attend a course, even if it is at their own expense.

There are many other traditional fundraising activities like selling candy or scratch cards. Check out websites like www.fundraising.com for more ideas along these lines.