

# How To Generate Revenue

Money isn't everything, but it sure can help your town team become independent and sustainable! Here are some tried and tested revenue raising ideas for you. If you discover new ones, please let us know so we can share them with other town teams!

## 1. Memberships

Most town teams have a membership program in place. The trick with raising revenue through memberships is making them irresistible. Spell out the reasons for joining.

Benefits for residents may include discounts from local businesses, invitations to events, newsletters that connect people/groups, freebies, fun contests and so on.

Traders typically pay more for membership than residents. In return, traders can directly benefit by promoting their businesses in newsletters or at events. They could even host town team events, some of which may be lucrative for them. Businesses also benefit from the sheer goodwill that's generated through town teams. After all, there's no better way to be part of the local community!

### How to implement

- Decide on your membership levels
- Decide on prices for the different memberships
- Start promoting your membership offers through website, social media, newsletter and email database.

## 2. Markets, Festivals and Events

Regular or annual events can be an excellent way to generate revenue. Just be aware that it takes time and effort to plan, fund, operate and manage events like these.

Some town teams successfully run markets. Regular weekly or monthly markets could generate enough revenue to justify employing a markets manager to do a lot of work required for all your bigger town team events.

### Examples

- Festivals managed by town teams including:
  - Mount Hawthorn Streets and Laneways Festival (Mt Hawthorn Hub)
  - Leederville Carnival (Leederville Carnival)
  - Winter Wonderland, Mandurah (Shape Mandurah)
  - Angove Street Festival (North Perth Local)
- Markets managed by town teams:
  - Inglewood Monday Night Markets (Inglewood on Beaufort)
  - Beaufort Street Artisan Market (Beaufort Street Network)
  - Sunset Markets (Scarborough Beach Association)

### 3. Social Events

Social events are tonnes of fun! Simpler than big events, they still engage local people and generate funds for your team. Make them as enjoyable as possible, and relevant for the people in your area.

There are plenty of brilliant examples: the Mount Hawthorn Hub's 80s Night or the Outdoor Movie Nights run by the South Perth Activation Network. What will your town team be famous for?

### 4. Fee for Service Consulting

Well, this one's a bit different to hosting a sausage sizzle outside Bunnings.

But seriously, why not charge for consulting work? You probably have talented people and a bunch of resources ready to roll.

(**Tip:** take stock of your assets with our How To Prepare a Bank of Skills and Resources in Your Community guide).

What talents and skills could you offer to your local government or other organisations? Could you reactivate a neglected area and bring new customers to the businesses that are struggling there? Could you liven up shopfronts? Do some fundraising or organise events?

True, it's unlikely you'll just be able to wander into local government offices and win consulting work straight away. Spend time developing relationships and demonstrating your abilities with quality results first. You will need to develop relationships, demonstrate your abilities and show them your team can finish projects professionally. Then you have a decent chance.

### 5. Crowdfunding

Crowdfunding is getting more and more popular as a revenue raising option. This approach works best when you have a specific project that is of direct benefit to local people.

There are plenty of crowdfunding platforms to check out, but two worth considering are:

[www.chuffed.org](http://www.chuffed.org)

[www.startsomegood.com](http://www.startsomegood.com)

### 6. Grants

Grants can be a solid way to raise funds, but usually involve (arrgghhh) forms and paperwork. See if you can find someone who is either familiar with these processes or willing to have a go.

Two sources to check out are:

a. Local government

Check to see whether they have grants for community development, not for profits or project-based grants

b. Other Agencies

Western Australia is lucky to have Lotterywest, which provides a range of different grant opportunities. See their website for more information.  
<http://www.lotterywest.wa.gov.au/grants>

## 7. Attracting Volunteers or Pro Bono Assistance

You may not need much funding at all if you can find enough volunteers to help your town team. Volunteers can be highly skilled professionals or tradies too. Think of local accountants going over your team's books, for example. This could be done *pro bono*, or in exchange for advertising via your newsletter and at your events.

Think of what your town team needs, then find out who's around you and willing to help! Websites like Volunteering WA are good places to start.

<https://www.volunteeringwa.org.au/>

## 8. Product Sales

Are there any products your team could sell? Over the years, many volunteer organisations have funded themselves through selling sausages at barbeques, selling chocolates/ calendars at day-job workplaces and so on. The sky's the limit!

Just make sure you do your homework, particularly if you're trying something new. What's involved? What are the upfront costs? Who will do the selling? How will you manage the cash received?

Some examples of successful fund raising through product sales:

- Beaufort Street Network sold Beaufort Street Festival cookbooks for three years and sold 'I Love Beaufort Street' bags
- North Perth Primary School P & C's major fundraiser is [selling olive oil](#) made from olives picked from local olive trees. Harvest 6006 has won awards.

## 9. Place Discovery Tours

Your local town team could host guided walking tours through your area, showcasing stories from local people and discovering spaces that nobody knows about, before finishing up in a nice café, restaurant or pub (run by one of your town team members, naturally). Do this well and you'll be able to charge people a fee like any other tour operator. Include some drinks or treats, or a showbag of local goodies sponsored by town-team-friendly businesses as well.

## 10. Sub-Leasing Public Space

High rents are an issue for many small businesses, particularly struggling retailers. Could your town team lease some public land from a local government for regular events, markets or even pop-up sea containers? You'll need some ambition here, but the payoff could be huge. Be sure to let the local government know that this is a good way for them to help the community to help itself.

## 11. Parking Benefit District

Revenue from parking fees normally “disappears” into the local government’s consolidated revenue stream, where it could be spent anywhere, on anything. Often that’s not good news for a busy town centre, where those who deal with all the parking issues at ground level may have little to show for all that trouble.

But there’s a better way. Make sure the local government uses money raised from parking in your town team area ONLY on local, place-specific improvements like new trees, street furniture, paving and so on. This is done through something called a Parking Benefit District.

Done right, a Parking Benefit District could potentially fund some of your town team projects. Parking expert, Donald Shoup, cites a case study from Old Pasadena in California as an example of how Parking Benefit Districts can work.

*“Would Old Pasadena be better off today with dirty sidewalks, dilapidated alleys, no street trees or historic street lights, and less security, but with free curb parking? Clearly, no. Old Pasadena is now a place where everyone wants to be, rather than merely another place where everyone can park free.*

*Charging market prices for curb parking and returning the meter revenue for public improvements have helped pave the way for Old Pasadena’s renaissance. The meter revenue has paid to improve the streetscape and to convert alleys into pleasant walkways with shops and restaurants. The additional public spending makes the area safer, cleaner, and more attractive for both customers and businesses. These public improvements have increased private investment, property values, and sales tax revenues.”*

Everyone wins when one of these is done well! Read more at:

<http://shoup.bol.ucla.edu/SmallChange.pdf>