



ST. JOHN'S MINOR 'A' BASEBALL ASSOCIATION

Fund-Raising Policy Social Media and Promotional Policy

May 2018

INTRODUCTION

St. John's Minor 'A' Baseball Association Inc. (SJMBA) has a number of teams that participate in Provincial and Atlantic tournaments. As a result, these teams often participate in fund-raising activities.

SJMBA operates a Facebook page, Twitter feed, website and has a database of 900 plus contacts comprising players, parents, coaches, sponsors, staff and so on. Throughout the year SJMBA has a need, or receives requests, to distribute information to its database.

This policy is intended to formalize SJMBA's practices and procedures in these areas.

SJMBA MISSION STATEMENT

Our mission is to provide opportunities and exposure in youth baseball and instill discipline, teamwork, a sporting attitude, honesty and integrity. Our baseball programs teach players to respect the game, work hard and play hard. Through proper guidance and exemplary leadership from our Board of Directors, staff, coaches and on-field officials, our programs will champion the virtues of character, courage and loyalty designed to not only develop superior athletes but also superior citizens.

FUND-RAISING AND TEAM EXPENDITURE POLICY

SJMBA will encourage and promote fund-raising activities which are consistent with its Mission Statement and assist players and teams to participate in Provincial and Atlantic tournaments.

SJMBA has accounts to track all-star fund-raising amounts and associated expenditures. This helps ensure the transparency, accountability and integrity of fund-raising activities conducted under the SJMBA banner.

The following guidance is offered to teams and/or players that participate in fund-raising activities:

1. SJMBA will arrange, as required, a lottery license in support of fund-raising activities.

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2. Detailed records are to be maintained of all funds raised and the use of these funds. It is recommended that a spreadsheet (or similar document) be maintained that provides a breakdown of funds raised by source (e.g. 50/50 tickets; BBQ sales; pizza coupons, etc.) as well as the various expenditures by type of expenditure. This information is to be communicated to all members of the team on a timely basis.
3. The receipt and disbursement of funds normally should flow through SJMBA to ensure the integrity of the fund-raising efforts. SJMBA's Executive Director may authorize other arrangements where it is deemed more practical.
4. All fund-raising activities are to:
 - a. be age appropriate;
 - b. ensure the safety of participants;
 - c. be completed in a respectful and professional manner;
 - d. specify the purpose for which funds are being raised;
 - e. be voluntary; and
 - f. be consistent with the Mission Statement of SJMBA.
5. One person from each team should be assigned the role of fund-raising coordinator. That person can also be the team manager.
6. In instances where teams fund-raise in anticipation of participating in a tournament but participation has not been confirmed fund-raising activities should clearly indicate the alternate use of funds raised.
7. Any surplus funds raised are to be retained by, or provided to, SJMBA for deposit into its all-star fund-raising account. The funds will be retained to assist the same team in the following year. The SJMBA Executive Director may authorize a request from a team for an alternate use of surplus funds which is consistent with this policy.
8. All funds raised are to be used to assist players, coaches and managers to participate in provincial or Atlantic tournaments and related expenses. Funds are not to be used for parent costs, parent socials, and/or alcohol. In special circumstances, funds raised can be used to assist with parent travel with the approval of the SJMBA Executive Director.
9. Direct solicitation of donations from individuals through GoFundMe sites can be undertaken by individual teams. However, SJMBA as a policy does not promote these activities.
10. In cases where teams undertake "team" expenditures such as renting a team bus, booking hotel rooms, team meals, and so on, these expenditures are to be shared equally by all team members regardless of whether all team members participate unless they are being paid from funds collected through previous fund-raising activities.
11. As stated in the SJMBA all-star policy, SJMBA will provide per diems for Coaches attending provincial tournaments and a travel subsidy for Coaches to attend Atlantic tournaments. Teams are responsible for any additional Coaches travel, accommodations and per diem expenses unless the Coaches decide to cover their own expenses.
12. Any corporate contributions/subsidies provided for all-star teams normally should flow through SJMBA to ensure the integrity of the fund-raising efforts. SJMBA's Executive Director may authorize other arrangements where it is deemed more practical. All corporate contributions/subsidies in excess of \$500 directed towards an all-star player/parent must flow through SJMBA and the intended use of these funds must be approved by the SJMBA Board or Executive Committee.

SOCIAL MEDIA AND PROMOTIONAL POLICY

SJMBA will only use its social media platforms, website and database for activities consistent with its Mission Statement.

SJMBA social media platforms, website and database are not for the personal use of staff, board members, administrator, etc.

One person will be assigned as the Administrator of SJMBA social media platforms, website and database along with a back-up in case the Administrator is unavailable.

SJMBA social media, website and database will be used to:

1. Administer the Association.
2. Promote baseball related issues, events, etc.
3. Encourage enrollment and participation in SJMBA programs; BNL programs; Baseball Canada activities; and/or events involving other similar organizations (e.g. other minor associations, St. John's Amateur).
4. Solicit input and feedback from SJMBA players, parents, coaches, staff etc.
5. Inform players, parents, coaches, staff etc. of SJMBA cancellations, schedules, policies, programs, events, etc.
6. Support and promote fund-raising activities of SJMBA teams and other like-minded organizations and teams which are consistent with the SJMBA Fund-Raising Policy.
7. Promote and support activities and events associated with Sponsors and Friends of Baseball that would be beneficial to SJMBA members (e.g. to request general support in response to their contribution; to promote the sale of baseball equipment; to promote involvement at baseball events).
8. Support baseball related training for players, coaches, managers, and/or umpires.

The SJMBA database will not be made available to any third party, board member, staff, Sponsor, Friend of Baseball, partner organization, etc. The database will be maintained for the explicit use of SJMBA.

SJMBA will e-mail information to its database and/or distribute information via social media or its website on behalf of third parties if the information is consistent with the SJMBA Mission Statement, Fund-Raising Policy and/or the social media and database uses noted above.

All requests for the distribution of information on behalf of third-parties must be approved by the Executive Director.

The Board of SJMBA may approve exceptions to these policies at its sole discretion.