



Steerer Fundraiser

Over the years several dragon boat clients have raised extra money on race day by encouraging teams to dig deep into their competitive nature and give to the charity in exchange for their preferred steerer. This is a guide to help you learn how to do it in the most effective and profitable way possible.

The Premise

The point of the steerer fundraiser (also referred to as the “Steerer Auction” is to convince all teams going to the final round of racing to get the steerer of their choice by donating to the cause.

How to Implement

An auction-style address by an emcee is the best way to get the most out of this fundraiser. If there are 12 teams going to finals and four boats racing, ask the first four team captains or representative to come up, and then start the bidding wars.

We recommend starting out with \$100 as the minimum bid. Keep going until there is only one team left with the highest bid; that team gets to pick its preferred steerer first. Next, invite the second place bidder to choose its steerer. For example, if the team with the winning bid got its favorite steerer for \$1,000 and the second place bidder previously had bid \$950, you now invite that second place bidder to choose a steerer for \$950 after the winning bidder of \$1,000 has made its selection. Repeat the process for the next two teams, and again for the remaining eight teams that will race in finals.

Other Options/Ideas

One client created a bidding process in advance of race day. She emails the team captains to start the fundraising. The team giving the most money gets their chosen steerer. In recent years, this festival client generated more than \$15,000 in revenue from a single donor.

We have also seen some success when a team or sponsor gives money toward their steerer for the first two rounds of racing, and then they still have to donate again for the steerer of their choice in the final round of racing.

Find what works best for you. Don't hesitate to contact us with questions.