

YOUR FUNDRAISING GUIDEBOOK

EVERYTHING YOU NEED TO
WIN FROM THE SIDELINES



THIS PROJECT
IS POWERED BY



**AUSTRALIAN
SPORTS FOUNDATION**

WELCOME TO THE ASF FUNDRAISING GUIDEBOOK

This guide will walk you through turning the tax-season into fundraising season.

Whatever your club's fundraising needs are, the Australian Sports Foundation's (ASF) online fundraising platform can help you. This fundraising guidebook will help you turn your fans into financial supporters.

CONTENTS

- 04 FUNDRAISING CALENDAR
- 06 FUNDRAISING TOOLKIT AND TEMPLATES
- 08 EMAIL TEMPLATES
- 10 SOCIAL MEDIA TEMPLATES
- 12 POSTERS & QR CODE TEMPLATES
- 14 THANKING DONORS



SIGN UP AS A MEMBER

It's easy to sign up and start fundraising with the Australian Sports Foundation, just follow the steps below:

Register with the Australian Sports Foundation:

Visit asf.secure.force.com/application and register your club.

Follow the prompts to **launch a fundraising project** this tax-season.

Already registered?

Visit asf-community.force.com/asfportal/s/login/ and log back into your account. If you have forgotten your details, follow the prompts to recover your password.

Having trouble logging back into your account or registering to fundraise?
Email us today,
info@sportsfoundation.org.au

FUNDRAISING CALENDAR

Keep your project on track and hit your fundraising goals this EOFY

DOWNLOAD CALENDAR

YOUR FUNDRAISING CALENDAR

MARCH-APRIL LAUNCHING YOUR PROJECT		MAY-JUNE AT THE START OF YOUR PROJECT	JUNE URGENCY BEFORE PROJECT ENDS	EARLY JULY AFTER PROJECT ENDS	AUGUST PLANNING YOUR NEXT PROJECT
SET UP	PROMOTE	INSPIRE	REMIND	THANK	RE-ENGAGE
<p>Time to kick off your fundraising project with ASF! It takes no more than ten minutes to get started.</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Sign up to the ASF fundraising platform: SIGN UP NOW<input type="checkbox"/> Log into the platform and create your project<input type="checkbox"/> Download our how-to guide to learn about all platform benefits and features<input type="checkbox"/> Brainstorm ideas for your project, here's what you can fundraise for<input type="checkbox"/> Learn how to write a compelling fundraising story<input type="checkbox"/> Create a project plan to help you meet your fundraising goals	<p>Share your project with your followers and if you can, donate to your project to show people that the project is live.</p> <ul style="list-style-type: none"><input type="checkbox"/> Download the ASF Guidebook and Toolkit for free templates and top fundraising tips<input type="checkbox"/> Customise and share fundraising posters to let your community know you need their support<input type="checkbox"/> Send your first email. One email each week is a great way to update your community<input type="checkbox"/> Start sharing on social media, 1-2 posts per week is a good place to start	<p>Now's the time to build on your momentum. Keep people excited by showing the impact they can have.</p> <ul style="list-style-type: none"><input type="checkbox"/> You can refine and improve your fundraising project, learn how to edit it here<input type="checkbox"/> ASF has helped over 7,500 clubs and individuals fundraise – check out some examples of other fundraising projects in action<input type="checkbox"/> Send a follow up email to let your community know how your project is going, using your story to show why you need their support today	<p>Remind your supporters that you need their donation by 30 June to receive the tax-benefit this financial year.</p> <ul style="list-style-type: none"><input type="checkbox"/> Read more about how you can use the Tax Season to boost your fundraising<input type="checkbox"/> Remind friends, family, club and community members to donate with an email highlighting the urgency of EOFY<input type="checkbox"/> Spread the word on social media, letting followers know how close you are to reaching your goal by the EOFY	<p>Your project has closed and you've reached your goal. Most donors want nothing in return except a simple thank you – it's a critical step to acknowledge their support.</p> <ul style="list-style-type: none"><input type="checkbox"/> Update your project with a thank you message<input type="checkbox"/> Send a personal email to each of your donors, thanking them for their support<input type="checkbox"/> Make sure to share the win on socials, thanking donors for their support and let them know how you plan to use their donation	<p>Most donors will be willing to keep supporting your team, especially if you've followed the previous steps!</p> <ul style="list-style-type: none"><input type="checkbox"/> Get together with your committee or supporters and talk through what worked and what you could do better next time. <i>For example, do you have a dedicated fundraising person who can take charge of the project?</i><input type="checkbox"/> Brainstorm your next project and research costs.<input type="checkbox"/> Set up your next fundraising project<input type="checkbox"/> Now you're an expert, get out there again and engage your community

GETTING TO KNOW YOUR SUPPORTERS

YOUR FRIENDS AND FANS

Start your project by reaching out to your friends, family and community. Talk to your team's fans, your teammates, your club goers, your parents and players.

This group are your most passionate supporters, those who want to see you succeed and those who are most likely to reach out to others on your behalf.

When communicating with this group, they want to be the first to know how to take their passion off the sidelines and directly help you **succeed**.

YOUR LOCAL COMMUNITY

Sports clubs like yours are so often the heartbeat of local communities, and that means you have a reason to share your fundraising needs, to bring new supporters into your team.

It's so exciting, and surprising, to see just how quickly people choose to help – all you need to do is ask.

Ensure you speak to those around your club, this includes posting information on community noticeboards, online forums and social groups as well as speaking with local businesses, school committees and local community members.

EVERYTHING YOU NEED TO ASK YOUR COMMUNITY FOR SUPPORT

"How do I ask for support?"

"How many emails should I send?"

"Who do I write to?"

We want you to turn tax-season into winning season for your team.

Everything you need for your successful fundraising project can be found here in your fundraising toolkit.

DOWNLOAD TOOLKIT

WRITING EMAILS TO INSPIRE ACTION

Reaching out to your immediate community via email is an important step in any successful fundraising project.

Every word counts, and that's why we're combining a set of writing tips, with pre-written templates for you to copy and paste.

01



KEEP IT PERSONAL AND PASSIONATE

Explain why you're raising money, what you want to achieve, and how their support can help your team score a win.

02



CHECK WHO YOU'RE EMAILING

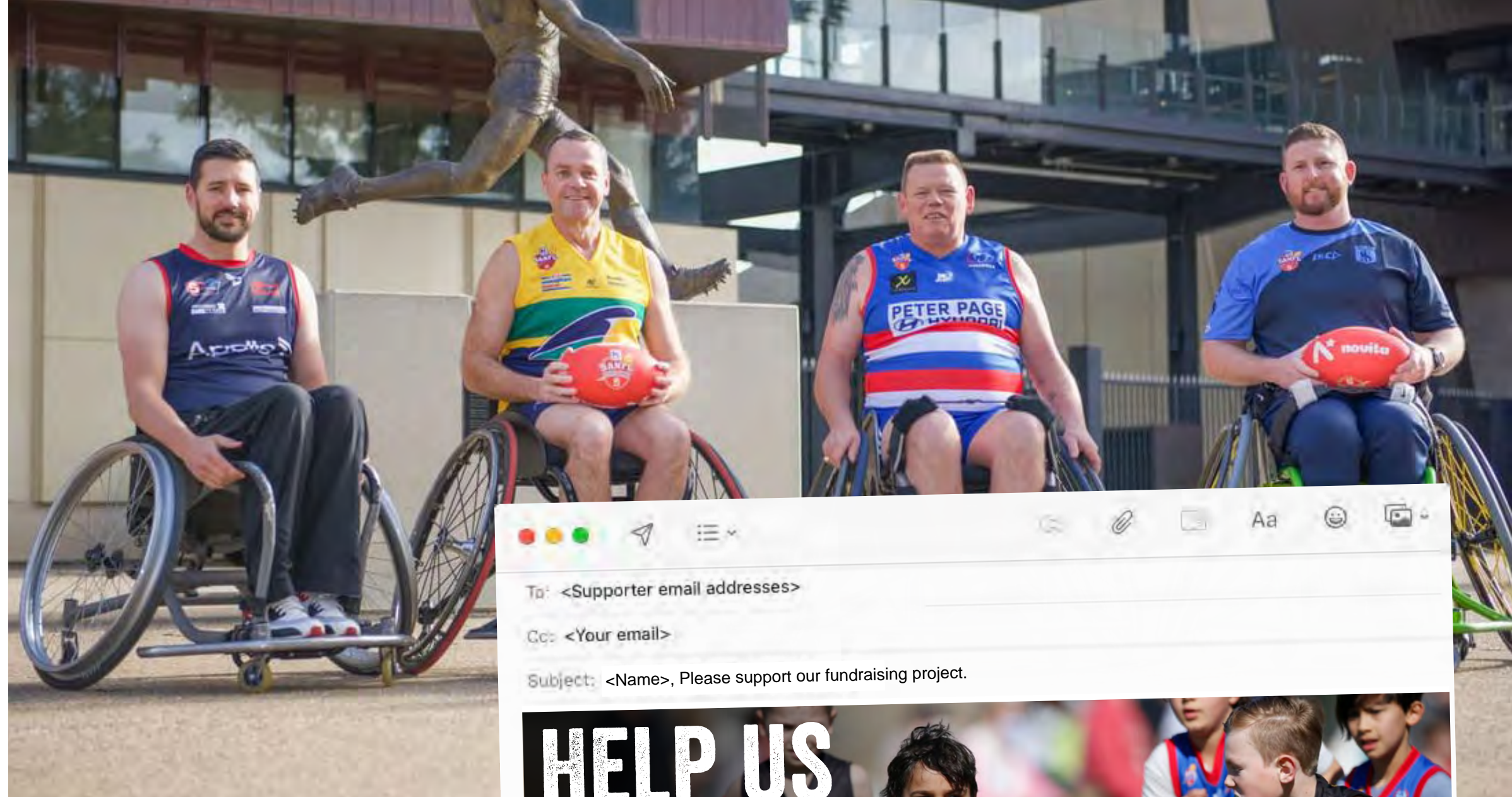
You don't want to email someone who has already donated! You can check who has supported your team at the Reports section of your ASF Portal.

03



DONT BE AFRAID TO ASK

It's amazing what will happen when you simply ask for support. Be bold!



YOUR EMAIL JOURNEY

We recommend sending three emails during tax time. This is the best way to motivate your audience to engage and give. To make it easy for you, we've created templates that you can customise and send out. Just click the button below!

**DOWNLOAD
EMAIL TEMPLATES**

EMAIL 01

Your first email should introduce your club, your need, and your fundraising goal.

It's your chance to engage with your community, and let them know they role they can play.

EMAIL 02

This email should be sent a week before the end of Tax-Season, June 30.

It's an opportunity to explain the deadline and create a sense of urgency.

EMAIL 03

Send on the last day of the tax-year, this last minute email is all about the power of 'NOW'.

This is the moment to make it count.

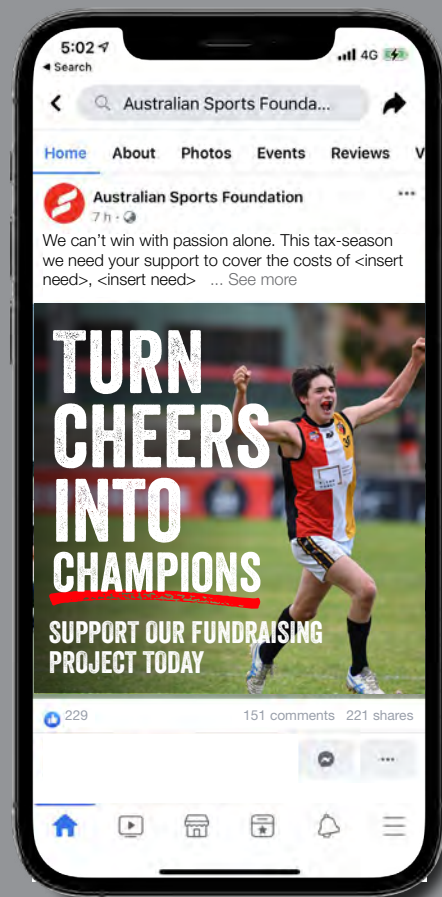
ENGAGE YOUR SOCIAL COMMUNITY

Social media is a powerful tool in your fundraising toolkit.

Your club may already have a social media account, so posting to your page, along with sharing details on Facebook and Instagram are great ways to spread the word.

The best feature of social media is that the more you use it, the more word spreads. Posting lots of great images, videos and updates to your fundraiser is key.

So get the word out, and ask your players, families and community to share it.



HOW TO MAKE THE MOST OF SOCIAL MEDIA

SELECTING YOUR PHOTO

Get attention on social media with our selection of social tiles that stand out.

If you want to use your own, go for simplicity – a powerful image of a team member or an image of the need is great.

WRITING YOUR MESSAGE

Share your fundraising project by saying what you're raising money for and why. Keep it direct, and to the point.

GETTING YOUR DONATION

Make sure to include the link to your Australian Sports Foundation fundraising page on all posts, and in your social bio, so people know where and how to donate.

**DOWNLOAD SOCIAL
MEDIA TEMPLATES**

POSTERS TO BE SHARED IN YOUR COMMUNITY

Your set of downloadable posters make promoting your project across your community quick and easy.

Download these posters in Adobe Acrobat or use them as a guide to creating your own. They include all the information required to direct people to your project, and are a great way to build awareness of your club.

Our interactive PDFs allow you to edit posters with your details. Simply click on the text boxes, type in your info and add your customised QR code to link donors right to your project page.

Once you're done, all that's left is to print out, and post up around your local area.

DOWNLOAD
POSTER TEMPLATES



HOW TO CREATE A QR CODE TO ADD TO YOUR POSTER.



1. Search 'Chrome Web Store' in your Chrome Browser
2. Search for 'QR code generator'
3. Next, go to your live ASF fundraising project
4. Select QR Code Generator to generate your QR code
5. Copy and paste it onto your poster

DOWNLOAD AND INSTALL
QR CODE GENERATOR

THANKING YOUR DONORS

You've sent your emails, you've put up your posters, you've swamped social media with your project goals. Now it's time to thank you community, and offer one more chance for them to support your team.

Nobody wants to feel like they missed out on helping.

By saying thank you to those who have already donated, naming names, sharing stories, even including their messages of support, you will inspire others to follow their example.

THE LAST DAYS OF YOUR PROJECT SHOULD FEEL LIKE A CELEBRATION OF THE SEASON TO COME.

1. Update your project with a thank you message.

2. Reach out via email to everyone who has supported you to say thank you.

3. Share a post on social media acknowledging the support you've received and let people know, if they've missed out there is still time to get involved!



AFTER YOUR PROJECT ENDS

Now you're an expert fundraiser, you can get out there again and engage your community. Brainstorm ideas about your next project and get together with your committee or supporters to talk through what worked and what didn't.

Most donors will be willing to keep supporting your team once your fundraiser has ended, now it's a question of what you can do to run another fantastic fundraiser soon.

For any enquiries or further information please contact:
info@sportsfoundation.org.au



Need help? Contact our Fundraising team at the Australian Sports Foundation via email at info@sportsfoundation.org.au

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