

COMMUNITY FOOTBALL CLUB COMMITTEE PACK



AUSTRALIAN
SPORTS FOUNDATION

This committee fundraising pack provides everything new clubs need to understand the value of ASF's platform, the tax benefits for donors, and the extensive support and resources available. By following this guide, you can confidently begin your fundraising journey with ASF and make a lasting impact in your community.

JOIN ASF TO POWER YOUR FUNDRAISING FOR AUSTRALIAN SPORT

The Australian Sports Foundation is here to help clubs and athletes like you reach new fundraising heights. We're Australia's only organisation offering tax-deductible donations for sports, with over 30 years of experience helping clubs, schools, athletes, and community groups raise funds for everything from grassroots initiatives to elite programs.

Our mission

We believe in the power of sport to bring people together and improve communities. Our mission is to help you grow, thrive, and achieve your goals by supporting your fundraising for equipment, facilities, coaching, travel, and more.

With ASF, you have access to the tools, resources, and expertise needed to make your fundraising a success.

asf.org.au



\$780M+

Raised for grassroots sporting organisations, schools, athletes and national sports.



38+

Years experience in fundraising for sport.



11,500+

Community clubs and individuals that have benefitted from use of our fundraising platform and support.

YOUR FUNDRAISING PLATFORM WITH ASF

ASF offers a comprehensive, free online fundraising platform that empowers you to set up personalised project pages and attract support.

The ASF platform includes:

- **Customised fundraising campaign pages:** Share your story, showcase your fundraising goals, and highlight your needs with a dedicated project page.
- **Fundraising tools and features:** Track your progress with our fundraising thermometer, accept online donations, and set custom donation tiers.
- **Real-time donor tracking and reporting:** Monitor your donations in real-time and receive funds distributed twice monthly.
- **Tax receipting for donors:** Tax receipts are sent immediately as donations are made

How does it work?

- Donors donate to ASF to support your project
- ASF distributes 95% to the club/athlete and retains 5% to cover its costs
- Funds are distributed twice monthly, ensuring you have the funds you need, to keep your project moving forward.

The ASF platform makes fundraising simple, accessible, and effective, giving you everything you need to manage and grow your campaigns.

Sign up today: <https://asf.org.au/sign-up>

Free to join



ASF is free to get started, and all our fundraisers have access to personal support from ASF's team of sports fundraising experts, along with tools, templates, case studies and resources to facilitate successful fundraising.

Tax deductions



Donations to ASF in support of nominated projects are tax deductible, which means donors benefit from giving to your causes. Fundraising with ASF means that clubs and athletes can offer donors a tax-efficient means to support their campaign or project.

Personalised fundraising page



Fundraising with the ASF means you have access to a personalised project page with an online donation form, which allows you to set up projects and track live donation information.

Grant opportunities



By fundraising with the ASF you will be the first to know about all upcoming grant rounds. In the past we have granted out over \$1 million worth of funds, new uniforms and equipment.

SUPPORT AT EVERY STEP: THE ASF HELP DESK

We're here to help you succeed.

Our ASF Help Desk offers support to assist you throughout your fundraising journey. Whether you need guidance on creating your ASF account, creating and editing your fundraising campaign page, information about payments and reporting, or help meeting compliance requirements, we've compiled all the information you need so you have help at your fingertips.

Need help? Visit our Help Desk via help.asf.org.au—we're here to make your fundraising journey smooth and successful.

ATTRACT DONORS WITH TAX DEDUCTIBILITY

One of the best advantages of fundraising with ASF is that all donations to ASF-registered projects are tax-deductible. This feature makes donating to your fundraising campaign more attractive to supporters, allowing them to give generously, while enjoying tax benefits.

Why tax deductibility matters:

- Boosts donor appeal: tax-deductibility makes larger donations more feasible, helping you attract higher-value contributions.
- Hassle-free receipting: ASF handles all tax receipts, providing a smooth experience for donors.
- With ASF's tax-deductible status, you can confidently approach supporters, knowing that this unique benefit adds significant value to their contributions.

FUNDRAISE FOR WHAT MATTERS MOST TO YOUR CLUB

With ASF, you have the flexibility to fundraise for a wide range of needs that support your growth and development. Here are some examples:



Sporting equipment:

Uniforms, gear, and other essentials.



Coaching and training costs:

Support for training sessions, coaching fees, and development programs.



Participation programs:

Programs that encourage broader participation in sport.



Facilities and ground upgrades:

Facility improvements, field maintenance, or new amenities.



Travel expenses:

Help cover the costs of competitions, events, and tournaments.



Athlete welfare and support:

Resources that ensure player health and well-being.

Many clubs and athletes have multiple fundraising campaigns which enable them to separate contributions and track donor interests.

You can customise your campaigns to meet your specific needs, creating fundraising stories that resonates with your supporters.



Visit: asf.org.au Sign Up Login

Welcome to the Help Desk. Search and explore our documentation.

🔍 Search the docs



Donor FAQs

Common issues and questions that donors have.

19 articles



Fundraiser FAQs

Common issues and questions that fundraisers have.

46 articles



Fundraising Projects

How to create and edit a fundraising project.

4 articles



End of Financial Year

Important information for EOFY

1 article



Payments and Reporting

Information about reporting requirements and our processes.

5 articles



Donations

Information about other offline and online donation types.

6 articles



Integrations

2 articles

SUPERCHARGE YOUR FUNDRAISING WITH RESOURCES

We've developed a range of resources to help you plan, launch, and sustain an impactful fundraising campaign. Here's what's available to you:



New project set-up guide

A step-by-step guide to help you create a fundraising campaign page that attracts support and sets you up for success.



Fundraising calendar

Our calendar outlines recommended activities throughout the year, helping you plan and stay on track.



Templates and toolkits

Ready-to-use templates for emails, social media, and donor thank-yous make promoting your fundraising campaign easy.

Visit our resources page on asf.org.au/resources for everything you need to boost your campaign and reach your fundraising goals.

JOIN ASF'S COMMUNITY OF RESEARCH KNOWLEDGE

At ASF, we research the needs and challenges in Australian sports to better support clubs like yours. Our research helps us understand funding gaps and the challenges faced by clubs and athletes in Australian sport, as well as the impact of funded projects, ensuring our resources are aligned with what clubs need most.

Our research focuses on

- Funding gaps and challenges: identifying where additional support is needed.
- Impact assessment: measuring the positive changes ASF-funded projects bring to communities.

When you join ASF, you gain access to insights that can guide your fundraising strategy and align with current needs in the sports sector.

Check out our research: <https://fundraise.sportsfoundation.org.au/our-research>

FIND INSPIRATION WITH CASE STUDIES

Explore case studies of successful fundraising projects from other clubs, athletes, and community groups. These real-life examples showcase fundraising campaigns that have made a meaningful impact, offering ideas and insights you can apply to your own efforts.

How to use case studies

- Gain inspiration: see how other clubs have succeeded and spark ideas for your fundraising campaign.
- Learn best practices: discover effective strategies and messaging that you can adapt.
- Follow proven examples: use these case studies as frameworks to build and refine your own fundraising campaign.

Visit <https://asf.org.au/resources/case-study> to explore successful campaigns and find practical ideas to support your fundraising.

Don't forget to check out the 1,000's of clubs and athletes already raising funds with the ASF <https://asf.org.au/explore-projects>



GETTING STARTED WITH ASF

Ready to make an impact?

Follow these steps to kick off your fundraising journey with ASF:



1. Visit asf.org.au and register your club under the “start fundraising” section.
2. Create your fundraising page with an engaging story, visuals, and donation options.
3. Download our [resources](#) like the project setup guide and fundraising calendar to structure your campaign.
4. Track live donations.
5. Thank your donors for their generosity and show them what a difference their donations have made.
6. Visit the [Help Desk](#) if you need assistance at any stage.



With ASF’s platform, resources, and expert support, you’ll have everything you need to build a successful fundraising campaign and strengthen your club’s role in the community. Join us today and start raising funds to achieve your club’s goals!



Follow us and join our communities

