

AUSTRALIAN SPORTS FOUNDATION

# FUNDRAISING TOOLKIT



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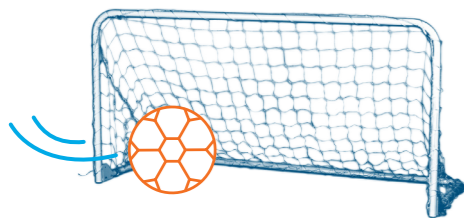
# INTRODUCTION



We're so excited that you are interested in fundraising for a sporting club or organisation close to your heart – it seems like you share our belief that sport is a critical part of the Australian community!

To try and make things as easy as possible for you, we've developed this **Fundraising Toolkit**. We hope that it provides some handy hints and ideas to inspire your efforts, as well as explaining how best to work with us to make sure your fundraising is a complete success.

## THE TOOLKIT IS ORGANISED INTO THE FOUR KEY MODULES



**1** CAMPAIGN PLANNING

**2** CAMPAIGN MARKETING



**3** CAMPAIGN STRATEGY

**4** DONOR RECOGNITION

Each module contains all the information and guidance you'll need to help you to develop a successful campaign.

It will also explain how to get the most out of working with us to run your campaign – in particular, **the advantage of tax-deductible fundraising**.

You can read this step-by-step, or simply jump ahead to the area of particular interest to you – simply click on the module and off you go!

Reading all four modules will give you a good understanding of how to:

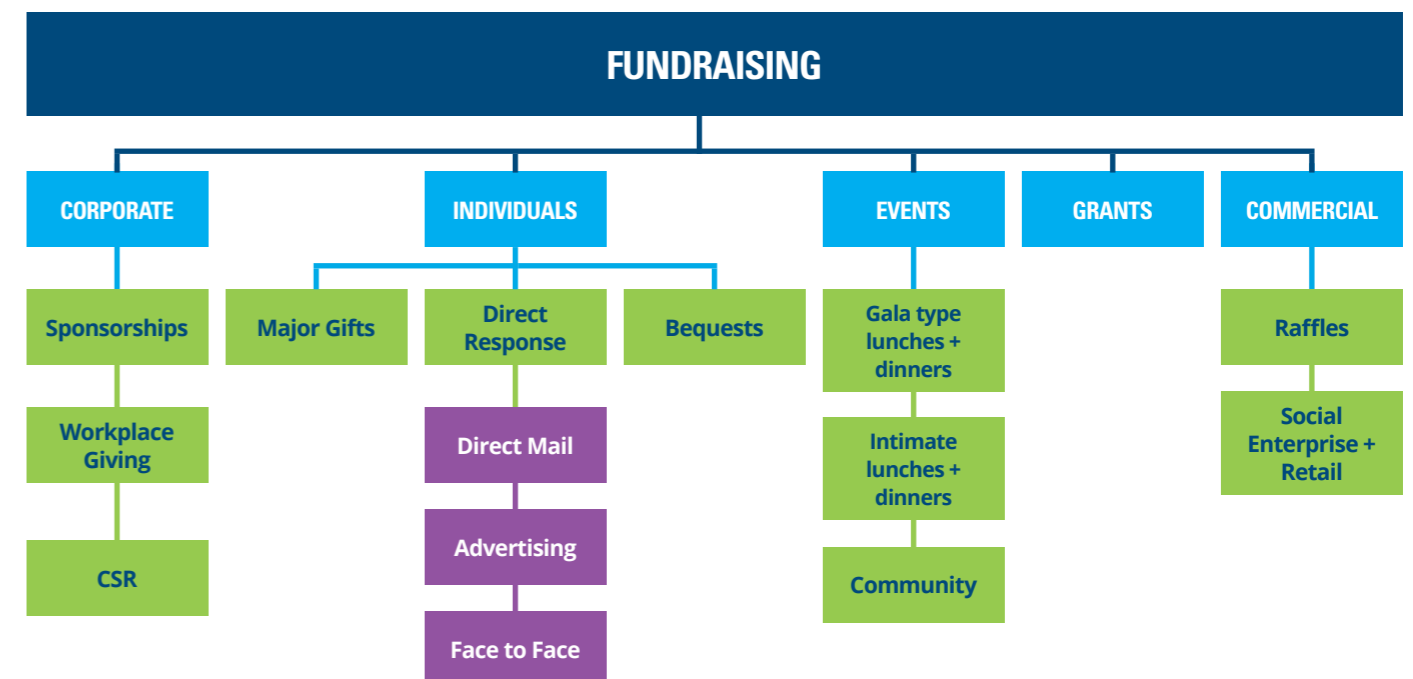
- Decide what your fundraising target should be.
- Set a date and timeline of activities.
- Develop a story about your campaign to use in marketing activities.
- Decide who is the best audience to share the story with.
- Decide which platform (online or offline) you'll use to share your story.
- Ask for donations.
- Thank your donors for their generous support.

Before we get into too much detail though, let's take a few moments to look at the broader topic of fundraising and the types of fundraising we are here to help you with.

## WHAT IS FUNDRAISING?

It sounds like a pretty basic question, but it's always good to make sure everyone is on the same page!

Fundraising is the act of generating funds via voluntary contributions. There are lots of places these contributions can come from; check out the diagram below to see the main ways.



If we look back over the last few decades, most of the fundraising for sport came from things like:

Events

Grants

Raffles

Retail (chocolate drives/cake stalls etc.)

Corporate sponsorship



But times are changing and nowadays it's becoming harder and harder to fundraise in this way.



Instead, we are finding that getting tax-deductible donations from individuals and businesses is becoming much more effective – and *this* is where we want to focus our efforts to help you.

Take another look at the previous diagram. It shows you that there are lots of ways to approach fundraising from individuals.

And whilst businesses have always been part of the fundraising equation, they were mainly viewed as potential sponsors versus donors in their own right.

So, from our experience, if you focus your fundraising efforts on individuals and businesses you can drive donations from the tens of dollars to the tens of millions of dollars.

The sky really is the limit as to how much you can raise this way!



# YOU CAN DO THIS!

We know only too well that launching a fundraising campaign can feel like a daunting task - so much to do! So much to think about! Where do I start?

But we promise you that it doesn't have to be overwhelming.

If you take a bit of time at the beginning to develop an overall plan and then break it down into several phases, you'll be underway in no time.

One really important thing to bear in mind is that the most successful fundraising campaigns we have seen are those that match you and your organisation's capabilities.

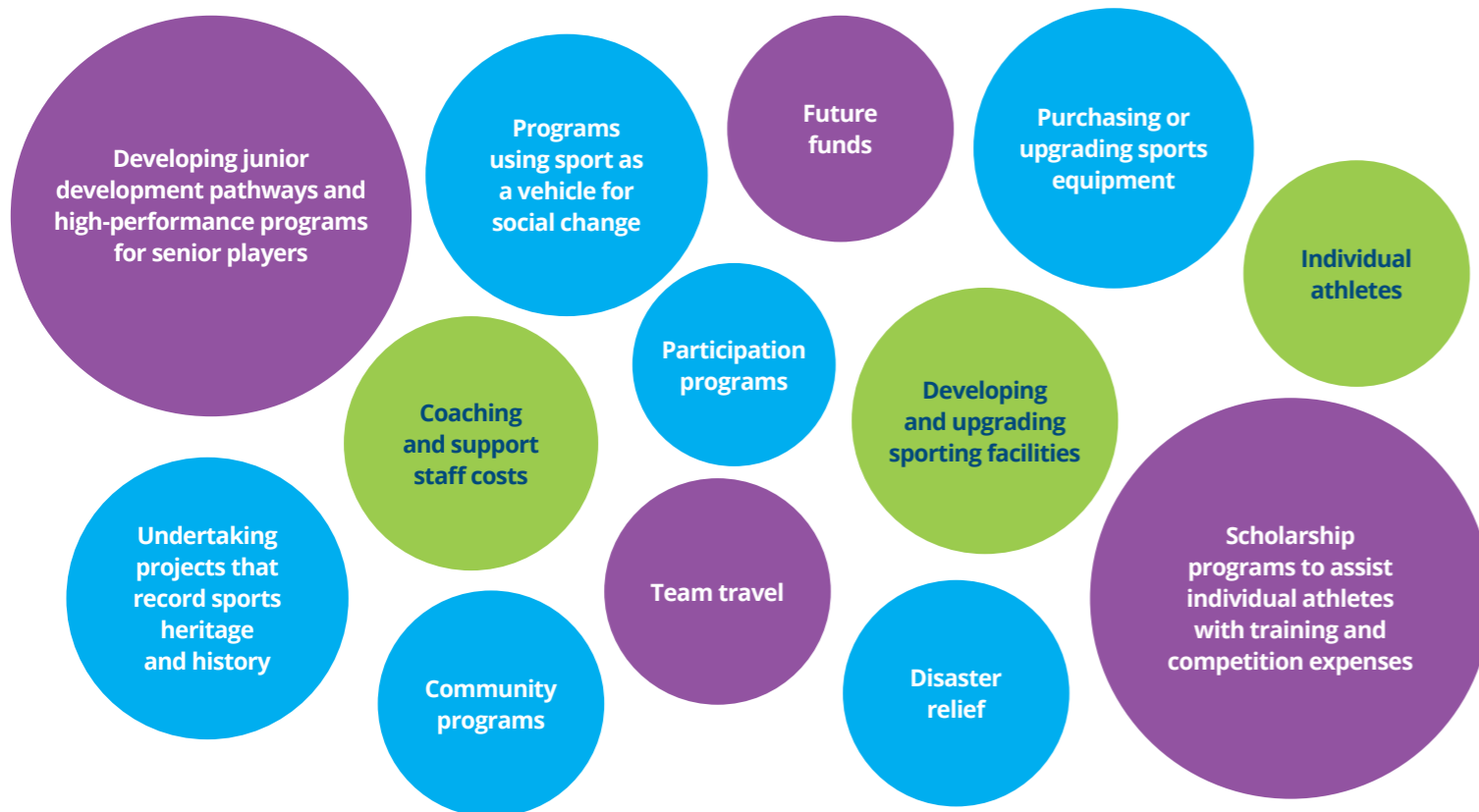
It is great to come up with big ideas but if your resources are limited, then it is going to be hard to achieve.

**Make sure you are realistic in terms of your overall goal and don't overstretch or overcommit.**

Remember to use your existing strengths and think about making the most of all of the opportunities and infrastructure that you already have in place. This might be an existing Facebook page, app, newsletter or regular meet-ups.

## WHAT CAN YOU FUNDRAISE FOR?

Most sports fundraising activities focus on these key areas:



## DO PEOPLE REALLY DONATE TO SPORT?

**Absolutely! In the 2017 financial year alone, generous donors donated \$44.75 million through us, because they love their sport.**

We've published quite a few research studies to help you understand who, what, when, where and why people give to sport.

Try and take a few moments to check out the research as it can really help with planning your campaign- you can find that research piece on our website at: [asf.org.au/resources-list](http://asf.org.au/resources-list)

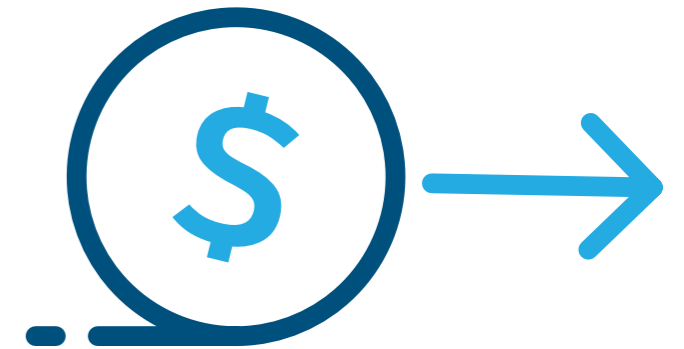


## WAYS TO FUNDRAISE FOR SPORT

The Australian Sports Foundation's main fundraising program is Fundraising4Sport.

Fundraising4Sport has been around for over 30 years so we've changed a bit over the years.

However, our key objective has remained the same - to support sports through:



### CLUB AND ORGANISATION FUNDRAISING

We support local grassroots clubs, schools, councils, and community groups, right through to regional, state, and national sporting organisations to help fundraise for a number of projects and initiatives.

This includes things like general development of the sport, initiatives to increase participation, team travel, new facilities, supporting high performance teams - anything that helps improve their club or organisation.

Once your club or organisation has signed up with us, you'll get your very own fundraising page that is easily accessible and can be shared online or via social media.

All the donations received through your fundraising campaign will be transferred to you monthly, plus you'll have direct access to our fundraising resources, advice from a Sports Partnership Manager and access to our online portal, 24/7, where you can manage your page and the donations received.

[Click here](#) for our Fundraising4Sport application form and sign up now!



## INDIVIDUAL ATHLETE FUNDRAISING

We help individual athletes achieve their sporting dreams.

From representing your state, through to representing Australia at World Championships or the Olympic Games, our Athlete Fundraising program is designed to support athletes, competing or on a pathway to compete, at any state, national or international level.

Funds raised through our platform can go towards anything that assists in your training for competition, for example:



TRAVEL AND ACCOMMODATION EXPENSES



TRAINING AND COACHING COSTS



SPORTING APPAREL



SPORTING EQUIPMENT



FOOD AND NUTRITION



MEDICAL COSTS

Again, once you sign up with us you'll get your very own fundraising page that is easily accessible and can be shared online or via social media.

All donations received through your fundraising campaign will be transferred to you monthly, plus you'll have direct access to our fundraising resources, advice from an Athlete Partnership Manager and access to our online portal where you can manage your page and donations received at any time.

[Click here](#) to access the Athlete Fundraising application form and sign up now!



## COMMUNITY FUNDRAISING

You've probably heard of online fundraising platforms like GoFundMe, GoFundraise or Everyday Hero – these are all examples of crowdfunding, where you appeal directly for financial support for an individual or cause.

The good news is that the Australian Sports Foundation has its own crowdfunding platform that you can use to raise funds within your local community. It is called **Community Fundraising** and it's a dedicated platform for sports lovers.

Your community can use the platform to support either a team or individual in the same way that 'regular' crowdfunding platforms work, but with the added bonus of all donations being tax-deductible.

Schools, local businesses, workplaces, teams, individuals and anyone in your community can join in your fundraising efforts and fundraise independently for your cause.

## HOW DOES COMMUNITY FUNDRAISING WORK?

Community Fundraising has the look and feel of a 'regular' crowdfunding platform, but is hosted on our website.

Set up is easy. All you need to do is create the project in your portal and chat with your Sports Partnership Manager about what you're hoping to achieve.

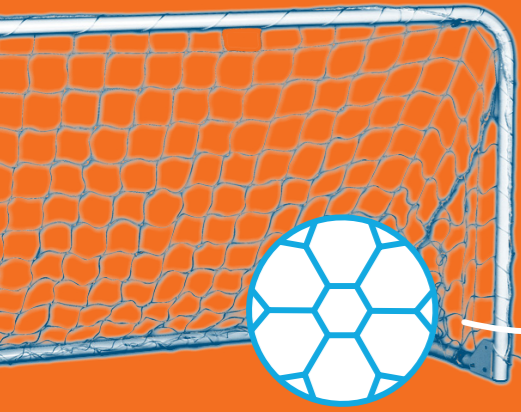
Once you're set up, your local community can get behind you and donate to your cause. As mentioned above, people can donate as individuals, but also as a team. So, for example, your local school, workplace, family or friends can fundraise for you as a team.

Your project page on our website will show how many of your 'sporting champions' have raised money for you and which ones have raised the most. Donors are also able to leave a message of support for you and share both their donation and your donation page on social media.



## Module 1

# PLANNING YOUR FUNDRAISING CAMPAIGN



You might be familiar with the expression, “if you fail to prepare, prepare to fail”.

Well, this is absolutely true when it comes to fundraising.

When it comes to fundraising, you can never plan enough. We promise you that if you spend the time getting your plan right, then you’ll have more success in the long run.

If it’s your first time planning a campaign, find a more seasoned fundraiser to see what has worked well for them in the past.

If you’re a more experienced fundraiser, think about what worked well and what went wrong and make sure you factor this into your planning.

## WHAT NEEDS TO BE INCLUDED IN A FUNDRAISING PLAN?

First and foremost, you need to start with a clear goal in mind.

The best way to make sure you have a strong goal in place is to ensure it is Specific, Measurable, Attainable, Relevant and Time Bound or **S.M.A.R.T.**

### SPECIFIC

What exactly are you raising funds for? Is it for new club rooms, uniforms, travel to a carnival? What is the exact dollar amount you need? Be as specific as possible.

### MEASURABLE

How will you measure and keep tabs on whether you’re moving towards your goal, if indeed, it has been achieved?

### ATTAINABLE

It should be realistic. What is the size of your project? Does your club have the people, time and resources available to raise the funds? Don’t over-reach.

### RELEVANT

How will your goal advance your club or organisation? Will it attract new and better players? Or provide better amenities for spectators? Make sure its relevant.

### TIME BOUND

Even if you don’t have an absolute deadline for your project, set an end date for your goal. This allows for better planning and a sense of urgency increases the motivation of everybody involved.

We’ve set out some good examples of a S.M.A.R.T fundraising goal...

“OUR SCHOOL IS FUNDRAISING TO PURCHASE FIVE NEW QUADS TO EXPAND OUR ROWING PROGRAM”

“This will help us to get more kids involved in the program. Our target is to raise \$20,000 by the end of the year.”

“WE ARE AIMING TO RAISE \$2000 BY JUNE 30 TO PURCHASE NEW NETBALL BIBS AND BALLS”

“This will enable us to expand our competition and include an additional 20 teams in our summer social competition which starts on 1 November.”

“WE ARE TRYING TO RAISE \$5,000 BY THE END OF THE SEASON”

“This means that we can pay for travel and accommodation costs for a group of 10 underprivileged kids from our football club to go the state championships.”

# CREATING A STORY

## What's the story?

Make sure you can clearly explain the why behind the fundraising campaign – why do you need the money and what difference that money will make to the sporting team or athlete?

Your goal should answer the question “How much money do you need?” – and it's the story that answers the question “Why do you need it and what impact will it have?”

It's important to take a little bit of time to write your story on paper (or screen!). You may need to do a few drafts before you get it right but it will be more than worth the effort. We've found that in most cases the ability to tell an effective story is what gets people donating.

What you're aiming for is a story that gets across the following key points:

- NEED**  
What funds do you need? Tell people exactly what your fundraising is about.
- CAUSE**  
Why do you need the funds? Be informative but don't get bogged down in too much detail.
- IMPACT**  
How will it make a difference? Excite people with what you will be able to do with their generous donation.
- ASK**  
Make sure you set out exactly how much money you need, when you want people to donate and how they can donate. This is incredibly important as people won't donate if you don't ask them to!



# SELECTING AND DEFINING YOUR TARGET AUDIENCE

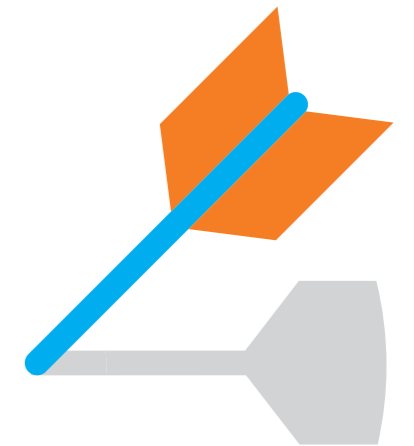
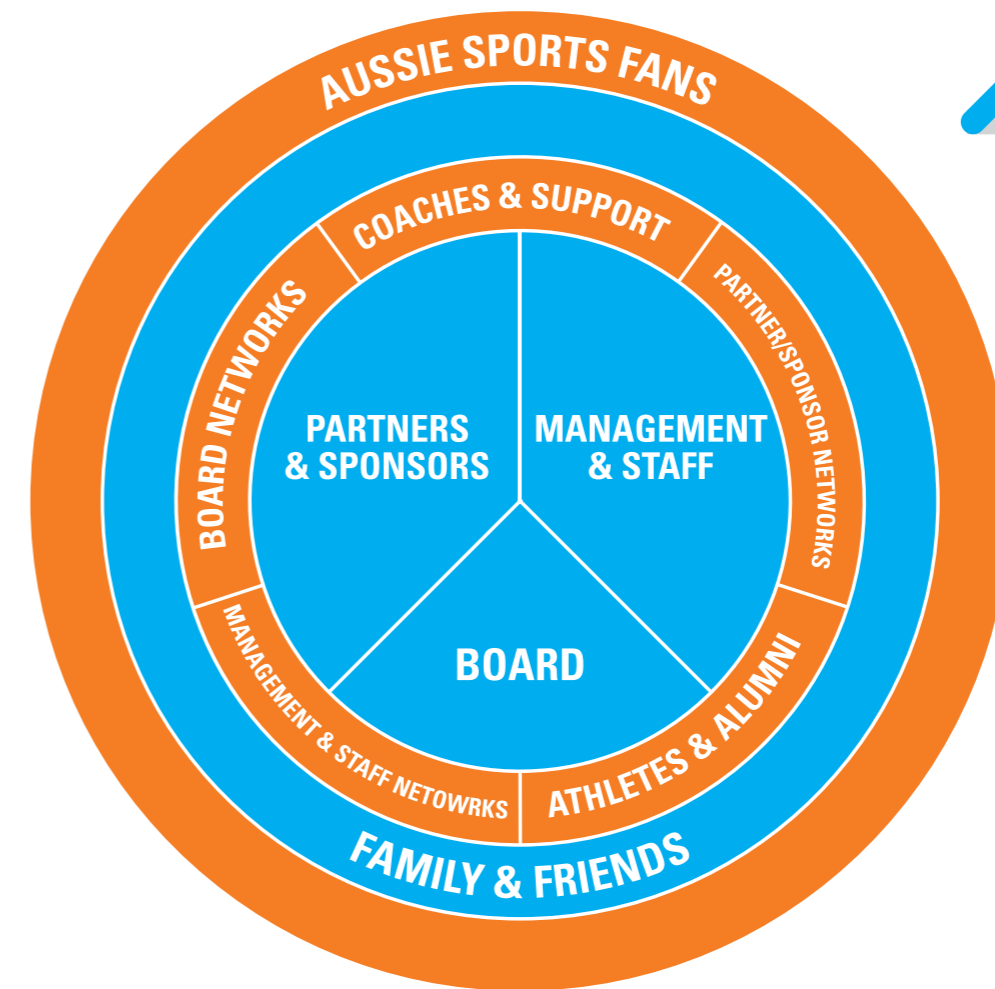
You'll need to target the right audience if you want your fundraising efforts to be successful.

Think carefully about who are the most suitable (and most likely) people to donate to your campaign.

All clubs and all sports have a community of people who may be interested in donating if you ask them – and it is often a much bigger group than you might at first think. Take a look at the diagram to see how big your community might be.

You can find out more information on what motivates people to give to sports via the Sports Foundation's research. It will give you useful insights into what makes people donate, which in turn will help you target the best potential donors for your fundraising campaign.

See some of our research here: <https://asf.org.au/why-do-people-donate-to-sport/>





## Follow these two simple steps when it comes to working out your target audience.

### 01 DEFINE YOUR AUDIENCE

Think about people with an existing interest in your club or cause. Look at your database, members, social media followers, community members, alumni etc. You can also use demographics such as where they live, how much they earn or their years of membership etc.

An example of a broad target audience might be...

**'people who live in the local area and are interested in AFL'**

### 02 DECIDE THE BEST WAYS TO REACH THEM

If you have a broad target audience, using social media is a good idea. If you have a small and specific audience, handing out flyers at a BBQ or a game or putting up posters in the local community may be more appropriate.

Whilst an example of a more specific audience is...

**'the parents and guardians of players at the West Belconnen Lions'**

Once you've decided on your overall target audience, you can think about some more specific groups within your target audience.

## HOW MANY PEOPLE DO I NEED TO ASK TO HIT MY TARGET?

The bad news is that there's no exact science to how many donors you will need.

The good news is that we've found this fundraising calculator a great tool to help set and manage your expectations.

Check it out at:  
<https://www.blackbaud.com/nonprofit-resources/gift-range-calculator>



## A VIP APPROACH TO VIP DONORS

### Any club or sporting community will have what we call VIP donors.

These are people who have contributed to fundraising efforts before, have a strong interest or connection to the sport and who are known to have a high net-worth (or in other words, lots of money!).

For these special VIPs, it is worth reaching out with a special, personalised approach.

There are many ways you can do this. For example, when approaching them for donations you might add in a hand written note from the team or athlete; a signed team photograph; an invitation to games, training sessions, dinner or simply for drinks in the club house.

The personal touch can really go a long way – make sure you make a VIP donor feel special and appreciated.



## COTERIE OR INNER SANCTUM GROUPS

### When it comes to sport, coterie or inner sanctum groups are a great way to unite like-minded supporters.

Groups like these are often called upon to pay a membership fee, which might cover the cost of any tickets, entertainment or similar benefits. If this is the case, then it's a good idea to also ask them for an additional tax-deductible donation so they become a donor group.

This way, you'll be able to build long-term relationships with them (you can invite them to exclusive events, matches, social events) so (fingers crossed!) they will become valuable long-term donors.

Coterie or inner sanctum groups tend to be high net worth individuals who already have a vested interest in your sport – a captive audience for your fundraising efforts!

The personal touch can really go a long way – make sure you make a VIP donor feel special and appreciated.

# CREATING A TIMELINE

## Creating a timeline is a critical part of the planning stage.

It's important to develop a timeline that lists all the smaller activities that must happen to achieve your ultimate goal.

For example, if you are planning an event, don't just announce that you're hosting an event in April. Instead, you can include the deadline for decisions regarding the venue, entertainment, booking caterers, sourcing corporate supporters, sending invitations – and so on.

It's important that for each goal or activity, you attach a specific date or deadline and record who is responsible for each activity. This will help everyone involved to keep track, share new ideas and open new discussions about things that need to be worked through.

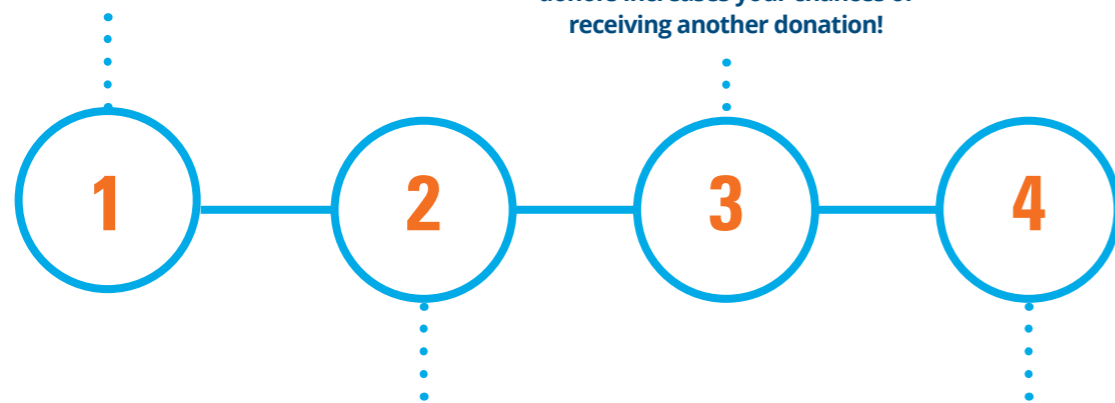
## YOUR PROMOTIONAL TIMELINE SHOULD INCLUDE THESE FOUR STAGES

### INITIAL STORY TELLING

Telling your story, promoting your fundraising activity and raising awareness of what you are trying to achieve.

### THANKING DONORS

This is a small, but important step - donors want to be acknowledged for their contribution. Even if it's an email or a letter to say thank you. Thanking donors increases your chances of receiving another donation!



### ASKING

Exactly that! Now that you have made people aware of your story, you need to ask them to donate.

### IMPACTS & OUTCOMES

Communicating with donors about what you have achieved with their donations is the most important thing you can do. Donors want to know what progress has been made.

Underneath each section you should list all the actions that need to happen to ensure that you complete each stage successfully.

## EXAMPLE TIMELINE

W/C	Activity	Notes	Responsibility	Complete
1/1/2018	Send invites to printer	Ensure double sided printing	Jane Jones	YES
7/1/2018	Address and mail invites to member database	De-duplicate invites to VIP's which will get personalised notes	John Smith & Jane Jones	NO - in progress

## PLANNING STAGE: KEY SUMMARY

### BE REALISTIC

Make sure your fundraising plan is achievable given the resources you have to work with.

### BE AN ATTENTION SEEKER

Make sure you find a way to make your cause sound appealing to donors by creating a story that grabs their attention.

### BE TAX AWARE

Make sure you emphasise the tax-deductible opportunity – you'll be surprised at how much extra interest this can generate.

### BE A SHOW-OFF

Make sure you demonstrate the impact donations will have - donors want to be reassured that their donation will make a difference (it's the feel-good factor).

### BE VIP SAVVY

Consider working with a 'patron' or 'ambassador' to assist with your fundraising campaign - this could be a high-profile athlete or community identity.

### BE IN IT FOR THE LONG TERM

Aim to build on long term relationships with your donors.

### BE BOLD

Make sure you remember to 'ask' for the donation - if you don't 'ask' you don't get.

## Module 2

# MARKETING YOUR FUNDRAISING CAMPAIGN



## SHARING YOUR FUNDRAISING STORY

Once you've developed your story, it's time to find the best way to share it.

No matter how great your story is, it won't be much use if you don't find the best ways to tell your target audience all about it.

If you've read Module One, you'll already know how to develop your outline story.

Now, it's a case of taking this overall story and cutting it down into shorter versions to use across all the different marketing activities you're considering.

### The short story

First things first. You will need to prepare a short and snappy version of your story that you can use as a brief description for your project on the Sports Foundation website. This should be about 20 words long and focus on your goal. It's this description that will display on your project tile and at the top of your online donation form.

Here's an example to give you the idea:

*Raising funds to send the Avalon Soccer Club Under 17 girls to Vanuatu in August 2018 for South Pacific Championship.*

If you've already submitted the short version of your story and would like to make changes, you can easily edit it via your portal at:

<https://asf-community.force.com/portal/login>

## S T O R Y

### The medium story

Next, create what's called your 'elevator pitch' and write several 30-50-word versions- these short, pieces work best for social media, quick match-day announcements, and anywhere you only have a small amount of space or time to talk about your fundraising.

When writing these shorter versions, imagine you've just met someone in an elevator and only have a very short time to sum up what you're fundraising for.

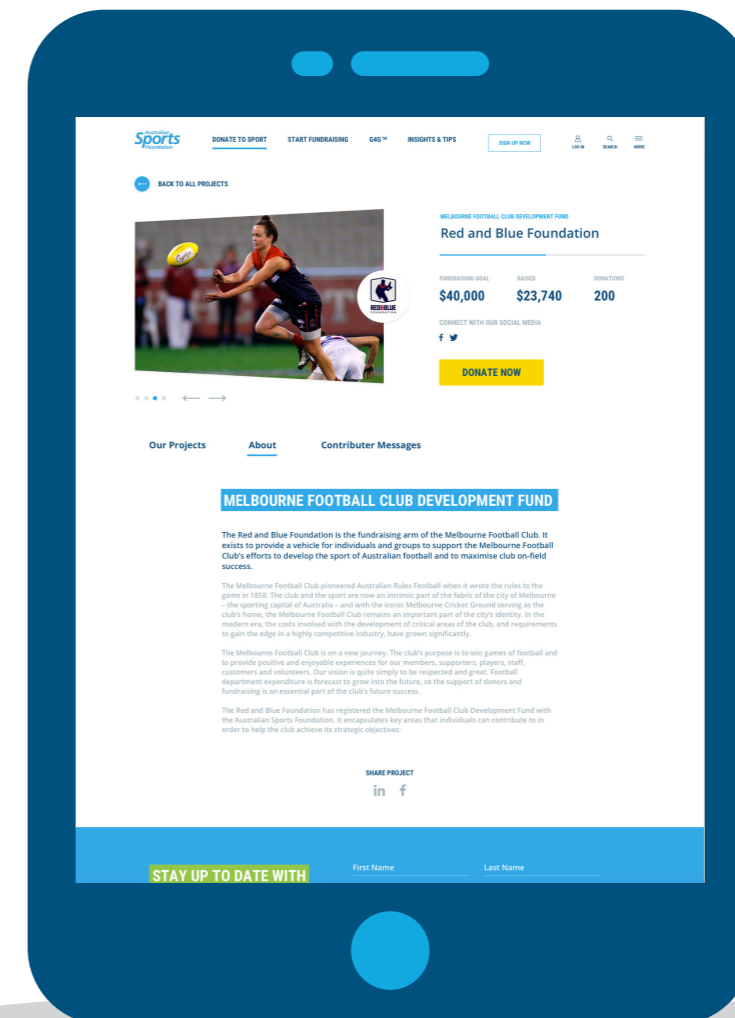
### The long story

Finally, prepare a 200-300-word version of your story. This can be used for things like the description on your project page on our website, your own website and for things like flyers, emails, printed newsletters, free editorials in community newspapers, speeches at events, and places where you are not so restricted for time or space.

If you've already submitted your description on your project page and feel like you want to make some changes, then you can easily edit it via the portal. It's what donors read when they click the "info" button on our project tile, so make sure you are happy with it.

Writing so many versions of the same story might sound like a lot of work, but in practice it can be very simple.

Just prepare one of each length as your basic message and then make slight changes as you work through each phase.



## MARKETING CHANNELS AND PLATFORMS TO SHARE YOUR STORY

Now comes the exciting part. You've created your story and it's time to share it with the world!

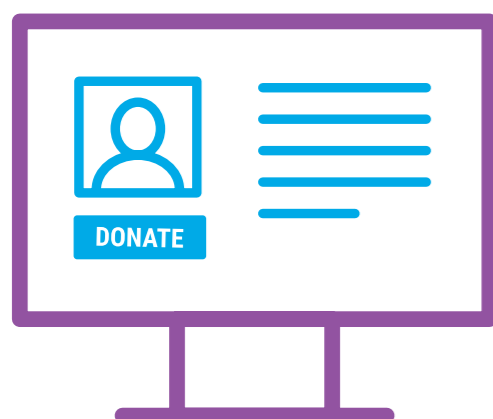
There are lots of ways to shout your story from the rooftops, but we've found some of the most effective ways are as follows...

### WEBSITE

**It's likely that your club or organisation already has its own website which will be invaluable when it comes to promoting your fundraising campaign.**

It's important that you make it as easy as possible for people to donate their money. To help, we've created a 'Donate' button which you can download from our [website](#) - this makes it easy for them to donate and hard for them to miss!

We'd suggest that you include links to the fundraising page and/or the 'Donate' button on as many pages of your website as possible. You can also add the button to your eNewsletter and other online marketing activities.



Instructions on creating your very own 'Donate' button are detailed in the **Creating a 'Donate' button for your website** section coming up.

### EMAIL

**We'd recommend investing in a subscription to one of the online platforms that send bulk emails.**



These platforms are affordable, easy to use and will save you a huge amount of time and effort in the long run.

Bulk email platforms like [Mail Chimp](#) or [Campaign Monitor](#) let you store your contact lists, send professional, stylish and trackable emails, and help you to manage your communications easily. Simply add your story to your chosen email template, insert the 'Donate' button image to direct your contact list to your fundraising page and press send!

If you invest in one of these platforms you'll be able to:

- Create a stylish email using pre-designed templates.
- Add your own branding, logo and images.
- Add personalisation - people love seeing their name in a personalised email rather than a generic email.
- Understand more about who is interested in the campaign by seeing who's opening them and who's clicking on your links.

### SOCIAL MEDIA

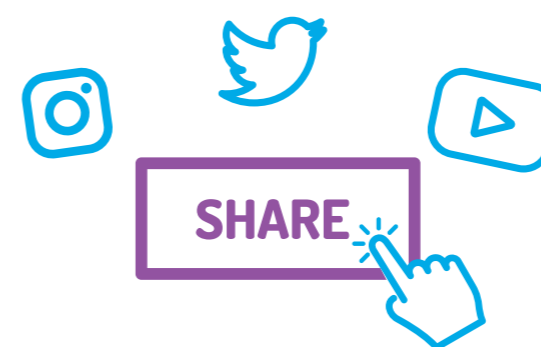
**Social media platforms are a great way to get your story out into the outside world; they are ready made communities that are perfect for helping share your message.**

Use your 30-50 word story version and link to your Sports Foundation project when posting on your Facebook, Instagram, LinkedIn and any other social media sites you're active on (you will need a much shorter version for Twitter though!).

You can get a shortened version of the link from free and easy to use sites like [Bitly](#) - this takes a long URL link and gives you a shortened version which is handy for platforms like Twitter where there is a restricted character count.

Remember to include images with your posts as these can really bring your story to life. Include relevant #hashtags on Instagram and tag people and organisations in your Facebook posts.

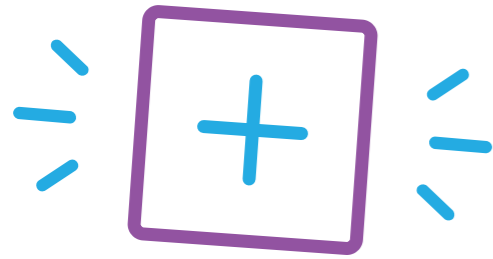
If you have an ambassador or access to well-known athletes and influential people in your sport or community, ask them to share your story and project page with their audience of followers. This is a really effective way of widening your circle of potential donors.



## FLYERS

### Flyers can see your message really fly – pun intended!

They're a great way to promote your fundraising campaign as you can hand them out in person at game days, events and to the wider community. We've created a template for a fundraising flyer on our [website](#). All you need to do is fill in the blanks and you'll have a meaningful and motivating story, with a clear and direct pitch for your potential donors.



## MEMBERSHIP OR REGISTRATION ADD-ONS

### This option allows you to connect with people who are joining or registering with your club or sport.

It's a good way to reach out to an audience who already has a keen interest in your cause. For more information on **Membership or Registration add-ons** see Module 3.

## TRADITIONAL MEDIA

### Local newspapers, radio and community television segments are fantastic ways to get the maximum exposure for your campaign.

If you're not sure where to begin, start by writing a news article and distribute this to your media contacts to help create buzz around your story.



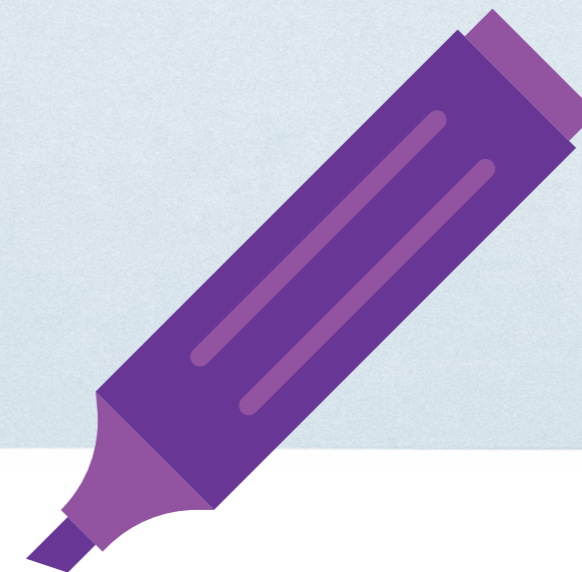
## HAVE A CONTENT PLAN

### Once you've decided how you want to share your story and which platforms you are going to use, it's a good idea to map out a content plan.

This will help you to work out what message to post on which platform, and when.

When you are creating your content plan, think about topical content and how your cause may be relevant to a specific event, news story or time-period.

To make things easier for you, we've developed a [content plan template](#) which you can download. It's really easy to use and will make sure that you have a clear picture of your marketing activity throughout your campaign.



## DEVELOPING COLLATERAL

The following additional assets will come in handy when sharing your story.

It's a good idea to gather them together at the beginning of the campaign so you are prepared and ready to go.



### IMAGES

Have six to ten photos or images ready to help to illustrate your cause.

Make sure your chosen photos reflect you or your club or organisation and gives a sense of what you are trying to achieve. Be mindful of file sizes when sending photos or having them placed on print materials (as a rule of thumb you will need lower resolution images for online and higher resolution for print). If you need help with images, you can find a helpful guide in the [Resources section](#) of our website.



### VIDEOS

If you have video content related to your cause, think about how you can share this to better connect with your audience.

Uploading short snippets to Instagram or Facebook can be a great way to engage with your audience.



### LOGOS

Sports Foundation logos are in the [Resources section](#) of our website.

It's a requirement that our logos be placed on every piece of marketing collateral related to your tax-deductible fundraising campaign.



### TESTIMONIALS

Testimonials or personal messages from donors, clubs and athletes on how they benefited or will benefit from your fundraising campaign are a great way to bring your story to life.

You can share these on your website, email, flyer or via social media.

## CREATING A 'DONATE' BUTTON FOR YOUR WEBSITE

'Donate' buttons are available in a range of sizes and colours.

If you need help adding these buttons to your website, ask your website manager as each site is configured differently.

You'll be able to see different 'Donate' buttons, as well as instructions for adding them to your website on our [Resources](#) page.



## TRACKING YOUR MARKETING AND PROMOTIONS CHANNELS

If you track how your marketing and promotions are going, you'll be in a much better position to find out which activities are working the best – it will also give you some useful information that can help you plan future fundraising campaigns.

Most digital platforms provide their own analytics so you can see which activities are performing best, and make necessary adjustments as you go.

If you are the administrator of your organisation's Facebook page you can use the 'Insights' tab to see which posts are performing best. This section of Facebook also allows you to see who is interacting with your page by demographic (age, gender, location etc.) This is a valuable resource to gain an understanding of your audience and which posts they are connecting with.



## Module 3

# FUNDRAISING CAMPAIGN STRATEGY

## SEASONAL APPEALS

There are specific times in the year when fundraising can be more successful – particularly around the end of the financial year and the run up to Christmas.

At these times of year, charities ramp up their advertising and campaign activity to try and attract the most donations.

For example, at the end of this financial year (June 2017), over \$14 million was donated to sports as people and organisations look at effective ways to reduce their tax bill.

To make the most of these types of seasonal opportunities, make sure that you have a plan of action ready to roll out and waiting.

### How to develop an end of financial year plan

The end of financial year is a great time for fundraising, in fact, we receive about 40% of all our donations in June! You will need to plan a few months in advance so you don't miss the boat.

#### END OF FINANCIAL YEAR FUNDRAISING ACTIVITIES MIGHT INCLUDE:

- 1 Planning a fundraising event for potential donors.
- 2 Sending an email (or other marketing materials) to your supporters.
- 3 Sending a note to supporters reminding them that a donation before 30 June is tax-deductible.



### The best way to reach your supporters – email time!

A quick, easy and effective way to ask for donations as the end of financial year approaches is by sending a bulk email. If you have read Module Two, then you'll know that we recommend investing in a subscription to a bulk email service. If you skipped Module Two then take a quick look to find out more – we promise that it will be well worth it.

#### USE OUR TAX TIME EMAIL TEMPLATE

We know that it can be daunting to write an email that point blank asks your supporters to donate their hard-earned money. That's why we have put together an email template that you can copy, paste, and then just fill in the blanks! You can find this in our [resources section](#).

## ADD-ON DONATIONS



An “add on” donation is where you include the option to add a donation to an existing transaction such as membership or registration fees, tickets, merchandise etc.

It is one of the best times to ask for a donation because your members, customers and supporters are already engaged in another transaction; it's really no extra effort for them to opt in to donating.

Add-on donations are becoming a very powerful way to collect funds – last year alone more than \$1.2 million was raised for sports via add-ons.



### How does it work?

#### COLLECTING ADD-ON DONATIONS IS EASY. ALL YOU NEED TO DO IS:

1. Add a donation option to current transactions (i.e. event, registrations, membership)
2. Create a form including the Sports Foundation declaration below:  
*I would like my gift to benefit the <<your project/organisation name>> and I understand that my donation is made unconditionally to the Australian Sports Foundation. By making this donation, I accept the Australian Sports Foundation's Privacy Policy and Terms and Conditions"*  
<https://asf.org.au/terms-conditions/>
3. Start collecting both the donation and the fee in one payment
4. Transfer the total donation amount with the donor details to us via our bank details below:  
BSB: 032776  
Account no: 130159  
Australian Sports Foundation Donations Account.

After we receive the money for the donations and the names and email addresses of your donors, we add the donors to our system and provide them with a receipt.

#### THINGS TO NOTE WITH ADD-ON DONATIONS:

- Instead of increasing membership fees, consider asking for additional donations
- Donations must be voluntary and the donor must be able to opt out
- Donor name and email must be collected
- The form must include the Sports Foundation logo and have been approved by your Sports Partnership Manager
- You must transfer the FULL donation amount to us within 14 days of its receipt.

## EVENTS

### Who doesn't love attending a great event – and sporting fans and enthusiasts are no exception!

Hosting events is a great way to add value for your supporters, and attract further donations – you get a donation and they get to have a great time with their friends and other members and supporters. It's a win-win situation.

#### HOW CAN I MAKE MY EVENT STAND OUT?

- Invite special VIP guests to talk such as former players and ex-coaches. This will help put a face to your cause.
- Build relationships by personally inviting potential donors along to a game, dinner, afternoon tea, breakfast, training session with the team etc.
- Sell tickets in advance at a price that will cover your costs, then add an optional tax-deductible donation to the ticket price.



#### FUNDRAISING AT THE EVENT

- As we outlined in Module 1, when it comes to fundraising the key things to remember is ask, ask, ask! During the event, use an online donations form via a tablet or mobile phone so that you can collect donations instantly.
- Don't forget to have your MC mention your fundraising cause or project during the event. Be sure to provide instructions on how donations can be made online or offline.
- Follow up attendees after the event to either thank them for their donation or remind them that donations can still be made.
- If you can't use tablets or mobiles for online donations, have printed forms on hand for your guests to complete at the event. Just be mindful that if they take a form home there is a high chance they may forget about it or just throw it away.

## DONATION OF GOODS & PROPERTY

### Tax-deductible donations to the Sports Foundation don't have to be donations of money – they can be goods and types of property too.

The types of things that can be donated to you or your club include:

- Sports good and equipment.
- Sports memorabilia and historical items.
- Capital equipment for your facility (e.g. gym equipment).
- Freehold land and property (not leasehold).
- Items to be raffled or auctioned to raise money for your club or sport.



### This isn't an exhaustive list, so please contact us to discuss any potential gifts of property you are offered.

Examples of property that has been donated to the Sports Foundation in the past include:

- A yacht donated for the benefit of a sail training association in Queensland.
- A car donated to be auctioned at a fundraising night.
- Some historical memorabilia donated for an AFL sporting museum.
- A horse float donated for use by an equestrian team.



## WORKPLACE GIVING AND MATCHED GIVING

**Workplace Giving is a simple and effective way for employers to encourage their staff to make donations to your campaign through payroll deductions.**

**It results in an automatic and instant tax deduction for employees, without the need for them to keep receipts and file returns at year end.**

It's also a great option for you to use in your fundraising. Your club or sport receives regular and predictable donations, which have a very low overhead cost. Once a Workplace Giving program is set up there's little ongoing maintenance; all you need to do is keep the workplace up to date with how their donations are having an impact.

Our unique Deductible Gift Recipient status means any club or athlete registered with us can receive workplace giving donations through their partnership with us.

Many employers also have **Matched Giving Programs**, where they match employee donations up to a certain level. This is a great way for you to double the benefits of Workplace Giving.



### Who should you target to set up Workplace Giving for your project?

For major sports or clubs, the starting point is to look at your list of sponsors. These businesses already have a relationship with you and see value in spending part of their marketing effort (and budget) in building an association with your club or sport.

For smaller grassroots or community clubs, let your members know that they can do this and encourage them to ask their employers about it. You should also consider approaching any major employer associated or established in your community. They already have a shared interest in a strong and vibrant local community so you could get lucky!

### Setting up Workplace Giving

Once you've spoken to a sponsor/employer and they've agreed to establish a Workplace Giving program in support of your project, there are a couple of ways to set it up:

#### 1. USE AN INTERMEDIARY TO HANDLE THE PAYROLL DEDUCTIONS

We partner with Good2Give! This automates the set up and deduction from payroll, making life easier for everyone involved. For more details on Good2Give please [visit their website](#) or contact us. Good2Give already has many of Australia's largest employers using its platform, and has some 1600 charitable or social causes receiving donations.



#### 2. DIY

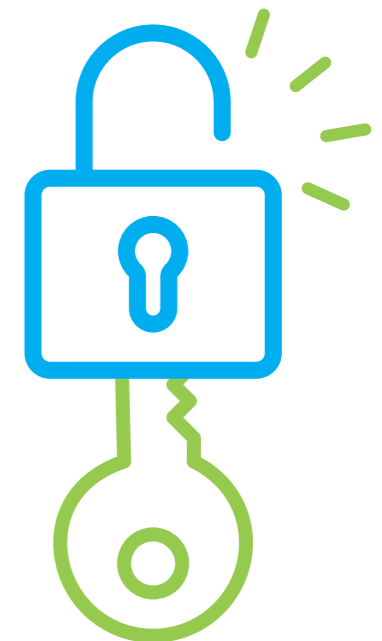
You can set up Workplace Giving via your payroll system in a few easy steps.

- Provide the employer with our Donations Bank Account details and ask them to set us up as a vendor in their payroll system.
- Provide the employer with a Workplace Giving donation form for your project.
- Each employee will need to be provided with the form and complete it online or in hard copy, and return to Payroll.
- Payroll then keys in the relevant deductions based on completed forms.
- Deductions occur automatically each pay period.
- Payroll sends the funds to us monthly with your project reference on the transfer.
- We acknowledge and receipt the funds, and then include Workplace Giving donations in your grants in the normal way.

If you would like a hand setting up Workplace Giving, give your SPM a call and we can help you through it.

### How can you maximise your workplace giving donations?

The key to any successful Workplace Giving program is to make sure your members know they can contribute this way. Similarly, once corporate supporters, businesses or sponsors agree to be part of your Workplace Giving program encourage them to promote your project to their employees.



## CORPORATE/BUSINESS DONATIONS

**A lot of businesses in Australia love supporting sport – corporate donations accounted for more than \$10 million last year.**

These donations came from organisations of all shapes and sizes and from right across the country.

Being able to make a tax-deductible contribution is incredibly attractive to corporate and business donors. That's why signing up with us can really help your fundraising efforts; most sporting clubs and organisations can't offer tax-deductible giving.

Once you've signed up with us (if you haven't already done so), make sure that you let your corporate supporters, local businesses, sponsors, members and supporters know they can now make a tax-deductible donation.

Most bigger corporates in Australia will have a CSR (Corporate & Social Responsibility) budget which is used to donate money to worthy causes every year. Most of the time, CSR budgets can only be used to support causes with tax-deductible status; another great reason to sign up with us.

Don't be shy about approaching large organisations – again remember, if you don't ask you don't get!

### Tips for approaching businesses and corporates

- Edit your fundraising story and put together a personalised 'ask' for businesses in your area.
- Visit local businesses and corporations in person to make them aware of what you are trying to achieve – add your own personal touch.
- Check out business and business leaders' public profiles on tools like [LinkedIn](#). You might discover a personal or professional link to your fundraising cause.

## SUPPORT FOR GRANTS FROM THIRD-PARTIES AND GOVERNMENT (AUSPICING)

**There are many grants available from Government, Trusts and Foundations to help sports and community clubs.**

The good news is that you can apply for these grants using our Deductible Gift Recipient status (known as an application "under the auspices of" the Australian Sports Foundation).

If you decide to apply for one of these grants, then you'll need to have the following details handy in order to complete the applications correctly:

- For the applicant name, enter (your organisation's name) under the auspices of the Australian Sports Foundation Limited".
- For the applicant ABN, please use ours, 27 008 613 858, as this is used to check the applicants Deductible Gift Recipient status.

- Payment of grants need to be made to us on your behalf, just like donations so you'll need to use our bank account details when asked:  
**BSB: 032776**  
**Account no: 130159**  
**Australian Sports Foundation Donations Account.**
- If the application asks for evidence of DGR status, you can use the letter template in our Module 3 templates and include that we are listed in the Income Tax Assessment Act 1997 div 30, s90.30.
- Some grants restrict applicants to those that are both DGR's and are also a Tax-Exempt Charity (TCC). We do not currently have this TCC status, but many will accept applications on receipt of the attached letter from the ATO confirming we are income tax exempt.



### Acquittal requirements

Grant providers will generally require something called an 'acquittal', providing evidence that the grant has been spent on the designated purpose.

As the money will have been received and spent by your organisation, you'll be required to complete and submit the acquittal in respect of any auspiced grants, and to accept liability for any failure to comply with the grant provider's requirements.

### Bequests

Donors may wish to leave a donation to your project in their will; it's a lovely way to honour loved ones and leave a lasting legacy. Although the estate of the donor won't receive an income tax deduction for this contribution, we can manage these gifts and provide peace of mind that bequests will be spent on their intended purpose. It is also possible for bequests of certain assets to qualify for Capital Gains Tax relief when made to a DGR such as the Australian Sports Foundation, so there could be a tax advantage too.



## Module 4

# THANKING AND RECOGNISING DONORS

**This is hugely important! There are so many worthy causes out there, so if someone has taken the time and effort to donate to your fundraising campaign then its critical to make sure they get a sincere and timely thank you.**

Aside from being good manners, it can also really help your cause. Thanking your donors is important because it:

- Lets your donors know that you really appreciate them
- Drives successful fundraising programs in the future
- Develops relationships – both now and into the future

Research tells us that by simply thanking a donor, you have a 50 percent better chance of receiving another donation next time you ask! And you have a 40 percent chance of increasing the donation amount if you let your donors know how their money was spent, how much it was appreciated, and the practical and emotional impact their donations have had on you or your organisation.

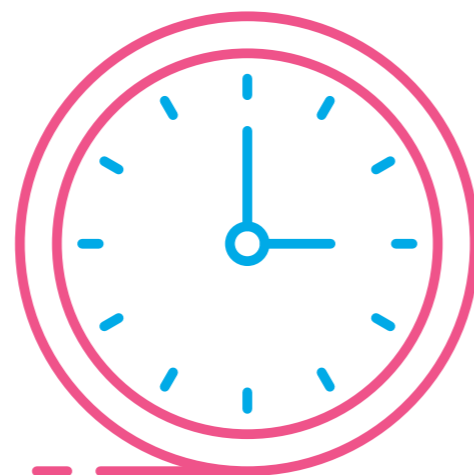
### Tips for effective Thank you's

- Make your thank you friendly, warm, personal and genuine.
- Keep the writing informal and use your own words. Try beginning the message with "You've made my day" or "Our young players are so grateful". Then launch straight into the success and emotional impact of your fundraising project.
- Always include photos if you have them. Let the donor see the smiling faces of the people they've made happy, or photos that demonstrate the impact on facilities they've helped improve.



## THE GENERAL RULES AROUND THE TIMING OF THANK YOU'S

- Send a thank you for your donation within a week of receiving it.
- If the donation is related to a future event or a future infrastructure project (say a new changing room) be sure to thank the donor again after the event or future project is completed – and don't forget to include photos.



- Have different people deliver the thank you to donors that repeatedly give. Instead of your president or CEO, you might get your club captain or senior coach to say thank you.
- Make sure the donor knows how their donation was used. Donors love to hear how their money makes a real difference to the club or organisation. If you have any stats on how much their donations have helped, then include those too. It's great to be as specific as possible so donors understand how much their donation has helped.
- Never ever ask for another donation as part of your thank-you message; this message is all about the donor and the fundraising project they helped with their generous contribution.

# SOME THANK YOU IDEAS

## Emails or letters

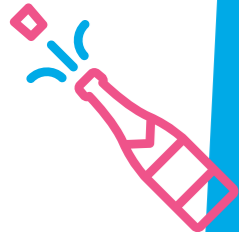
For each donation received, a letter or email thank you should be sent.

Emails are simple and quick, but personalised letters can be a more personal way of saying thank you to a smaller or older group of supporters. Don't forget to include any photos you may have to make your thank you extra special.



## Thank you events

An event can be a great way to say thank you to your more generous donors. It could be as simple as an afternoon tea, a cocktail party, a dinner, or a game dedicated to the donors and recognising them in some way.



## Public recognition

If your club or organisation has a newsletter, you might consider naming the donors in an honour roll. You could also have a plaque with the names of donors listed on display in your clubhouse. Be mindful that some donors don't like to reveal the exact dollar amounts they have donated though. You should also consider announcing donors at AGMs or key events to honour and highlight their generosity in public.

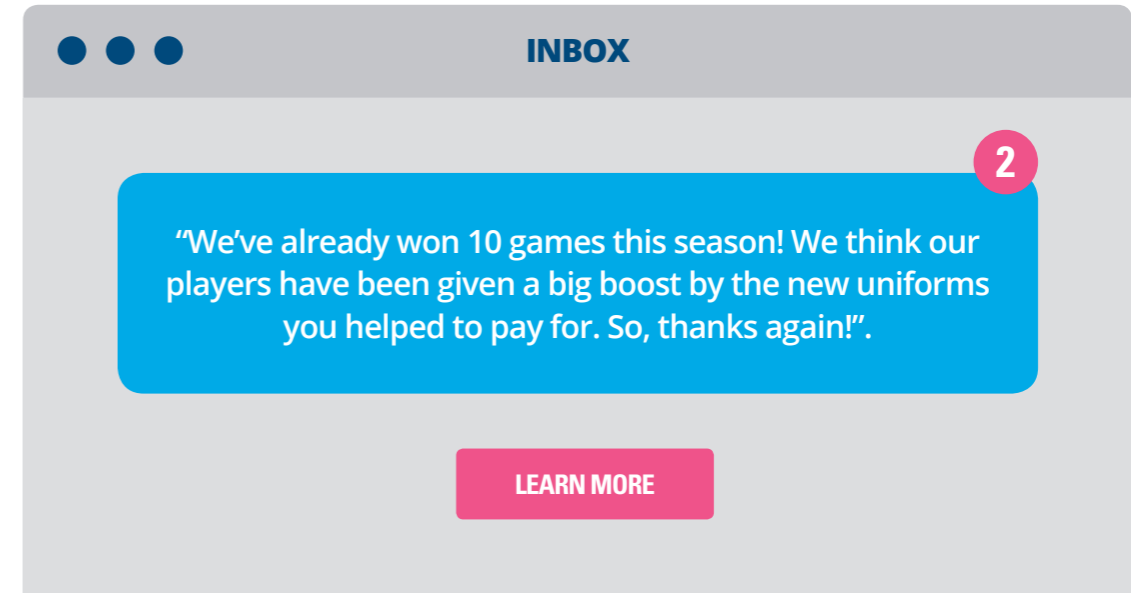
## Certificates and plaques

It's a nice idea to give your donors something to take home like a certificate, a medal or a plaque. It's a continual reminder that you are grateful for their contributions.

THANK YOU!

## Regular updates

Using emails or letters, keep your donors updated regularly throughout the year. Let them know how your organisation is progressing thanks to their donation. For example, you might email a donor and say...



If you have some questions, or would like to discuss your fundraising ideas with your dedicated Sports Partnership Manager, contact your SPM now:

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**NOW GO AND KICK SOME GOALS WITH YOUR FUNDRAISING!**

– THE SPORTS FOUNDATION TEAM

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