

# END OF FINANCIAL YEAR FUNDRAISING GUIDEBOOK

EVERYTHING YOU NEED TO  
WIN FROM THE SIDELINES



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IS POWERED BY



AUSTRALIAN  
SPORTS FOUNDATION



# EVERYTHING YOU NEED TO WIN IS IN THIS GUIDEBOOK.

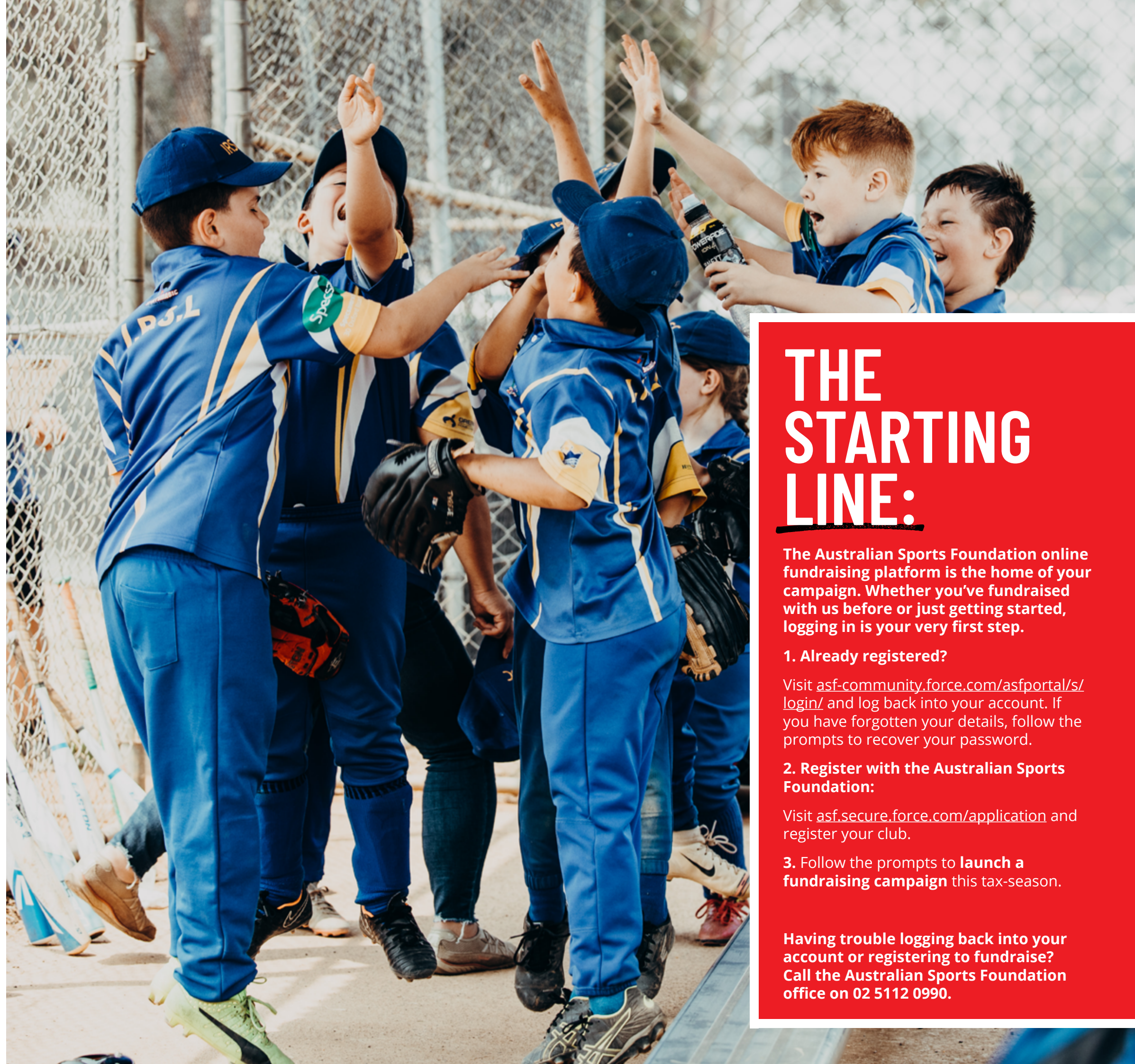
Welcome to your Australian Sports Foundation fundraising guidebook. This handy guide will give you all the tips, tools and tricks you need to turn tax-season into winning season.

Every club has its own challenges. You might need coaches, or uniforms, equipment or facilities. You could be struggling to afford a team bus, or simply refreshments for your juniors.

Whatever your fundraising needs are, the Australian Sports Foundation's online fundraising platform can help you answer them. You've already got a community behind you, cheering you on. This fundraising guidebook will help you turn your fans into financial supporters.

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## THE STARTING LINE:

The Australian Sports Foundation online fundraising platform is the home of your campaign. Whether you've fundraised with us before or just getting started, logging in is your very first step.

### 1. Already registered?

Visit [asf-community.force.com/asfportal/s/login/](https://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.

### 2. Register with the Australian Sports Foundation:

Visit [asf.secure.force.com/application](https://asf.secure.force.com/application) and register your club.

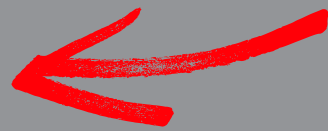
### 3. Follow the prompts to launch a fundraising campaign this tax-season.

Having trouble logging back into your account or registering to fundraise? Call the Australian Sports Foundation office on 02 5112 0990.



# EVERYTHING YOU NEED TO KNOW ABOUT YOUR SUPPORTERS

## YOUR FRIENDS AND FANS



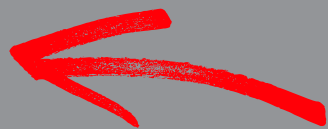
Start your campaign by reaching out to your friends, family and community. Talk to your fans, your teammates, your club goers, your parents and players.

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.

They might already support you in other ways, but not realise that a donation to your club can be tax deductible.

## 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 can feel daunting reaching out to new people but you will be surprised by how many people would like to help, if they knew how.

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. Everything you need for your successful fundraising campaign can be found here in the your fundraising tool kit.

**DOWNLOAD HERE**

This includes downloadable assets, email templates, pre-written copy, and a step by step guide to engaging your audience, inspiring your community, and motivating them to give generously this tax-season.



# EVERYTHING YOU NEED TO WRITE AN EFFECTIVE EMAIL.

An email is a powerful tool in your fundraising kit.

But, as your inbox will prove, you get a lot of them. An effective fundraising email is short, simple and to the point.

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

## TIP 01

### KEEP IT PERSONAL AND PASSIONATE.

Your supporters love your club, and they want to feel your passion for it.

Tell them why you're raising money, what you want to achieve, and how their support can help the team they love - win.

## TIP 02

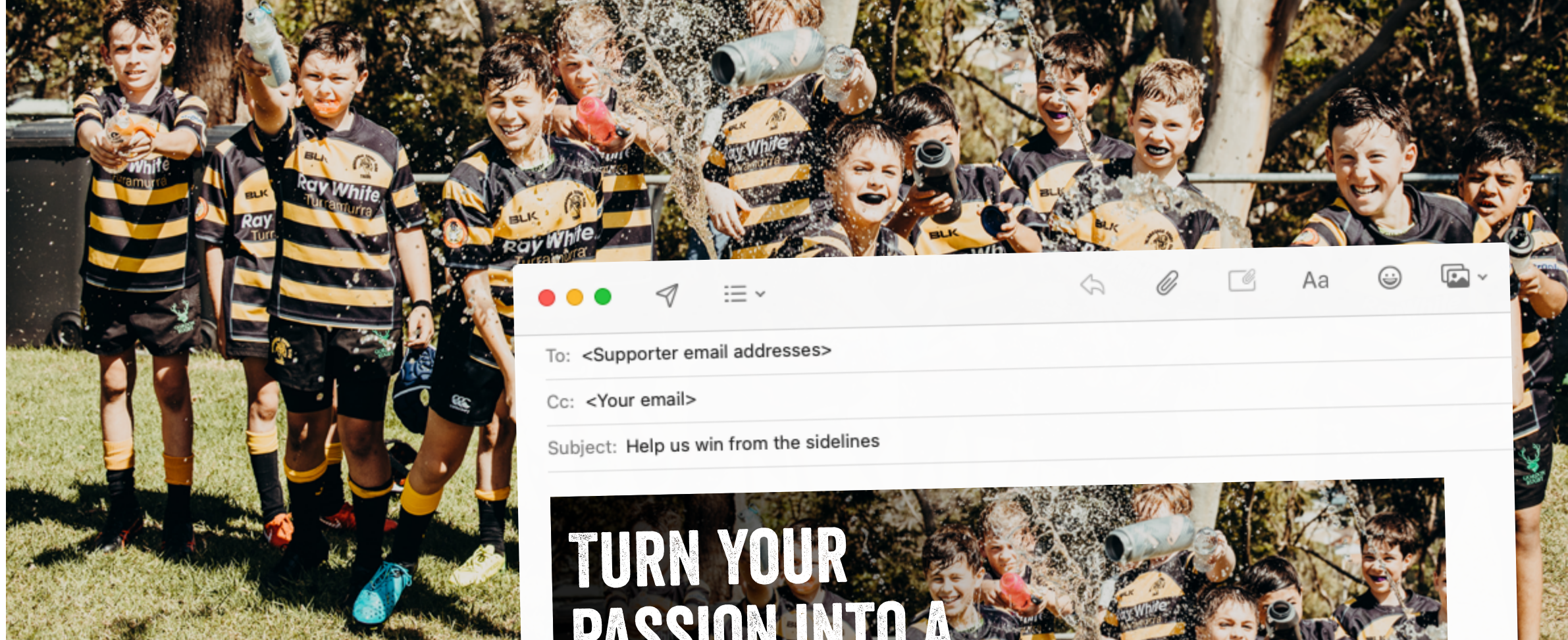
### CHECK WHO YOU'RE EMAILING.

Make sure to review your mailing list and remove anyone who has already donated to your project. To find out who's already donated to you head to the Reports section of your ASF Portal.

## TIP 03

### DONT BE AFRAID TO ASK.

This is a fundraising email. Asking for money might feel strange if you haven't done it before, but you will be surprised how many people are willing to support you.



## YOUR EMAIL JOURNEY

We recommend sending four emails during tax time. This is the best way to motivate your audience to engage and give. But don't worry, we've taken the hard work out of trying to figure out what to say. These email templates can be customised to suit your club, your story and your campaign.

### EMAIL 01

Your first email should introduce you, your club and your fundraising goal. This is your chance to remind your community why you do what you do, what you stand for, and what role you play in the lives of your community.

And, it's your first chance to let your readers know the role they can play.

## TURN YOUR PASSION INTO A PREMIERSHIP.

Dear <First Name>,

You're already cheering us on, now we need your help to put another big win on the board.

### EMAIL 02

A new email, a new voice.

We recommend having a member of your community, a player, a coach or your President write this email.

It's a chance to remind your audience that you're raising money for the team they love.

### EMAIL 03

This email should be sent a week before the end of Tax-Season, June 30. It is an appropriate place to push harder for a donation, to explain the deadline, and give your audience a sense of urgency around the end of the financial year.

### EMAIL 04

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

When you write this email, imagine it's crunch time in an important match. The clock is ticking and there's only one opportunity left to score.

This is the moment to make it count.

[CLICK HERE to download email templates.](#)



# EVERYTHING YOU NEED TO GO VIRAL.

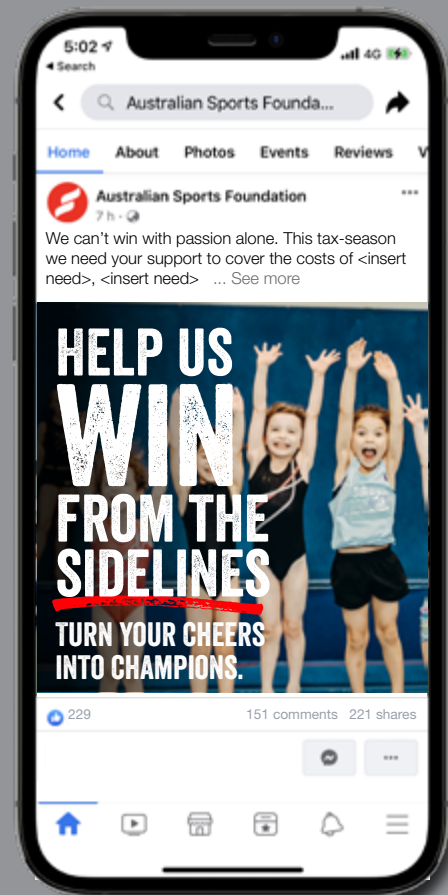
Social media is a powerful tool in your fundraising toolkit.

Most clubs these days have a social media presence to engage with their club members, players and the local community. Facebook, Instagram and even your team group chats are perfect platforms for getting attention and spreading the word.

We've created a series of social media templates for your fundraising campaign, utilising fantastic images, strong headlines, and great inspiration for you and your community.

The beauty of social media is that the more you use it, the more word spreads.

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.

How do you stand out in the messy, distracting world of social media? You keep it simple.

Our selection of Facebook templates gives you a powerful way to stand out.

But if you want to use your own images, choose simple, powerful, colourful shots of your players.

### WRITING YOUR MESSAGE.

Nobody has time to read long Facebook posts. Share your fundraising campaign 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 to make it easy for your community to know where and how to make a donation.

[CLICK HERE](#) to download your social templates.



# EVERYTHING YOU NEED TO GET SEEN.

Talking to your friends and fans is the easy part. You've got email addresses and you're connected with them on social media.

Now, it's time to spread the word and let everyone in your town know that you need their help.

Not only is it great for fundraising, it's also a great way to promote your club.

This set of downloadable assets will let you personalise these effective fundraising posters.

Once you've downloaded your posters, open the file in Adobe Acrobat and fill out your details in the text boxes provided, save it, print it and stick them up.

## POSTER TEMPLATES

Look through the attached posters and choose the one that suits you best. Fill out your details on the editable PDF and go from there.

[CLICK HERE to download posters.](#)

## HELP US WIN FROM THE SIDELINES

You're already cheering us on, now we need your help to put another big win on the board.



Donate now at  
[www.asf.org.au/our-projects/](http://www.asf.org.au/our-projects/)

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## HELP US WIN FROM THE SIDELINES

YOU DON'T HAVE TO  
PLAY, TO HELP US WIN.



us on, now we need  
a big win on the board.

need your help to help raise  
s get the <insert need>

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## HELP US WIN FROM THE SIDELINES

YOU DON'T HAVE TO  
PLAY, TO HELP US WIN.



Your passion for your community can help your local,  
<insert club name> get its next big win on the board.

This tax season we're raising funds for <insert need>

There's only one way we can get there.  
Please help us win from the sidelines.

Donate now at  
[www.asf.org.au/our-projects/](http://www.asf.org.au/our-projects/)

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# CELEBRATING YOUR WIN AND SAYING THANK YOU.

You've sent your emails, you've put up your posters, you've swamped social media with your campaign goals. And now, as your community campaign comes to a close, it's time to thank your community -- and give them one more chance to support you.

**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  
CAMPAIGN SHOULD FEEL  
LIKE A CELEBRATION OF  
THE SEASON TO COME.**

**1. Email your donors  
to say thank you.**

**2. Tag your donors  
in social media.**

**3. Create an honor  
roll in your club.**



## WE'RE ON YOUR TEAM.

At the end of your campaign, let us know how you went, what you'd like to include for next time, and anything you think will make this guidebook even more helpful.

Let's create a way for Australia's sports teams to grow and thrive for the sake of our communities, our sports people and our future.

[CLICK HERE to provide feedback.](#)

**For any enquiries or further information please contact:**

[info@sportsfoundation.org.au](mailto:info@sportsfoundation.org.au)





Need help? Call our Fundraising team  
at the Australian Sports Foundation  
on 02 5112 0990 or email us at  
[info@sportsfoundation.org.au](mailto:info@sportsfoundation.org.au)

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