

AUSTRALIAN SPORTS FOUNDATION

TAX TIME TOOLKIT



INTRODUCTION



We're so excited that you are interested in fundraising for your sporting club or organisation this tax time.

To ensure you're successful this tax time, we've developed this Tax Time Toolkit.

Contained within you will learn about the four phases of a fundraising campaign. Each Phase guides you through the steps you need to take to lead a successful campaign. Best of all at the end of each Phase we have a host of resources to get you up and running quick smart.

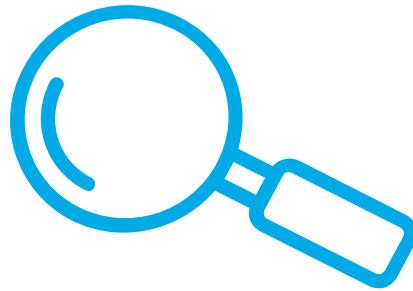
ABOUT THE AUSTRALIAN SPORTS FOUNDATION

We are a Not-for-Profit organisation whose purpose is to raise money for Australian sport. Sport is part of Australian culture and is at the heart of every Aussie community. We believe strongly in the power that sport has, to improve physical and mental health, to teach valuable life skills and to bring different cultures and communities together... We want every Australian to be able to enjoy sport, regardless of their ability, economic, cultural or social circumstances.

The Australian Sports Foundation is here to make your fundraising easy and successful.

Teaming up with the Sports Foundation puts your fundraising campaign a step above the rest. Unlike any other fundraising platform in Australia, we can provide donors with tax-deductible receipts on their donation to your sporting cause. Tax-deductibility can be a great motivating factor for donors and could be the reason that a \$100 donation becomes a \$200 donation!

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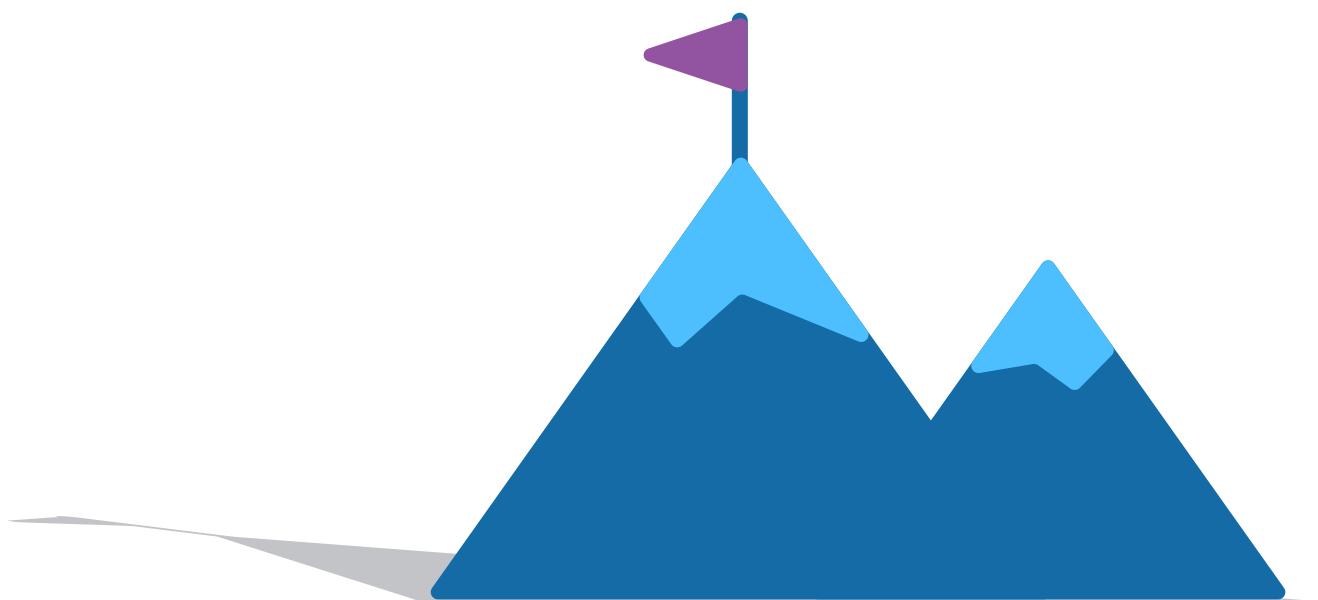
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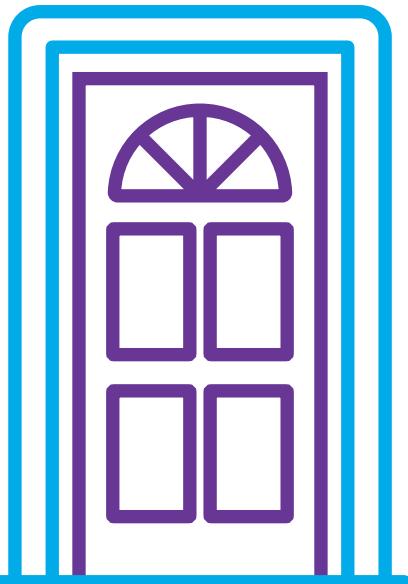
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PHASE 1

PREPARE YOUR CAMPAIGN



INTRODUCTION

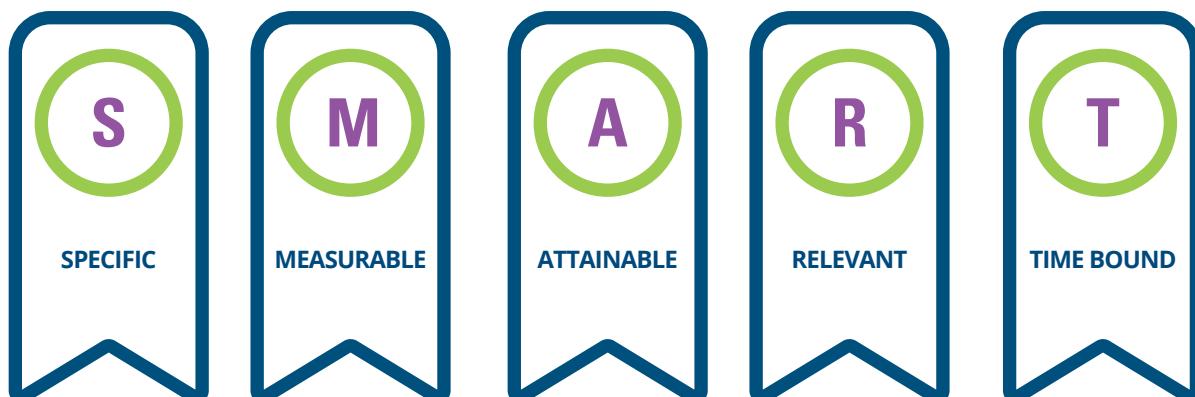


When it comes to fundraising, you can never plan enough. While it might seem like hard work in the beginning, we promise, in the long run you will have greater success.

If this is your first time planning a campaign, there is no need to be concerned. In this toolkit you will find all the resources you need to run a successful campaign. If you are a more seasoned fundraiser, skip ahead to the resource sections to get a jump start on your creative.

THE GOAL YOU HAVE TO BE S.M.A.R.T

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.



S.M.A.R.T

SPECIFIC

What exactly are you raising funds for?

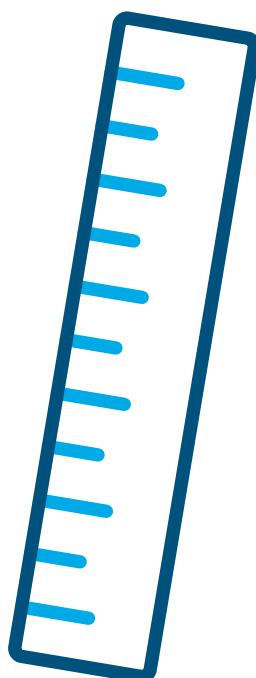
Is it for new club rooms, uniforms, travel to a carnival? What is the exact dollar amount you need? Be as specific as possible, we have written some examples for you later in this guide.



MEASURABLE

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

Fortunately, when using the Sports Foundation's Fundraising platform your campaign will have a donation thermometer that will keep you updated on how your campaign is tracking against your goal.



ATTAINABLE

Your goal, 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.

Figuring out what is attainable is often hard for new fundraisers. Luckily there are lots of fundraising calculators available that can help you calculate what is achievable.

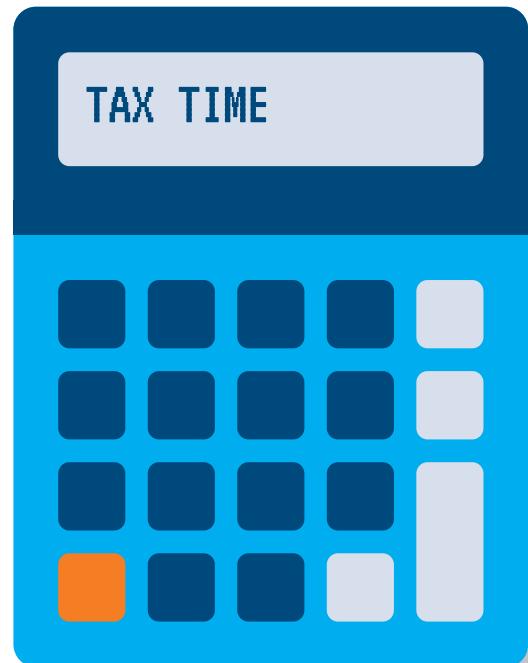
Let's take a look at one such fundraising calculator found at
<https://sumac.com/fundraising-gift-range-calculator/>

Using the calculator is simple.

Enter in your fundraising target into the "Target Amount" field. The calculator will then work out how many people you will need to ask, "No. Of Prospects Required" field to get the required "Gift Amount".

If the calculator gives you numbers which you don't believe you can achieve, change the "No. Of Gifts" field to adjust all the calculations. With this calculator you will know how many people you will need to ask to get your fundraising target.

Across all our fundraising projects we find that the average donation amount around \$100 dollars and the most common amount donated is \$50 dollars



sumac.com/fundraising-gift-range-calculator/

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

As this is a tax time campaign setting an end date for your goal is easy, 30th of June.

Having a deadline creates a sense of urgency, which in turn increases the motivation of everybody involved.

This marketing tool is designed to help you lock in on what it is you want to achieve. Having a S.M.A.R.T goal in place will make it easier to develop your messaging.

EXPLAIN YOUR NEED THE ART OF GOOD STORYTELLING

Think about causes you've personally donated to in the past, what motivated you to do that? More often than not it's because someone shared an emotive story with you. A story that made you feel something.

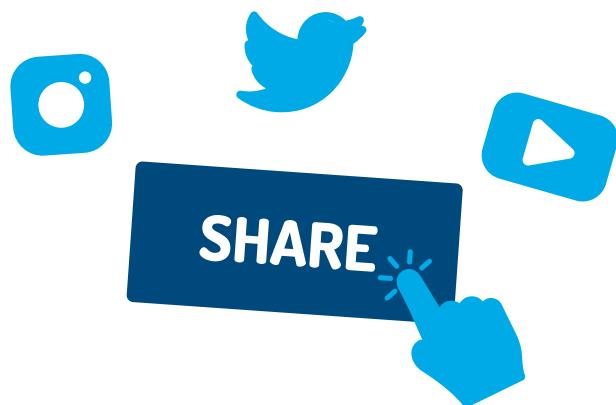
Whether it was feelings of passion about the cause/message, excitement about what's to come or concern about what could happen if people don't act. That's what you should be aiming for when telling your fundraising story, evoking a feeling of emotions in your potential donor that makes them want to donate and/or share your cause with others.

WHEN CREATING A REALLY GOOD STORY THERE ARE FIVE FEATURES, WE WANT EVERYONE TO HIT

1. SHAREABILITY

Does your story really engage the reader and make them think "I've got to tell more people about this!"?

Having a 'shareable' story makes your job much easier because the reader will spread your message for you and increase the chances of getting donations.



2. EMOTIVE

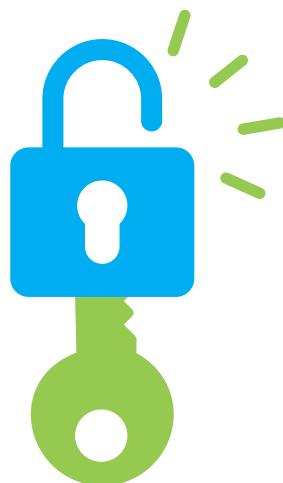
As we mentioned above the aim here is to make the reader feel something.

Make the potential donor care about the project you are trying to get them to donate to and get them to link the story you are telling to their own experiences and how they personally are connected to your cause.

3. IMAGERY

While your words can be effective in telling your story, it's also important to use images to allow the donor to visualise the outcome or the problem that needs to be resolved.

For example, if this tax time you want to raise enough funds to buy new uniforms for the club, the best photos you could use might be of the current uniforms and then an example of what the new uniforms will look like.



4. CHANGE

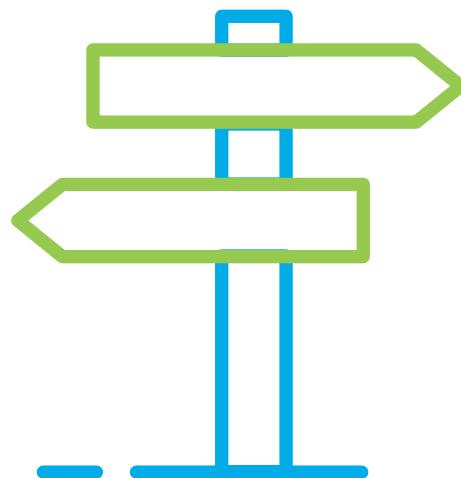
By telling your story you need to promote to your audience that this project is going to create change and impact upon the lives of those involved.

Additionally, that the donor themselves will be personally responsible for that change by making a donation.

5. URGENCY

For this element you can play to the June 30 deadline of the tax-time appeal and compel the reader to donate with urgency.

A good way to do this is to create a fork in the road: If you donate, this will happen, however if we don't raise our targeted funds, this is what the future holds. This approach is really good for eliminating those who do not care enough to donate and bringing to the surface those who do care and want to make a difference.



IT'S NOT JUST YOU YOUR FUNDRAISING TEAM

Think about your favourite sports team, everyone has different areas they specialise in, like netball as an example: your tallest player is likely to be goal shooter and your fastest might be centre court.

Now think about what skills are around your club. Think about the playing group but also your volunteers, staff, parent group, board members etc.

Put a call out 'on social media asking for help and list what sort of roles you're after.

Some examples of people that might be able to help you include:

- Photographers
- Graphic Designers
- Social Media Gurus

Any gaps that you can identify, try and fill them with your own team.



IDENTIFY ALL POSSIBLE SUPPORTERS : YOUR COMMUNITY WANTS TO HELP

Lots of clubs and organisations feel like their community is too small to be able to reach their fundraising goals and to that we say, they aren't looking far enough.

It's important to identify all your possible supporters, you might be surprised how many in the wider community will help.

Rural and small towns might lack large population numbers however there is no shortage of mateship and community unity.

Potential donors could be past donors, local businesses, community groups, ex-players, volunteers or anyone that wants to see their community benefit. As the saying goes "You miss 100% of the shorts you don't take" so it's worth asking as many people as you can.

TOOLS OF THE TRADE

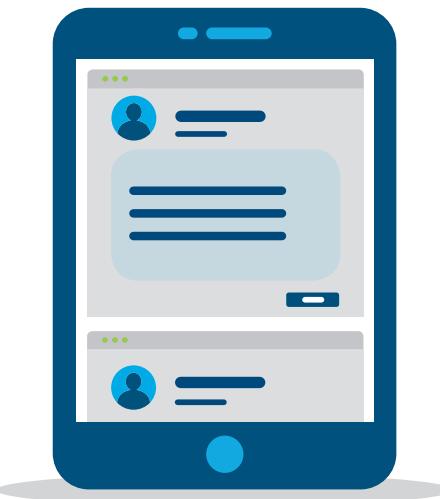
THE STANDARD MARKETING TOOL BOX

The staples of any modern fundraising campaign is the usage of digital marketing tools such as email and social media covered in great visuals and stories to drive awareness to your cause. The great thing about these tools are that many are free if you know where to look.

EMAIL MARKETING AND NEWSLETTERS

Email marketing tools such as [Mail Chimp](#) or [Campaign Monitor](#) provide easy-to-use templates for electronic newsletters, and have the ability to personalise emails, such as addressing recipients by their first name. Even better Mail Chimp is free to use if you have less than 2000 subscribers.

While email marketing is cost effective the old printed newsletter shouldn't be forgotten as it can be handed out at games, training sessions, even on the street, if you do not have a database to send emails to.



SOCIAL MEDIA

Your social media channels of Facebook and Instagram provide a great platform for you to get your fundraising messages out.

In this guide we provide a lot of templated messages you can post to help reach your objective, however, this can be a very time-consuming activity.

Fortunately, there are tools which can automate this for you. One such tool is called [Hootsuite](#) which enables you to schedule all your social content in one go. Enter in all your content one afternoon and basically set and forget. Best of all they also offer this tool for free.



GRAPHICS

The web is largely a visual medium and as such you will want great pictures and graphics for your fundraising campaign.

Emails, social and web pages all look a lot better with great pictures, but unless you are a graphic designer creating impactful graphics can be a challenge.

Well, there is a great Aussie software tool to help with that, called [Canva](#). The Canva software can help you create great looking graphics for your social posts, emails and newsletters. Best of all it is free to use as well. You can find it here. canva.com/

Now if you don't have any pictures there are a number of great websites that produce professional pictures which are free to use. These websites have what is known as royalty free stock photos.

Some our favourites are:

- **Pexels:** pexels.com/
- **Unsplash:** unsplash.com/
- **Stock Up:** sitebuilderreport.com/stock-up
- **Pixabay:** pixabay.com/



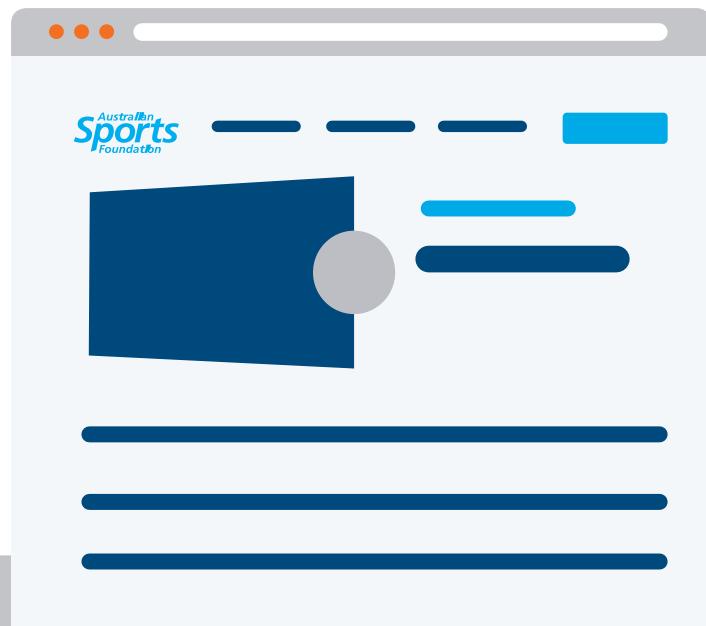
RESOURCES

STORY TEMPLATE

To help you get started we've created four different story templates which reflect the four most common sports fundraising areas we see:

- Facility upgrades (ovals, changerooms, clubhouse etc.)
- Team travel
- Uniforms and Equipment
- Development funds

Simply cut and paste the story that matches your objective, replace the highlighted sections with your own clubs' information. It's your short cut to getting started.



FACILITY UPGRADE

<https://ASF.org.au/>

Australian Sports Foundation

Facility Upgrade Story

ASF FOOTBALL CLUB

ASF Football Club have a few big goals in **2019**, most are on-field goals and one of our big ones is to help our **women's** team grow, prosper and succeed. Without continual growth and development, **ASF football club** will fall behind, so it is of absolute importance that we start now to ensure we're a leader in the league, both on and off the field.

To reach our goal we are calling on our passionate **ASF community** to help us to raise funds for the **development of a new women's changeroom**. We believe that in order to play well on-field, it is important to be welcomed and feel included off-field – and this starts with having a place to call home.

With the growing popularity of **AFLW**, our **women's team** has grown from just 25 members in **2015** to over 60. This has brought about the need to **extend our current changeroom building** to include another space for the women's team and some extra bathroom facilities.

We have received a quote from a local building company and need to raise **\$20K** to successfully complete our project.

Each week we see an amazing turn-out of passionate supporters coming to games and events, our supporter base is diverse: made up of past players, officials and volunteers. The one thing we all have in common is our passion for **ASF Football Club** and desire to see it's continuous growth.

If each one of our members gave just **\$100** we would be able to reach our goal.

ASF Football club is made up of **6 different teams** ranging from **juniors** all the way to our **first grade mens**, but despite the different teams we are all part of one club and share one goal.

We know that not every member or supporter will be impacted by the **development of a women's changeroom facility** but every **woman** will be impacted by the continuous growth of our club. And when one of us grow, we all grow.

Please show your support by making a tax deductible donation today.

TEAM TRAVEL STORY

<https://ASF.org.au/>

Australian Sports Foundation

Team travel Story

ASF FOOTBALL CLUB

ASF football Club have a few big goals in 2019, most are on-field goals and one of our big ones is to help our athletes grow, prosper and succeed through competing in the National Championships in Tasmania this September. Without continual growth and development, ASF football Club will fall behind, so it is of absolute importance that we're a leader in the league.

To reach our goal we are calling on our passionate supporters to help cover the travel cost of our players. This is a fantastic opportunity for the team and one that not only benefits the players but benefits our club through positive representation and through the skills and experience the players will gain on their trip.

We want our club to be one of the best in the state and to achieve this goal it is important that our teams are challenged through playing the best of the best. Our boys have worked so hard to get to this position and it would be an enormous shame if some of them had to miss out due to financial constraints.

Each week we see an amazing turn-out of passionate supporters coming to games and events, our supporter base is diverse: made up of past players, officials and volunteers. The one thing we all have in common is our passion for ASF Football Club and desire to see it succeed and grow.

To fly each player, the coach and two support staff to Tasmania for five days will the cost is estimated to be \$700 each.

If each one of our members gave just \$100 we would be able to cover the costs of all players and staff.

ASF Football club is made up of 6 different teams ranging from juniors all the way to our first grade mens, but despite the different teams we are all part of one club and share one goal.

We know that not every member or supporter will be impacted by the team travelling to the national championship but every player attending will be impacted greatly through the experience. And when one of us grow, we all grow.

Please show your support by making a tax deductible donation today

UNIFORMS AND EQUIPMENT



<https://ASF.org.au/>



Uniforms and Equipment ASF FOOTBALL CLUB

ASF football Club have a few big goals in 2019, most are on-field goals but one of our big ones is to help our players grow, prosper and succeed and an important step towards this goal is the purchase of new uniforms. Uniforms are for more than just identifying who is your teammate, they create a sense of unity amongst the team and supporters alike.

We want our club to be amongst the best in the league and this starts with looking the part.

To reach our goal we are calling on our passionate supporters to help support the kit out of our club. This is a fantastic opportunity for not only the team but all supporters who can purchase the awesome merchandise and show their support for ASF football Club.

We want our club to be one of the best in the state and an important first step is to ensure we look like the best in the state.

Our teams have worked so hard over the last few years and it would be an enormous shame for some players to have to miss out on receiving new uniforms because of the financial constraints.

Each week we see an amazing turn-out of passionate supporters coming to games and events, our supporter base is diverse: made up of past players, officials and volunteers. The one thing we all have in common is our passion for ASF Football Club and desire to see it succeed and grow.

To supply each player, with a new jersey and jumper it will cost \$120 pp.

If each one of our members donated \$50 we could significantly reduce the price of the uniforms for the players and make sure everyone is included.

ASF Football club is made up of 6 different teams ranging from juniors all the way to our first grade mens, but despite the different teams we are all part of one club and share one goal.

We know that not every member or supporter will be impacted by the new uniforms but every player will be impacted greatly through the experience. And when one of us grow, we all grow.

Please show your support by making a tax deductible donation today

DEVELOPMENT FUNDS

<https://ASF.org.au/>

Australian Sports Foundation

Development Funds Story

ASF FOOTBALL CLUB

ASF football Club have a few big goals in 2019, most are on-field goals but one of our big ones is to help the club to grow, prosper and succeed. We have had much success in our years and want to continue this well in to the future and have financial security as a club.

To reach our goal we are calling on our passionate supporters to help support our development fund. This development fund will go straight back in to the ASF club community through development of grounds and facilities, uniforms and travel.

We want our club to be one of the best in the state and an important first step is to ensure we have financial security to continue for many years to come.

Our teams have worked so hard over the last few years and we want to make sure the club has no financial constraints in the decades to come.

Each week we see an amazing turn-out of passionate supporters coming to games and events, our supporter base is diverse: made up of past players, officials and volunteers. The one thing we all have in common is our passion for ASF Football Club and desire to see it succeed and grow.

We are hoping that each of our supporters will donate \$200 towards our club's future.

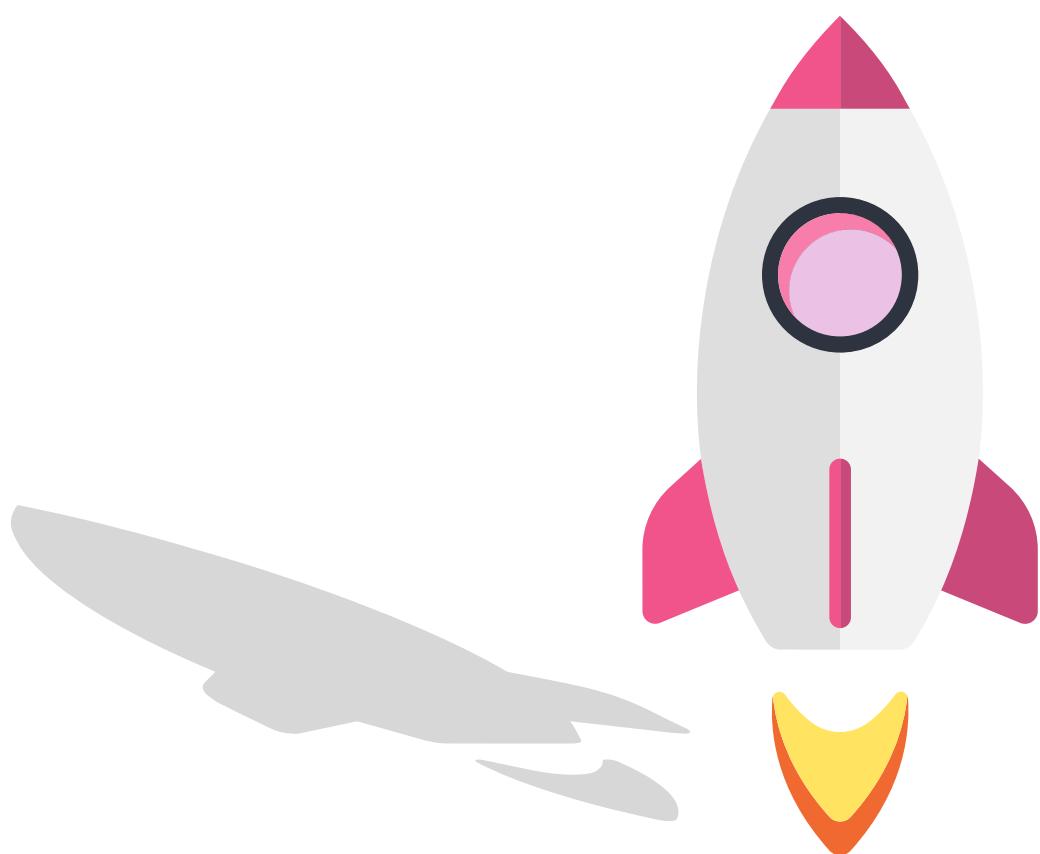
ASF Football club is made up of 6 different teams ranging from juniors all the way to our first grade mens, but despite the different teams we are all part of one club and share one goal.

We know that not every member or supporter will be impacted by the actions of the development fund but every player will be impacted greatly through it. And when one of us grow, we all grow.

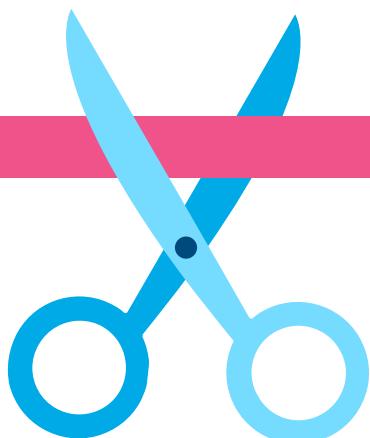
Please show your support by making a tax deductible donation today

PHASE 2

THE ASK AND LAUNCH



INTRODUCTION



Many people worry about asking for help, however there is nothing to fear. People in general are a giving and caring bunch. In this phase we will provide you with tips on how to approach asking for donations to make it easier for you.

DON'T FEAR THE ASK HOW TO ASK FOR SUPPORT

Asking for donations can feel intimidating and you may be worried that by asking you're annoying or bothering people. As long as you've got a good cause and a great story to back up your ask – then no need to worry.

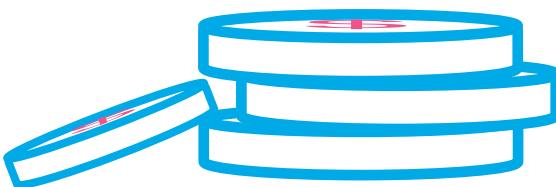
People like to support others and do a good deed, especially if it's for something close to their heart like their favourite club or local sports team. The fact that their donation is tax-deductible is icing on the cake!

We've gathered some of our best advice on how to ask for support to make sure every time you ask for donations you are doing so in an effective and impactful way. We've written several templates for you to choose from, you just need to add in the important details to make it relevant to your cause.

WORK OUT YOUR BUDGET FIRST

What happens if you ask your first person and their response is “Sure, how much do you need”?

Make sure you’re prepared with a number to tell people, you should know from your earlier planning with the fundraising [calculator](#). It shows you how many people you need to ask and how much. Knowing exactly how much you need to raise to achieve your goal will make it much easier to plan your ask.



HIT PEOPLE WHERE THEY'LL SEE IT

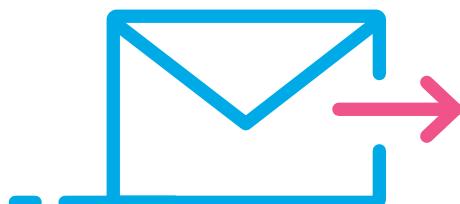
Think about who you’re going to market to and make sure you cover all bases in regards to the messaging channels you use.

Many of your members are not likely to be looking at social media regularly and would respond better to a personal email or even a phone call from the club president or someone well regarded within the organisation.

MAKE IT PERSONAL AND INSPIRATIONAL

Just like we talked about when writing your fundraising story, it’s important that your donation ask makes people feel compelled to donate.

Make it clear in your message (whether it’s an email, social media post or other channel) that you and the organisation need help and that the help of the donor will make a big impact.



DON'T FEAR REJECTION

It's almost a guarantee that not every person you ask will donate, but that's not to mean that you didn't ask them properly or they didn't appreciate the cause.

A friendly follow up is a big yes and if someone isn’t willing or in a position to donate money then think of other ideas for their support (some we detail a below)

SUPPORTERS CAN HELP

IT'S NOT ALL ABOUT CASH

The end goal is of course to reach your fundraising target but support can come in other forms, not just financial. If someone isn't in the position to donate, ask them to support your cause in other ways.

Some examples are:

- Spread the word – ask supporters to share your fundraising story on their own networks, whether it's a post on Facebook or an email to some of their friends and family
- Flyers – This one is great if any of your supporters own businesses and get lots of foot traffic. Ask them to hang a flyer or poster in their window or somewhere eye-catching. Earlier we mentioned **Canva**, an awesome and really simple tool you can use to make professional looking flyers. canva.com

AMBASSADORS

GET YOUR MESSAGE OUT



An ambassador for your fundraising cause doesn't need to be someone famous, they should however be known around the community and passionate about promoting your Sports Foundation project. You'll want them to be promoting the project on their channels, telling people about it and encouraging them to donate, having a well-regarded person will add credibility to your fundraising project.

People to consider:

- Team captain
- Head coach
- Club president
- Town mayor
- Past player
- Loyal supporter
- Popular business owner

RESOURCES

ASK AND LAUNCH TEMPLATES

Asking for donations can feel intimidating and you may be worried that you're annoying or bothering people, but if you've followed the campaign so far, you've already nailed your fundraising story – so no need to worry.

The donation ask is mostly done in your fundraising story, we've expanded on them slightly below. Simply copy and paste one of the below options (depending on which cause matches your own) and replace the highlighted sections, then send via email!



FACILITY UPGRADE DONATION ASK EMAIL

• • •

Facility Upgrade Donation Ask Email

Subject: **ASF Football Club needs your help!**



Dear **Kristy**,

The end of financial year is almost here and **ASF football Club** needs your help!

ASF Football Club have a few big goals in **2019**, most are on-field goals and one of our big ones is to help our **women's** team grow, prosper and succeed. Without continual growth and development, **ASF football club** will fall behind, so it is of absolute importance that we start now to ensure we're a leader in the league, both on and off the field.

To reach our goal we are calling on our passionate **ASF community** to help us to raise funds for the **development of a new women's changeroom**. We believe that in order to play well on-field, it is important to be welcomed and feel included off-field – and this starts with having a place to call home.

We are fundraising in partnership with the Australian Sports Foundation to allow tax-deductible donations.

We are hoping to raise **\$20,000** before **September 2019**, which will enable us to **build a new changeroom for our growing women's team**.

Without contributions from supporters like you, we won't have the chance to thrive, grow and compete and be as successful as we can be! The future can be bigger and brighter for us with your help.

We worked out that if each one of our members gave just **\$100** we would be able to reach out goal.

You can make a tax deductible donation here [link](#).

You will receive your tax-deductible receipt from the Australian Sports Foundation which you can include in your tax return.

Every donation counts, no matter how small!

Thank you for your ongoing support and loyalty and if you have any questions about this project or donating please contact me.

Kind Regards,

Australian Sports Contact

President ASF Club

SEND

FACILITY UPGRADE DONATION ASK SOCIAL POST

The screenshot shows a social media post interface. At the top left is a blue circular profile picture placeholder. To its right, the word "Social Post" is written in a dark blue sans-serif font. Above the profile picture are three small orange dots. Below the title, there is a large text area containing the following content:

ASF Football club has been growing in numbers every year and we want our **women's team** to continue to grow and succeed. We believe that in order to play well on-field, it is important to be welcomed and feel included off-field – and this starts with having a place to call home. We're excited to announce the launch of our **Changeroom Renovation** campaign and ask for all our passionate supporters to help us to reach our goal.

We've teamed up with the Australian Sports Foundation to allow tax-deductible donations for this cause and hope that everyone will dig deep and together we can achieve our goal!

You can read our story further and make a donation below.

<LINK>

In the center of the post is a large blue-bordered square icon containing two stylized blue human figures facing each other. Below this icon are three small orange dots. At the bottom right of the post area is a dark blue rectangular button with the white text "POST IT".

Include in this post a relevant photo, such as an image of the facility that is to be upgraded.

TRAVEL DONATION ASK



Travel Donation Ask Email

Subject: **ASF Football Club needs your help!**



Dear Kristy,

The end of financial year is almost here and **ASF football Club** needs your help!

ASF Football Club have a few big goals in **2019**, most are on-field goals and one of our big ones is to help take our **women's** to new heights with a **trip to the soccer nationals in Perth**. Without continual growth and development, **ASF football** club will fall behind, so it is of absolute importance that we **give our women's team every opportunity to grow**.

To reach our goal we are calling on our passionate ASF community to help us to raise funds for the flights and accommodation. We believe that this opportunity will help the team to develop their skills and gain some important experience.

We are fundraising in partnership with the Australian Sports Foundation to allow tax-deductible donations.

We are hoping to raise **\$8,000** before **September 2019**, which will enable us to **cover the flights and accommodation for the week long trip**.

Without contributions from supporters like you, we won't have the chance to thrive, grow and compete and be as successful as we can be! The future can be bigger and brighter for us with your help.

We worked out that if each one of our members gave just **\$100** we would be able to reach our goal.

You can make a tax deductible donation here [link](#).

You will receive your tax-deductible receipt from the Australian Sports Foundation which you can include in your tax return.

Every donation counts, no matter how small!

Thank you for your ongoing support and loyalty and if you have any questions about this project or donating please contact me.

Kind Regards,

Australian Sports Contact

President ASF Club

SEND

TRAVEL DONATION ASK SOCIAL POST

• • •



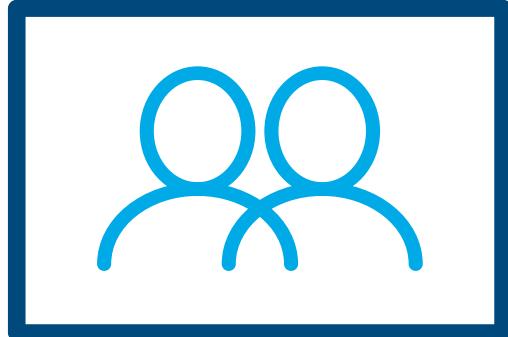
Social Post

ASF Football club has been growing in numbers every year and we want to take our women's team to new heights with a trip to the soccer nationals in Perth. Without continual growth and development, ASF football club will fall behind, so it is of absolute importance that we give our women's team every opportunity to grow.

We've teamed up with the Australian Sports Foundation to allow tax-deductible donations for this cause and hope that everyone will dig deep and together we can achieve our goal!

You can read our story further and make a donation below.

<LINK>



• ○ ○

POST IT

Include in this post a relevant photo, such as an image of the facility that is to be upgraded.

UNIFORMS AND EQUIPMENT ASK

• • •

Uniforms and Equipment Ask Email

Subject: ASF Football Club needs your help!



Dear Kristy,

The end of financial year is almost here and **ASF football Club** needs your help!

ASF Football Club have a few big goals in **2019**, most are on-field goals and one of our big ones is to help take our **teams** to new heights through **kitting them out with new uniforms**. We strongly believe in the power that having a team that looks united in their kit will play as a unified team.

To reach our goal we are calling on our passionate **ASF community** to help us to raise funds for the **new uniforms**. We believe that this opportunity will also benefit the **ASF community who are also welcome to purchase jumpers and beanies in the team design!**

We are fundraising in partnership with the Australian Sports Foundation to allow tax-deductible donations.

We are hoping to raise **\$5000** before **September 2019**, which will enable us to **cover costs for every player in the junior teams**.

Without contributions from supporters like you, we won't have the chance to thrive, grow and compete and be as successful as we can be! The future can be bigger and brighter for us with your help.

We worked out that if each one of our members gave just **\$100** we would be able to reach our goal.

You can make a tax deductible donation here [link](#)

You will receive your tax-deductible receipt from the Australian Sports Foundation which you can include in your tax return.

Every donation counts, no matter how small!

Thank you for your ongoing support and loyalty and if you have any questions about this project or donating please contact me.

Kind Regards,

[Australian Sports Contact](#)

[President ASF Club](#)

SEND

UNIFORMS AND EQUIPMENT ASK SOCIAL POST

The screenshot shows a social media post interface. At the top left is a blue profile icon with a white person silhouette. To its right, the text "Social Post" is displayed in a dark blue font. In the top right corner of the main content area, there are three small orange dots arranged horizontally. The main content area contains the following text:

ASF Football Club have a few big goals in 2019, most are on-field goals and one of our big ones is to help take our teams to new heights through kitting them out with new uniforms. We strongly believe in the power that having a team that looks united in their kit will play as a unified team.

We've teamed up with the Australian Sports Foundation to allow tax-deductible donations for this cause and hope that everyone will dig deep and together we can achieve our goal!

You can read our story further and make a donation below.

<LINK>

Below the text is a large blue square icon containing two stylized blue human figures. Underneath this icon are three small orange dots arranged horizontally. At the bottom right of the main content area is a dark blue rectangular button with the white text "POST IT".

Include in this post a relevant photo, such as an image of the team in their uniforms or a design of how the new uniforms will look

DEVELOPMENT FUND ASK



Development Fund Email Ask

Subject: **ASF Football Club needs your help!**



Dear **Kristy**,

The end of financial year is almost here and **ASF football Club** needs your help!

ASF football Club have a few big goals in **2019**, most are on-field goals but one of our big ones is to help the club to grow, prosper and succeed. We have had much success in our years and want to continue this well in to the future and have financial security as a club.

To reach our goal we are calling on our passionate supporters to help support our development fund. This development fund will go **straight back in to the ASF club community through development of grounds and facilities, uniforms and travel – anything that the club needs**.

We are fundraising in partnership with the Australian Sports Foundation to allow tax-deductible donations.

We are hoping to raise **\$20000** before **September 2019**, which will enable us to **be secure for the years to come**.

Without contributions from supporters like you, we won't have the chance to thrive, grow and compete and be as successful as we can be! The future can be bigger and brighter for us with your help.

We worked out that if each one of our members gave just **\$100** we would be able to reach our goal.

You can make a tax deductible donation here [link](#)

You will receive your tax-deductible receipt from the Australian Sports Foundation which you can include in your tax return.

Every donation counts, no matter how small!

Thank you for your ongoing support and loyalty and if you have any questions about this project or donating please contact me.

Kind Regards,

Australian Sports Contact

President ASF Club

SEND

DEVELOPMENT FUND SOCIAL POST

The screenshot shows a social media post interface. At the top left is a blue profile icon with a white person silhouette. To its right, the text "Social Post" is displayed in a dark blue font. In the top right corner of the post area, there are three small orange dots. The main content area contains the following text:

ASF football Club have a few big goals in **2019**, most are on-field goals but one of our big ones is to help the club to grow, prosper and succeed. We have had much success in our years and want to continue this well in to the future and have financial security as a club.

We've teamed up with the Australian Sports Foundation to allow tax-deductible donations for this cause and hope that everyone will dig deep and together we can achieve our goal!

You can read our story further and make a donation below.

<LINK>

Below the text is a large blue square icon containing two stylized blue human figures. Underneath the icon are three small orange circles. At the bottom right of the post area is a dark blue button with the white text "POST IT".

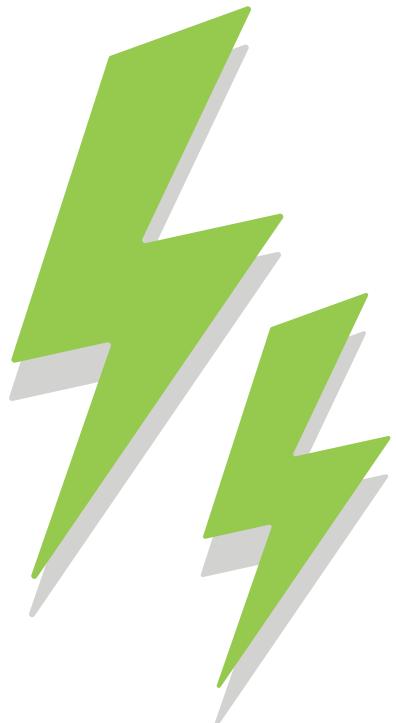
Include in this post a relevant photo, such as an image of the facility that is to be upgrade.

PHASE 3

PROMOTE AND REMIND



INTRODUCTION

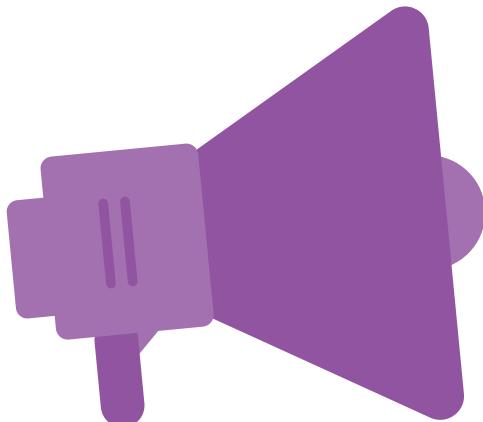


In phase 3 we lay out how you can amplify the power of your ask.

Many just starting out in fundraising often don't know how often they should ask for support or they fall into the trap of just sending an email and posting once to social media with no plan.

It's no surprise then when they don't hit their fundraising targets. We don't want to see that happen, so we have developed multiple fundraising calendars to get you started.

The calendars outline a campaign plan for an 8-week, 4-week or 2-week campaign. Use these calendars to get you on the right path.



PROMOTE
AND
REMIND

THE RULE OF 3

GETTING PEOPLE TO ACT

It's a well known trick that if you want something to stick in someone's mind, structure your message in a sequence of three. The human brain is proficient at pattern recognition and three is the smallest number of elements required to create a pattern. When you look for it you will see it everywhere.

Think about sayings such as: "I came, I saw, I conquered", "Blood, sweat, and tears" or "location, location, location" all have three tiers. It's even in joke structures with the set-up, anticipation and finally the punchline.

What does this have to do with running a tax time fundraising campaign? Well in simple terms it means you need to repeat your message multiple times before someone generally takes notice. There is a reason why you will see the same ad over and over again during the one show.

"... you need to repeat your message multiple times before someone generally takes notice."

The best example of this is ads for restaurants. Have you ever noticed how every ad break of the evening news you will see the same restaurant ad over and over again? This is not by chance, the message is repeated each ad break to ensure you see the message more than once. Consumers often need to hear a message multiple times before they will decide to act.

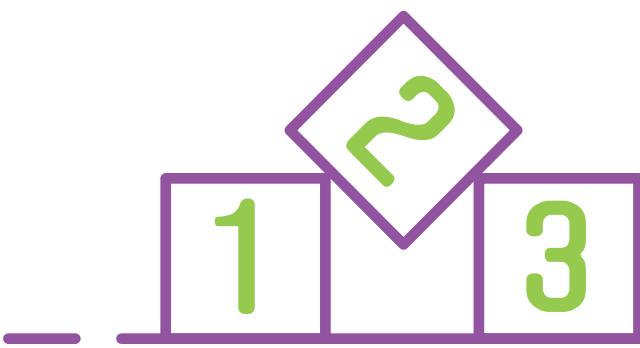
The other element to consider in this example is the timing of these ads. The evening news is normally broadcast right around dinner time. These restaurants want you to consider buying their products and they place them in front of you when you are most likely to want their products.

Now you might be thinking, "yes but I physically get hungry, I don't physically need to give" so what has this got to do with running a tax time campaign? Well firstly you need to make sure when you are asking for donations your supporters will see your message. What times are they likely to see your social media posts? What time do people read emails and have time to then donate?

Secondly, while no one needs to give, most people do get a reward when they give. That's the positive feelings they get from knowing they have made a real difference in the world around them. You should amplify this by always saying thanks to your supporters for whatever help they do provide, money or otherwise.

Timing of asking for a donation is extremely important. Firstly it's always good to warm up your support to an ask by starting with softer ask. A softer ask is a post that doesn't directly ask for donations such as highlighting the problems you are trying to solve. Thank donors or volunteers for all their support. Always link back to your campaign page but don't directly call out for a donation. Directly asking for a donation is a hard ask. It is a direct call to action. As a general rule two soft asks should proceed one hard ask.

The other element to consider with regards to timing is people's disposable income. A donation is a discretionary expense for most people. As such you want to time your asks to be at times when people are most likely to have discretionary money to spend. These times tend to align with paydays. Best times for this are typically the first few days of the month or the last two along with the middle as most people are paid at these times.



CAMPAIGN CALENDARS

WHAT TO DO AND WHEN

Please consider these calendar timelines as guides for your fundraising campaign.

Modify them to suit your own circumstances and objectives. Some audiences need a lot of prompting to get them to take action, others not as much.

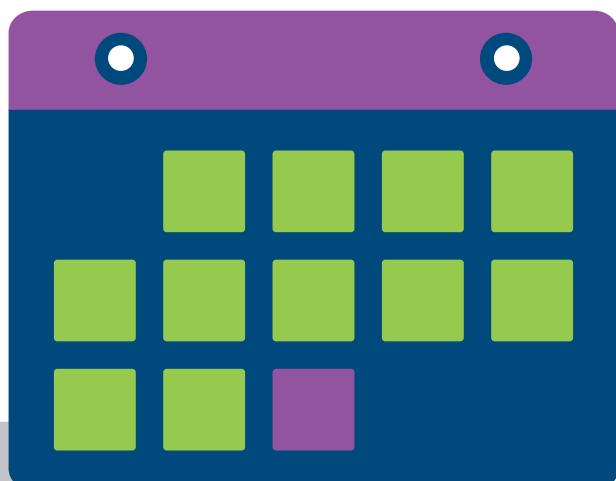
Note that the suggested campaign activities should be balanced out by other social posts which keep supporters engaged. Days to undertake these posts are flagged as (non-campaign content)

Supporting resources for the campaign timelines can be found in the resources section starting on pg 46

8 WEEK CAMPAIGN TIMELINE 35

4 WEEK CAMPAIGN TIMELINE 39

2 WEEK CAMPAIGN TIMELINE 41



8 WEEK CAMPAIGN TIMELINE

WEEK 1

WARM UP AUDIENCE TO CAMPAIGN

MON

**Thank you to past Donors /
Volunteers / Supporters**

Resource Section W1A page 46

WED

**Exciting new project coming to
help the club**

Resource Section W1B page 46

FRI

Campaign is coming soon...

Resource Section W1C page 46

SUN

A call for skilled help

Resource Section W1D page 46

TUE

(non-campaign content)

THU

(non-campaign content)

SAT

(non-campaign content)

WEEK 2

LAUNCH CAMPAIGN

MON

Campaign Launch and Ask

Resource W2A page 47

Email Resource page 22-30

TUE

(non-campaign content)

WED

Did you see our exciting new project??

Resource W2B page 47

THU

(non-campaign content)

FRI

(non-campaign content)

SAT

**Excited to get this going, won't it
be amazing when we get ...**

Resource W2C page 47

SUN

(non-campaign content)

8 WEEK CAMPAIGN TIMELINE

WEEK 3

KEEPING THE COMMUNITY ENGAGED

MON

(non-campaign content)

WED

(non-campaign content)

FRI

(non-campaign content)

SUN

Reminder Ask Club members to share campaign to their network

Resource W3C page 48

TUE

Post on how the problem effects the club

Resource W3A page 48

THU

Ask Club members to share campaign to their network

Resource W3B page 48

SAT

(non-campaign content)

WEEK 4

UPDATE ON CAMPAIGN - HALF WAY TO TAX TIME

MON

Half way to Tax time (update)

Resource W4A page 49

TUE

(non-campaign content)

WED

Inspire Campaign Post

Resource W4B page 49

THU

(non-campaign content)

FRI

Thank you for everyone that has donated or is volunteering

Resource W4C page 49

SAT

(non-campaign content)

SUN

Its not over but Thank you once again for everyone that has donated or is volunteering

Resource W4D page 49

8 WEEK CAMPAIGN TIMELINE

WEEK 5 SOFT ASK

MON

Post about Campaign to groups outside your direct network, so other Facebook groups, LinkedIn Groups

Resource W5A page 50

TUE

(non-campaign content)

WED

Give a Campaign Update, Special thanks to bigger donors

Resource W5B page 50

THU

(non-campaign content)

FRI

What's on this weekend?

Resource W5C page 50

SAT

(non-campaign content)

SUN

(non-campaign content)

WEEK 6

FOCUS ON THE DREAM

MON

(non-campaign content)

TUE

Thanks to the helpers

Resource W6A page 51

WED

(non-campaign content)

THU

Make someone feel special

Resource W6B page 51

FRI

(non-campaign content)

SAT

(non-campaign content)

SUN

(non-campaign content)

8 WEEK CAMPAIGN TIMELINE

WEEK 7

DRIVE IT HOME

MON

Final Countdown

Resource W7A Page 52

TUE

(non-campaign content)

WED

Wont it be amazing to see X, <LINK>

THU

(non-campaign content)

FRI

Give Thanks

Resource W7C Page 52

SAT

(non-campaign content)

SUN

(non-campaign content)

WEEK 8

CAMPAIGN UPDATE — HARD ASKS VIA REMINDERS

MON

Reminder - Last day for cheque donations

Resource W8A Page 53

TUE

(non-campaign content)

WED

Reminder - Last day for EFT donations

Resource W8B Page 53

THU

(non-campaign content)

FRI

(non-campaign content)

SAT

(non-campaign content)

SUN

Today is the final day of financial year...

Resource W8C Page 53

4 WEEK CAMPAIGN TIMELINE

WEEK 1

WARM UP AUDIENCE TO CAMPAIGN

MON

**Thank you to past Donors /
Volunteers / Supporters**

Resource Section W1A page 46

TUE

(non-campaign content)

WED

**Exciting new project coming to
help the club**

Resource Section W1B page 46

THU

(non-campaign content)

FRI

Campaign Launch and Ask

Resource W2A page 47

Email Resource page 22-30

SAT

(non-campaign content)

SUN

A call for skilled help

Resource Section W1D page 46

WEEK 2

LAUNCH CAMPAIGN

MON

(non campaign content)

TUE

Did you see our exciting new project??

Resource W2B page 47

WED

(non campaign content)

THU

**Excited to get this going, won't it be
amazing when we get ...**

Resource W2C page 47

FRI

(non campaign content)

SAT

**We can't believe all the support we
have received so far, thank you,
<LINK>**

SUN

(non campaign content)

4 WEEK CAMPAIGN TIMELINE

WEEK 3

HALF WAY TO TAX TIME

MON

(non-campaign content)

TUE

Half way to Tax Time
Resource W4A page 49

WED

(non-campaign content)

THU

Ask Club members to share campaign to their network
Resource W3B page 48

FRI

(non-campaign content)

SAT

What it be amazing when we achieve X, <LINK>

SUN

(non-campaign content)

WEEK 4

FINAL WEEK – BRING IT HOME

MON

If you plan to give via eft tomorrow is your last day to do so to ensure it makes it into our bank accounts before the EOF <LINK>

TUE

Giving via EFT, today is the last day <LINK>

WED

(non-campaign content)

THU

Our Campaign to <do X>is drawing to an end, we wanted to say thank you once again to everyone that has contributed.<LINK>

FRI

Today is the last business day of the tax year, if your business wants to donate today is the last day to get accounts to whip out that credit card <LINK>

SAT

(non-campaign content)

SUN

Today is the final day of financial year... this is the last chance to donate via credit / debit card to get a tax-deductible receipt, <LINK>

2 WEEK CAMPAIGN TIMELINE

WEEK 1

WARM UP AUDIENCE TO CAMPAIGN

MON	Campaign Launch and Ask Resource W2A page 47 Email Resource page 22-30	TUE	(non-campaign content)
WED	Did you see our exciting new project?? Resource W2B page 47	THU	(non-campaign content)
FRI	Excited to get this going, won't it be amazing when we get ... Resource W2C page 47	SAT	(non-campaign content)
SUN	We can't believe all the support we have received so far, thank you, <LINK>		

WEEK 2

FINAL WEEK – BRING IT HOME

MON	If you plan to give via eft tomorrow is your last day to do so to ensure it makes it into our bank accounts before the EOF <LINK>	TUE	Giving via EFT, today is the last day <LINK>
WED	(non-campaign content)	THU	Our Campaign to <do X>is drawing to an end, we wanted to say thank you once again to everyone that has contributed.<LINK>
FRI	Today is the last business day of the tax year, if your business wants to donate today is the last day to get accounts to whip out that credit card <LINK>	SAT	(non-campaign content)
SUN	Today is the final day of financial year... this is the last chance to donate via credit / debit card to get a tax-deductible receipt, <LINK>		

USING EVENTS TO FUNDRAISE AMPLIFY YOUR FUNDRAISING

If your club hosts an event, whether it's the end-of-season function, presentation night, a home ground game or just a dinner or party. These events are perfect to fundraise at. If you know you've got an event already planned then think about using it to really launch and push your fundraising campaign.



Here are a couple of reasons why events are awesome for getting donations:

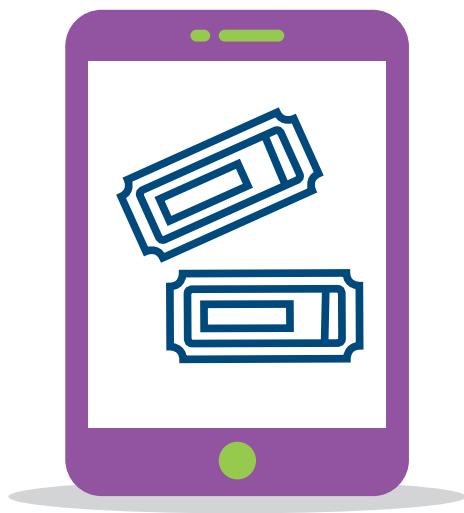
- Engagement – if people are attending the event it shows they are engaged and connected to the club whether it's as a player, member, supporter or something else. Engaged to the club means they are engaged with the cause and will likely be willing to donate.
- Loyalty/Pride - At club events the feeling of club pride is usually high with everyone feeling happy and passionate. Maximise on the good vibes by telling your amazing fundraising story (that you will have perfected in the previous section) to the group and calling on them to support their club through a donation.

With a fundraising project on the Sports Foundation's website, it's very simple to both make and accept donations online.

FUNDRAISING AT THE EVENT

LAPTOP

Consider having a table set up at your event with someone manning the laptop so people can donate on the spot. Simply have your Sports Foundation project page open and you can either type in the details of the donor with them next to you, or they can do it themselves.



TICKET ADD-ONS AND PRE-SALES

Invite guests to a game, dinner, afternoon tea, breakfast, training session with the team—any event you can think of. Sell tickets in advance at a price that will cover your costs, then add an optional tax deductible donation to the ticket price (e.g. your club has dinner for \$100 per head and you include a \$50 optional donation request on the booking page or form remembering to specify the amount of the donation and what it's for).

Your club or organisation keeps the money to cover event costs, and we process the tax deductible donations through Fundraising4Sport. Remember, the most successful way to fundraise through an event is to secure the funds before the event. As your guests will have already donated, it's important to let them enjoy the event. Feel free to thank them for their contribution; just don't ask for more money at the event. So consider the two options we just mentioned, either ask for donations on the night OR include an add-on donation option with the purchase of a ticket, just do one or the other.

TABLETS/MOBILE

This is the same theory as above with the added benefit of mobility, you could have a few people working the crowd and chatting to guests at tables. This is a great way to give a brief overview of your fundraising story while you're chatting and then they can donate right there in the moment.

Events can be a great way to add value for your club supporters; you get a donation, they get to have a good time with friends and other members and supporters. Invite special guests to talk, such as former players and ex-coaches, to help put a face to your cause.



THE PERSONAL TOUCH

If you can collect a large donation from a club supporter (a person or a business), it's best to meet with the potential donor face-to-face. Send the most senior person in your club or organisation i.e. your chair-person, president, CEO, or prominent board member. This makes the potential donor feel valued, promotes confidentiality, and allows your organisation to really express its appreciation. You should aim to receive the donation or pledge on the day, rather than negotiating later. Our online donation form (via tablet or mobile device) can help make this more comfortable.



CAMPAIGN CLOSE POST TAX TIME

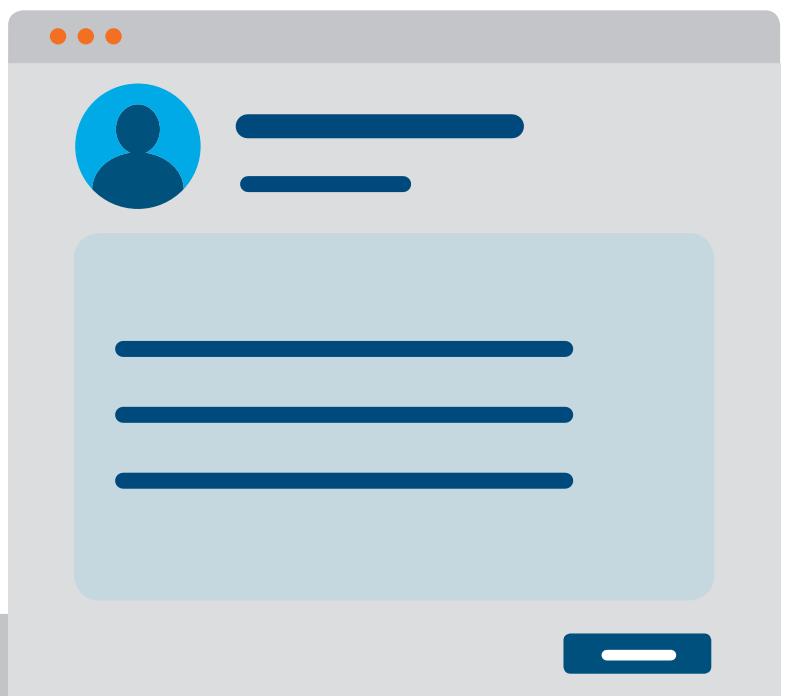
On the close of your campaign you need to thank everyone that helped and donated. You can do this in any number of ways from social media shout outs, email thank you, club day or night celebrations.

Once you achieve your goal, be it buying gear for the club, taking the team on a trip, whatever – share the results with your supporters by thanking them. It doesn't have to be hard, a simple picture of the team enjoying the result of the campaign with a message of how much joy it has brought to the club or yourself. The more personal and emotional the message is, the more impact it will have.

RESOURCES

ENGAGEMENT TEMPLATES

For these examples we talk about changeroom projects, but you can interchange this for whatever it is that you're fundraising for!



WEEK 1

WARM UP AUDIENCE TO CAMPAIGN

• • •



MONDAY

Thank you to past Donors / Volunteers / Supporters

W1A

A big thank you to everyone at **ASF football club** who has supported us over the past year, whether through volunteering or through a donation to our **changeroom project**. We have some exciting things in the works over the next year!

• • •



WEDNESDAY

Exciting new project coming to help the club

W1B

Exciting things are coming for **ASF Football Club** this year and our plans are going to make a big difference for all our members.

Watch this space for more information!

• • •



FRIDAY

Campaign is coming soon...

W1C

New **changerooms**, snazzy new showers, upgraded facilities - that's our off-field goal for 2019. We're going to be working hard off field to fundraise the money we need to ensure our club stands out as one of the best in the league. Keep an eye on our socials, your emails and all our communication channels because we need LOTS of help!

• • •



SATURDAY

A call for skilled help

W1D

Many hands make light work, and we're calling for many many hands for our **changeroom upgrade** project. Some of the different skills we're looking for are

- Social media
- Photographer
- Designer

WEEK 2

LAUNCH CAMPAIGN

• • •



MONDAY

Campaign Launch and Ask

W2A

ASF Football club has been growing in numbers every year and we want our women's team to continue to grow and succeed. We believe that in order to play well on-field, it is important to be welcomed and feel included off-field – and this starts with having a place to call home. We're excited to announce the launch of our Changeroom Renovation campaign and ask for all our passionate supporters to help us to reach our goal.

We've teamed up with the Australian Sports Foundation to allow tax-deductible donations for this cause and hope that everyone will dig deep and together we can achieve our goal!

You can read our story further and make a tax deductible donation below.

[**<< URL LINK>>**](#)

• • •



WEDNESDAY

Did you see our exciting new project??

W2B

Have you heard the news? We're building a new changeroom for our women's team! This will ensure the women's team have a place to call their own around the club. We need your help to reach our fundraising target – every donation counts no matter how big or small!

[**<<URL LINK>>**](#)

• • •



Saturday

Excited to get this going, wont it be amazing when we get...

W2C

We've had all the designs finalised and the board signed off on the plans for our new changerooms! The new changerooms will include all new showers, ice baths and a meeting room for pre-game talks. It's going to be awesome having such great facilities for our women's footy team.

WEEK 3

KEEPING THE COMMUNITY ENGAGED

• • •



TUESDAY

Post on how the problem effects the club

W3A

ASF football Club have had a great few years and our success has helped grow our teams – especially the women's team! We've grown from just 15 girls in 2015 to now having over 50 players and two teams. Because of this we're struggling with capacity on home ground weekends, our men's firsts, seconds and thirds as well as our women's team all need to use the changerooms throughout the day and we're having problems fitting everyone in! This is why we're fundraising to build a new changeroom to house our women's team. Every little bit helps so please show your support today through a tax-deductible donation ([URL LINK](#))

• • •



THURSDAY

Ask Club members to share campaign to their network

W3B

Tell a mate about our campaign! Imagine if everyone reading this post shared it on their own page. Then imagine if just half the readers donated – it would make a huge impact. We're asking for all our members and followers to share our fundraising story and tell their own followers about the need for a new changeroom and ask for their help to reach our goal. To make it simple as possible we've included the story to copy and paste below

<<FUNDRAISING STORY AND LINK TO PAGE>>

• • •



SUNDAY

Reminder Post: Ask Club members to share campaign to their network

W3C

Thanks to everyone who has supported our Changeroom Fundraiser so far. We understand that not everyone is able to support us financially so we're asking that you help us to spread the message and reach as many people as possible. Please share using the link below across whichever channel you use the most <[PROJECT LINK](#)>

WEEK 4

UPDATE ON CAMPAIGN - HALF WAY TO TAX TIME



MONDAY

W4A

We are half way to Tax time (give update) give update, but don't ask for any donation in this post. It's more a thank you and a reminder than anything.

End-of-financial year is almost here, meaning if you want to support our **Changeroom Fundraiser** and get a tax-deduction for your donation you have to do it soon.

We're a **quarter** of the way to reaching our fundraising goal which is an amazing achievement and thanks to everyone who has donated so far! The **new women's changeroom** is going to mean so much to our club and is an investment for the future.



WEDNESDAY

W4B

Inspire Campaign Post (how amazing will it be when we achieve X)

X here is your goal - whatever it is that you're fundraising for!

Imagine on our home ground weekends with all the teams playing, gone are the days of trying to shuffle all team's in and out of the one changeroom. We envision that the installation of the new women's changeroom will allow the women to have a better warm up, team talk and feel more prepared for the match.



FRIDAY

W4C

Thank you for everyone that has donated or is volunteering

It's been so awesome seeing everyone band together to help bring our **changeroom renovation to life**. Thank you to everyone who has donated so far, we are very appreciative and thankful to those who have shared our story, volunteered their time or shared their skills. We still have a way to go but can't wait to see the end result!



SUNDAY

W4D

Its not over but Thank you once again for everyone that has donated or is volunteering

A big thanks from our current women's footy team to everyone who has donated – check out this video of the girls saying thanks at training! <VIDEO> You can do your bit to get the new changeroom built by making a tax-deductible donation <<URL LINK>>



Try and include something visual here to accompany your post, maybe the team saying thank you or just a photo of the team training. Anything that makes it a bit more engaging.

WEEK 5

MONDAY

W5A

As we mentioned in earlier sections, your best chance of fundraising success will be through reaching the most people possible.

Think of other places you can post about your cause, is there a community Facebook page (Canberra Community Group for example) or a local newsletter you can get in to? Advertising across different channels will help to broaden your audience, attract new supporters and potentially new donors. Some ideas of places to share your project page:

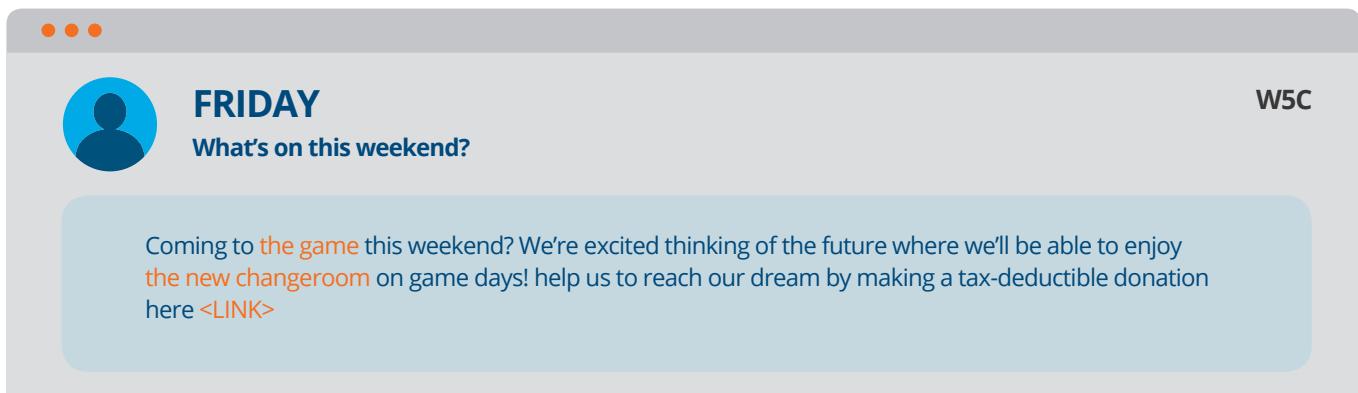
Community Facebook page

Local newsletter

Other sporting clubs facebook pages



The template features a blue header bar with three orange dots on the left. Below it is a white section with a blue circular profile icon on the left. To its right, the word "WEDNESDAY" is in bold blue capital letters, followed by "Campaign Update, special thanks to bigger donors" in a smaller blue font. On the far right, the code "W5B" is in small blue capital letters. At the bottom, a light blue rounded rectangle contains text in blue and orange: "We've already raised \$10,000 through the Australian Sports Foundation towards our Changeroom Renovation. A big thanks to our generous donor who gave \$5000 last week! As a thank you we will be giving this donor a special tour of the new changeroom when it opens!"



The template features a grey header bar with three orange dots on the left. Below it is a white section with a blue circular profile icon on the left. To its right, the word "FRIDAY" is in bold blue capital letters, followed by "What's on this weekend?" in a smaller blue font. On the far right, the code "W5C" is in small blue capital letters. At the bottom, a light blue rounded rectangle contains text in blue and orange: "Coming to the game this weekend? We're excited thinking of the future where we'll be able to enjoy the new changeroom on game days! help us to reach our dream by making a tax-deductible donation here <LINK>"

WEEK 6

FOCUS ON THE DREAM

• • •



TUESDAY
Thanks to the helpers

W6A

We can't believe all the support and help we've received for our **chanceroom** fundraiser. This is making all the difference - so thank you to everyone who has supported us so far!

• • •



THURSDAY
Make someone feel special

W6A

A special thanks to **Jess** who has helped so much with our **change room** development project. She's been great helping to organise all the resources we need to complete our project.

WEEK 7

DRIVE IT HOME

MONDAY

Final countdown

We're in the last weeks until End of Financial Year (June 30th) and still need your help to achieve our goal of renovating our changerooms to fit our growing women's teams. A donation of just \$50 will make a big difference to all our teams but especially the girls & women. All the donations are tax-deductible through the Australian Sports Foundation <[LINK](#)>

W7A

WEDNESDAY

Simple call for support

Got a spare 5 minutes to support ASF Footy club? This year we are aiming for a premiership across all divisions but off field we want to make our club more of a home for our women's team. Please help make our dreams a reality by making a tax-deductible donation <[LINK](#)>

W7B

FRIDAY

Give Thanks

We can't believe all the support we have received so far, thank you <[LINK](#)>

W7C

WEEK 8

REMINDERS AND HARD ASKS

MONDAY - 24 June W8A

 Reminder - Last day for cheque donations

Are you thinking of making a donation using an old school cheque? Well if so today is the last day to deposit it to a westpac bank account.

WEDNESDAY - 26 June W8B

 Reminder - Last day for EFT donations

Planning on donating to our **changeroom campaign** via an EFT donation? Well to get it processed in time, today is the last day to do it
[**<LINK>**](#)

SUNDAY - 30 June W8C

 Today is the final day of financial year

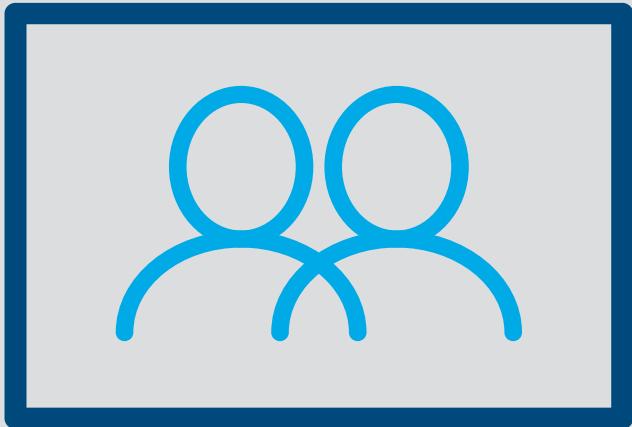
Today is your last chance to get a tax-deduction for your donation on our **changeroom renovation** project! The financial year ends tomorrow so make sure you get your donation in via credit card to ensure you can make a claim this tax-time. If you're not thinking about tax-deductions then you can donate anytime over the next month, any donation big or small will make a massive impact for our club and our future.

CAMPAIGN CLOSE POST TAX TIME

MONDAY - 1 July

ASF Football Club want to give a massive thank you to everyone who has donated to our [changeroom renovation campaign](#). It's been a big task to get this project off the ground and it wouldn't have been possible without the support of our dedicated volunteers and of course those who have donated. Keep an eye on our social media and our emails for updates over the coming weeks!

IMPACT
Once project complete/ close to completion



● ● ●

PHOTO OF COMPLETE PROJECT

This is all thanks to you - [The ASF Footy Community!](#) We are so excited to officially announce the completion of our Women's Changeroom. The work of all our dedicated volunteers and supporters has made this possible and we can't wait to put the rooms to good use this weekend!

PHASE 4

THANK YOU AND IMPACT



INTRODUCTION



People donate for any number of reasons, but the core motivator of all donors is that they want to see a positive change in the world.

Saying thank you and informing donors on their impact is how you really drive home your thanks and more.

THE POWER OF THANK YOU

Aside from being good manners to thank your donors, it can also really help your cause.

Thanking 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



THE POWER OF THANK YOU

Research tells us that by simply thanking a donor, you have a 50 percent better chance of receiving another donation next time you ask! 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 has had on you or your organisation.

It's easy to keep track of who has donated to your project using the reports section of your member portal. Then you can shoot them off a personalised email using mail merge or your direct marketing program (Campaign Monitor, Mail Chimp etc).

Some tips for a good thank you:

- Make it personal, genuine and friendly: you can see what we mean in our templates below but using the donors name makes all the difference. Don't over think the thank you, simply write it how you would say it if you were face-to-face.
- Include photos if you have them. We touch on this more in the next section but using photos to show the donor the impact their contribution has made is a great way to make them feel loved!
- Don't wait too long. A timely thank you is vital, it may be tempting to wait until your project is finished to send one big thank you out to everyone who donated but a good rule of thumb to follow is to send a thank you within a week of receiving the donation.



UPDATE ON THE IMPACT

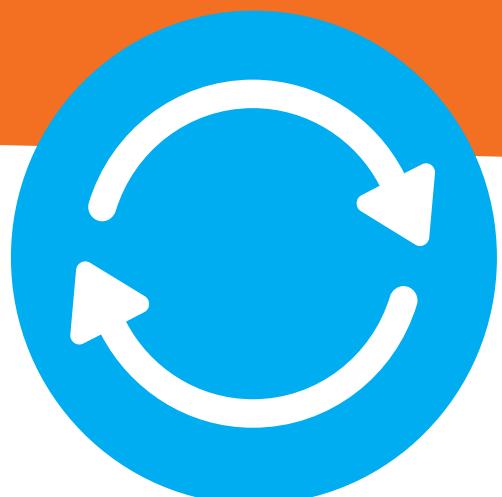
Saying thank you is polite and a must do but informing your donors to the impact of their donation is even more rewarding. When a donor can see the positive impact their donation has had on your cause, it rewards them, they get to see a positive change which they helped contribute to. This is the real payoff of a donation.

If you're fundraising for something tangible like uniforms, equipment or changerooms then send them updates as the club gets their new goodies!

Social media is the perfect platform for thanking your donors and showing them the impact their donation has made, some ideas for this are:

- A photo of the team in their new uniforms, changeroom or using the new equipment
- A video of the players saying a big thanks to everyone who donated
- A message from someone notable at the club: the president, team captain, head coach

Thanking your donors is a way to keep them engaged in the cause and also works as a way to acquire new/prospective donors. If they see lots of photos and videos online, they might feel inspired to give themselves.



RESOURCES

THANK YOU TEMPLATES



DONATION THANK YOU

•••



Social Post

ASF Football Club want to give a massive thank you to everyone who has donated to our [changeroom renovation campaign](#). It's been a big task to get this project off the ground and it wouldn't have been possible without the support of our dedicated volunteers and of course those who have donated. Keep an eye on our social media and our emails for updates over the coming weeks!

POST IT

•••

Email to be sent within a week of receiving a donation



Subject: Thank you for your support of ASF Football Club

Dear <Kristy>,
I am writing to say a big thank you from myself and on behalf of ASF Football Club for your generous donation to our [changeroom renovation campaign](#). We are very appreciative of your support and are looking forward to seeing the results [once the changeroom is finished](#).
For updates on the project please follow our social media ([hyperlink](#)) and we will be sending some updates at the competition of the campaign.
Once again thank you, if you have any questions please don't hesitate to contact me

Kind Regards,
Australian Sports Contact
President ASF Club

SEND

DONATION THANK YOU



Email – To be sent on completion of campaign

We've reached our goal – thank you!



Dear <Kristy>,

With your generous support we have been able to reach our goal and build our new changeroom.

The new changeroom is complete and we had our women's team using it this weekend and they also had a great win!

The impact of the new facilities for the club will be amazing, we are predicting many more members signing up in the future wanting to take advantage of the state-of-the-art changerooms.

Once again thank you very much for your support, this project would not have been possible without you!

If you have any questions please don't hesitate to contact me.

<NAME>

<Contact Details>

SEND

ADDITIONAL SUPPORT

While this is quite a comprehensive guide to your fundraising campaign, we are just a phone call away should you need any help. Our team of Sports Partnership Managers are the expert when it comes to all things Sports Foundation and fundraising.

ACT, SA & WA

Michael Burke
02 5112 0981
0408 680 122
michael@sportsfoundation.org.au

NSW

Ryan Holloway
02 5112 0983
0438 823 903
ryan@sportsfoundation.org.au

QLD or NT

Chris Bond
02 5112 0991
0421 971 154
chris@sportsfoundation.org.au

VIC or TAS

Jaime Firman
02 5112 0982
0407 412 477
jaime@sportsfoundation.org.au

ATHLETES

Chris Bond
02 5112 0991
0421 971 154
chris@sportsfoundation.org.au



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