AUSTRALIAN SPORTS FOUNDATION

FUNDRAISING ON SOCIAL MEDIA

ATHLETES

A few words on social media can prompt potential donors to visit your fundraising campaign page where they can read more information, in a less cluttered and more personal platform.

FINDING YOUR CAMPAIGN URLS

Sharing your fundraising page is a great way to promote your campaign on social media channels, where word counts are limited and attention span is short.

Here's how you can find your fundraising project page URL:

1. Search your name on our website at https://asf.org.au/our-athletes/

2. Click on your tile

3. After you have been redirected to your project page, copy the hyperlink and paste into social media, website or email.

OR

1. Log in to your fundraising portal.

2. Click on the "Manage My Fundraising" tile

3. In the Projects tab, click on the campaign name. You'll see your Project URL on the right.

Project URL

Project URL
- https://asf.org.au/athletes/athlete-name

Donation URL
https://asf.org.au/donate/athlete-name

Sharing the direct link to your online donation form can be a very successful way to encourage donations.

If a link is being included in an email or on a website, you have already captured the potential donor's attention, and have had the luxury of more space and time to provide details about who you are and what you are raising funds for. You always want to make the donation process as easy as possible, so "one click" to donate is ideal.

You'll find your Donation URL in your portal, directly underneath your Project URL.

Project URL

Project URL
- https://asf.org.au/athletes/athlete-name

Donation URL
https://asf.org.au/donate/athlete-name

FACEBOOK TIPS

Facebook is a great platform to share donation links, and include some attention grabbing detail about your fundraising campaign.

- Copy and paste your campaign page into a new status, and Facebook should automatically populate a clickable image.

  Use @ and tag some of your supporters, your coach, team or the club you represent to increase your reach!

- After the clickable image has appeared, the link in your status can be deleted. This link should be replaced with a few sentences to draw the attention of potential donors and motivate them to click through to your campaign page for more details.

- Even better, upload a quick video of you talking about your fundraising campaign and asking for support!

Tayla Simmonds
February 5 · 🌐

Hey Everyone!
I am raising funds with the Australian Sports Foundation in order to apply for and obtain a P1 Athlete's Visa to the USA so I can compete and train for/at the events coming up over the next year such as Jnr US Masters, Jnr and U21 World Championships. Any support is so greatly appreciated even just a simple share of this link 😊

Thankyou!

https://asf.org.au/.../support-tayla-get-to-the-2021.../

ASF.ORG.AU
Australian Sports Foundation | Support Tayla get to the 2021 World Championships
Join our specialised Athlete Fundraising program and fundraise for equipment, travel, training and other costs through tax-deductible donations.

EXAMPLES

More examples for Facebook posts:

I'm on my way to <<event>> but I don't have enough funding to compete at my best without your help. Through my fundraising partnership with the Australian Sports Foundation, donations to my campaign are tax deductible. Please help me represent <<State/Australia>>) this year by donating today! #joinourteam

As many of you know, I'm an Aussie athlete on my road to represent our country in <<sport>>. I have faced many obstacles during my Tokyo journey, but there is one I cannot overcome alone- unfortunately I don't receive enough funding to pay for my coach to travel with me to training camps I need to attend to give myself the best chance at performing at my best.

Please support me on my road to World Champs, DONATE TODAY #joinourteam

I need your help to raise $5,000 by 30th June. Without this funding I won't have the best possible chance at bringing home a medal and doing my best for Australia DONATE TODAY #joinourteam

TWITTER TIPS

Here are some examples of a short sentence with a link to your campaign page to provide more information:

Support me on my road to the Olympics- your donation is tax deductible and will mean I can focus on achieving my best http://ow.ly/YJjK301gYtk

I am faced with financial obstacles on my sporting journey- donate today and help me achieve greatness for our nation http://ow.ly/2tqC301gYYg

After adding a link to your tweet, you will have about 117 characters left to play with.

Use a website like bitly.com to shorten your project page URL

#Hashtag some relevant words like your #sport and #donation

An image can be added along with a link, but the link is the most important content to include. After a link and an image is added, you will have about 93 characters to motivate potential donors to click on the link.

INSTAGRAM TIPS

It's all about the images

Instagram is a great social media platform for images, but not for sharing links. When a link is added into the caption of an image, it is not clickable and the potential donor cannot copy and paste the link into their web browser. This means, the only way a potential donor could follow a link you provide in a photo caption is by retyping the entire URL into their web browser.

A more successful way to share links on Instagram is to direct potential donors to a link in your bio. You can post a clickable link in your bio, and throughout your fundraising campaign you can refer to the link in multiple photo captions.