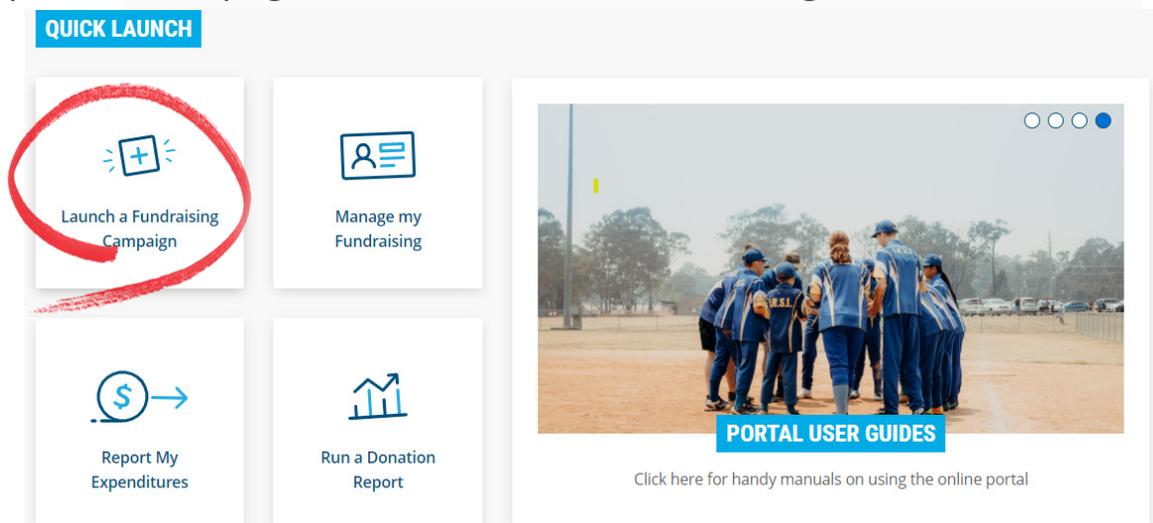


CREATING A NEW FUNDRAISING PROJECT FOR ATHLETES

1. From the Australian Sports Foundation website select [Login](#) and enter your portal username and password.
2. Once on the portal homepage select **Launch a Fundraising Campaign**.



3. A dialogue box will appear, enter the basic details of your project. Click **Next**.

- Be sure not to use any special characters.
(eg. !@#\$%*&)

- People impacted will be 1 (the athlete).

- Project names are most effective when they include the athlete's name

CREATE NEW PROJECT

Enter Basic Project Details

* NAME OF NEW PROJECT

* FUNDRAISING TARGET FOR THIS PROJECT

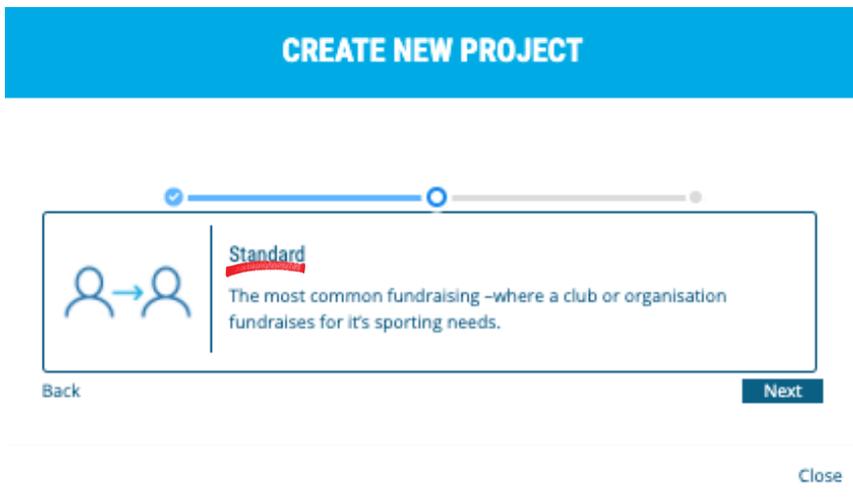
* LAUNCH OF PROJECT

HOW MANY PEOPLE WILL BE IMPACTED

* SPORT TYPE FOR THIS PROJECT

Next

4. You will be asked to select your project type. Select **Standard**.

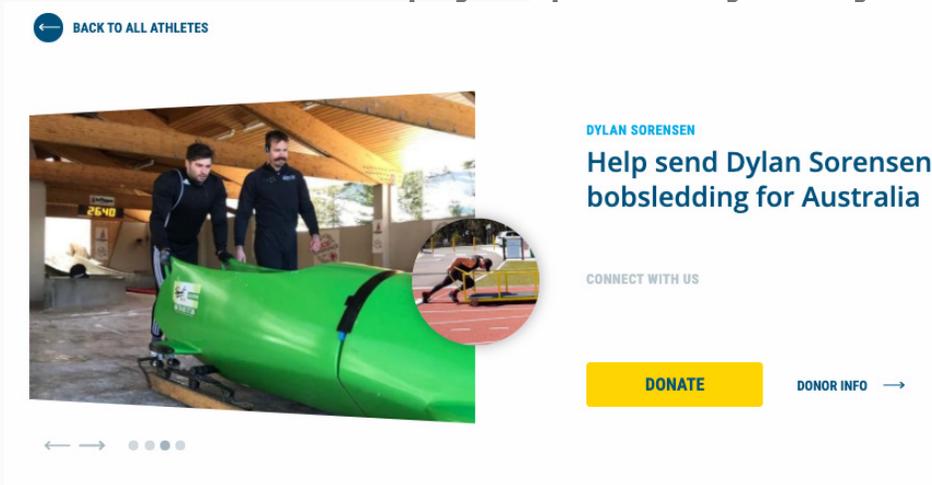


5. Select your preferred page style before clicking create project. We recommend Semi Pro, the options appear as seen below;

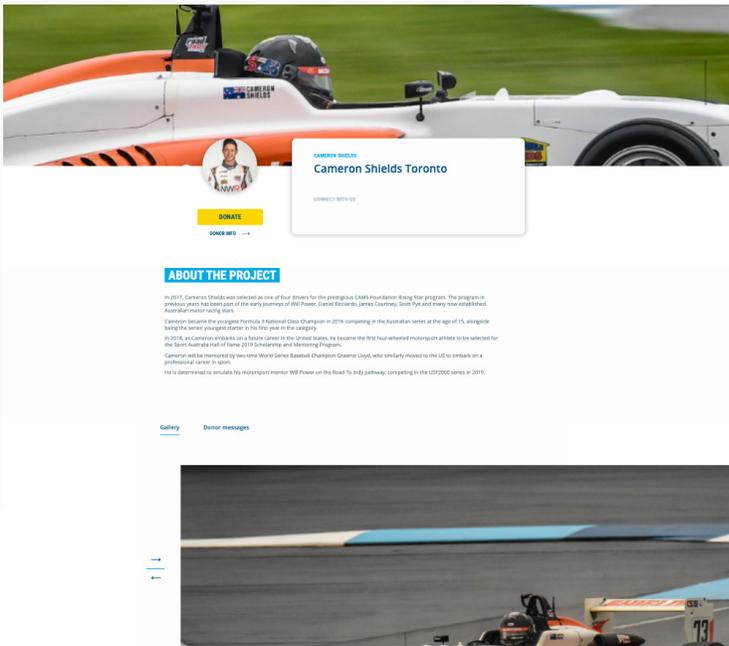
Beginner: This page style only requires a logo.



SemiPro: This page requires a logo and gallery images.



Superstar: This page style has a logo, gallery images and a header image.



6. Select Edit in the top right-hand corner to add project details and images to your project. See below for more information on each field.

Project PORTAL GUIDE

[Edit](#) Request eligibility for PAF distributions

Organisation
Australian Sports Foundation Ltd

Approval Status
Draft

Fundraising Target
\$10,000.00

Eligibility Status
Eligible

Charitable Status

Draft Pending Approval Approved Closed Ineligible

Edit and Submit

Project URL

FIELD DEFINITIONS

PROJECT NAME:	This will be the name that is displayed on your project webpage and URL link. Please ensure there are no symbols in the name.
SPORT TYPE:	Ensure your sport type is accurate. this may impact a potential donor's ability to easily search for your project on the ASF website.
PROJECT START DATE:	Starting date of the fundraising campaign.
ESTIMATED TARGET ACHIEVED DATE:	The date you hope to have reached your donation target.
PROJECT TYPE TAGS:	Select the areas that your fundraising will support.
CAUSE AREA TAG:	Select if applicable to your project

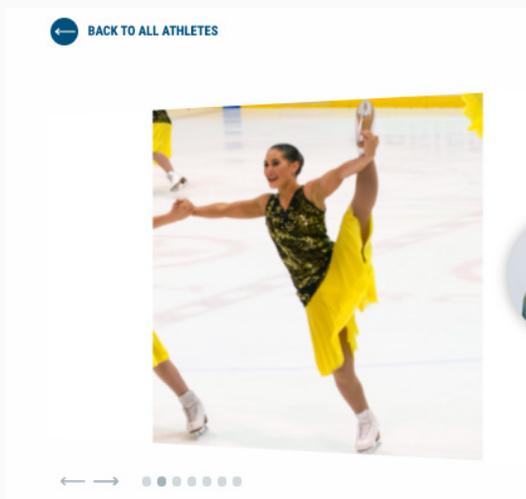
FUNDRAISING OBJECTIVES

FUNDRAISING PLANS:	<p>How will you achieve the goal? You can note ways in which you are promoting your fundraising campaign here.</p> <p>Consider the following:</p> <ul style="list-style-type: none">•How will you approach your fundraising?•Who will you aim your fundraising at?•What communication method/s will you use?•What events will you host (if any)?
FUNDRAISING TARGET:	The total amount you'd like to raise through your campaign.

PROJECT SETTINGS

DISPLAY THERMOMETER:

You can choose to display how your campaign is tracking against your target by ticking the display thermometer box.



ADA LACEY

Ada Lacey

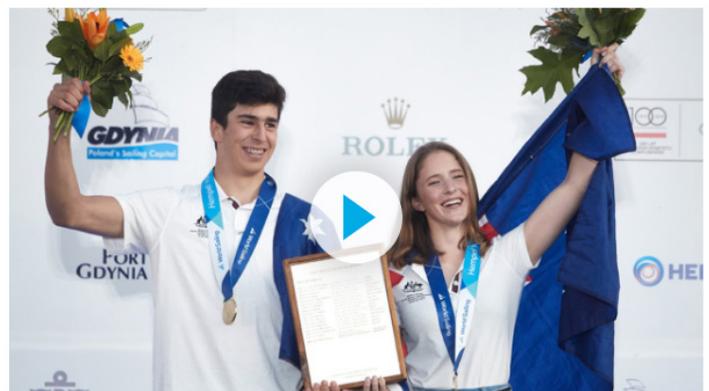
FUNDRAISING GOAL	RAISED	DONATIONS
\$4,500	\$1,003	5

DONATE

DONOR INFO →

YOUTUBE ID:

To imbed a video on your campaign you can include your YouTube ID, which is the characters after = and before &. This is the highlighted section on the below URL and appears on the page as seen below.
https://www.youtube.com/watch?time_continue=3&v=0mquMabclZU&feature=emb_title



PROJECT CONTENT

* Short Description ⓘ

This description will display on the first page of your donation page. Here is an example.

"Gold Coast United FC is a not for profit community club that aims to raise funds to support the development of the club's players and coaches through various initiatives"

Tips: Ensure that you are using no more than 255 characters

LONG DESCRIPTION



This appears in the about section of your project page. Make sure you can clearly explain the why behind your fundraising campaign – why you need the money and what difference that money will make to the sporting team or athlete? Your story should include:

NEED - What amount 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!

Optional Project Customisations

Donation Option 1 ⓘ

Custom thank you message ⓘ

After making a donation your supporters will see this message across their screen. If you enter nothing, the default will be "A BIG THANK YOU FROM (your campaign name) for your donation of (amount).

Don't forget to mention that donations over \$2 to your project page are **TAX DEDUCTIBLE!**

PROJECT CONTENT

SHORT DESCRIPTION:

This description will display on the first page of your donation page. Here is an example.



YOU'RE HELPING SUPPORT WILL COOLEY

Help Will, Youth Sailing World Champion and Australian Youth Sailor of the Year represent Australia at Paris 2024 Olympics.

Tip: Ensure that you are using no more than 255 characters

LONG DESCRIPTION:

This appears once a donor has clicked for more information. Your long description should tell your fundraising story, use emotive language and convey what you are trying to achieve with the campaign.



ALEX PERONI

Alex to Indy Lights

FUNDRAISING GOAL	RAISED	DONATIONS
\$100,000	\$30,096	7

CONNECT WITH US

[DONATE](#)

[DONOR INFO](#) →

ABOUT THE PROJECT

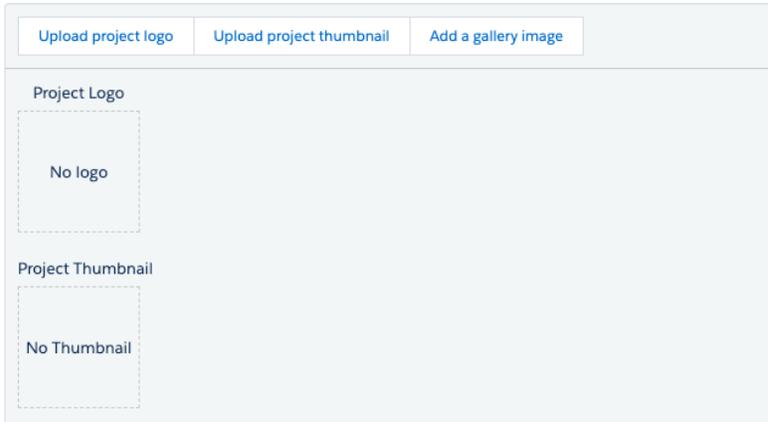
I'm heading to the US for the majority of 2021 to race in the prestigious Indy Lights series, the feeder category to IndyCar.

I will need to fund all of the expenses that come with living away. These will include:

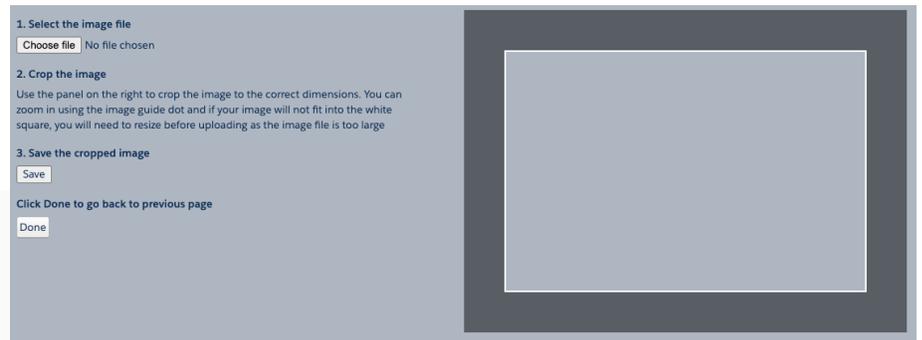
- a personal trainer who will assist with my physical preparation as well as attend race events with me (includes travel and accommodation)
- travel and accommodation while I'm away testing or racing

LOGOS AND IMAGES

Once you have created your project, scroll to the bottom of the page to upload your logo, gallery images and banner (if applicable).



Tip: Do not click the (x) to remove a logo if there is already one loaded.



1. Click choose file.
2. Use the circle at the bottom of the box to resize your image. Please resize so your whole logo/image fits within the grey box as this is what will be displayed.
3. Click save.
4. Click Done. This will upload your logo.

NOTE- The follow are the ideal sizes for images to be uploaded to your campaign webpage.

Project Logo 400 x 400

Thumbnail and Gallery 900 x 600

Banner Image 1920 x 550

You may need to resize your image before it will fit in the light grey box of the cropping function.

WHERE DO THESE IMAGES APPEAR?

YOUR LOGO HERE

DONATE NOW

THOMAS O'HALLORAN

Tom O'Halloran Tokyo 2021 Olympics: Help for raising funds for my Olympic journey. Money raised will pay for travel, training, coaching and having the time in the week to give it everything I have.

VIEW THIS PROJECT →

← **BACK TO ALL PROJECTS**

YOUR GALLERY HERE

LOGO



CENTRAL DISTRICT FOOTBALL CLUB

Never Yield - Your Club Needs You

FUNDRAISING GOAL

\$250,000

RAISED

\$79,140

DONATIONS

512

CONNECT WITH US

DONATE

DONOR INFO →

OPTIONAL PROJECT CUSTOMISATIONS:

DONATION OPTIONS:

Enter three donation amounts that you would like to display to prompt your supporters. They will also have the option to choose their own amount. If you enter nothing the default will be \$25, \$50, \$100.

How much would you like to give?

CUSTOM THANK YOU:

After making a donation your supporters will see this message across their screen. If you enter nothing, the default will be "A BIG THANK YOU FROM (your campaign name) for your donation of (amount).

PROJECT URLS:

PROJECT AND DONATION PAGE URL:

You will find links to both your project and donation page in the top right-hand corner of the project record. We suggest that you include these when promoting your project as we have many fundraising partners and it can often be difficult to locate a project on the web site by search alone.

7. Once all information is added you will be able to Submit project.

✓ Edit and Submit

This project is ready to be submitted.

Submit for Approval

Project URL

Project URL

<https://asf.org.au/projects/australian-sports-foundation-ltd/portal-guide>

> Project Instructions

8. Confirm your submission.

9. Once submitted your approval status will change to **Approved** and go live on the website. Our team will review your campaign and confirm the project and donation URLs in an email. However, you can continue to make changes by clicking edit again.