



FACT SHEET

Promotion of an ASF project

Promotion of your project will ensure potential donors are reached. Knowing your target market and identifying the best avenue for connecting with them are the keys to successful fundraising. This could mean developing a colourful brochure, distributing individual letters, promoting on a website or listing details in a club newsletter. For projects registered with the Australian Sports Foundation Ltd (ASF), there are some additional considerations.

Promotional material

All donation forms and promotional material referring to the ASF, or the tax deductibility of donations, must be approved by the ASF prior to distribution. This includes, but is not limited to:

donation forms

letters

newsletter inserts

invitations

brochures

kits

posters

website information

speech notes

media releases

In addition, the organisation may not use the ASF's logo or tax deductible status or promote the project until the organisation has been given written advice of the project's registration.

Templates containing standard ASF wording will be provided upon project registration. An example of ASF standard wording is:

'The Australian Sports Foundation Ltd. (ASF) was established by the Australian Government to assist organisations raise funds to develop sport in Australia through public and corporate donations. The ASF's listing in Division 30, section 30-90 of the Income Tax Assessment Act 1997 ensures donations of \$2 or more to the ASF are tax deductible.

'Donors must contribute unconditionally to the ASF to claim a tax deduction; however, the ASF's structure makes it possible for a donor to indicate a registered project as the preferred beneficiary of their gift. The Organisation, Project Name, (Project #), is registered with and conducted under the charter of the ASF (ABN 27 008 613 858).'

'All claims are subject to acceptance by the Commissioner of Taxation. Donors who are uncertain of their position should seek their own professional advice.'

Any promotional material developed prior to ASF project registration should have been provided with the project application. All promotional material developed by the project following registration referring to the ASF or tax deductibility of donations, must be approved by the ASF prior to printing or distribution. While the ASF endeavours to attend to promotional reviews in a timely manner, requests for material review should have reasonable lead times.

Should organisations distribute unauthorised material or promote the project in a misleading or deceptive manner, the ASF may take reasonable corrective action and recover costs of taking such action.

How can I find out more?

Contact the Australian Sports Foundation at:

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ABN 27 008 613 858

SUPPORTED BY



Australian Government

Australian Sports Commission