



## FACT SHEET

### Fundraising ideas

Some ideas used in fundraising campaigns:

- establish a volunteer network ensuring volunteers are familiar with your project
- inform donors about your project – there is a direct link between the size of the donation and the knowledge the donor has of the cause and their commitment to it
- create a 'Donor Society' (a network of people who have an interest in your project)
- use a celebrity or high profile person to support the project – perhaps a local identity
- establish a relationship with your local media – identify a key media contact and invite them to visit your project site
- approach your state or territory government to determine if there are existing programs relevant to your organisation
- work with the local Chamber of Commerce
- utilise your local Council, it sometimes has a regional newsletter
- use the web, establish your own page or link with someone who is associated with your organisation
- network with like organisations to determine if others have undertaken similar campaigns, and then exchange ideas
- use the schools network, Parents and Citizens Groups, youth groups etc
- work with the local service clubs – Rotary, Apex, Lions – they may even provide volunteers or help you raise some funds
- approach the licensed clubs in your area, most have some funds that support community sporting organisations
- consider engaging a fundraising consultant

Some successful strategies used by ASF projects

- have a professional promotional brochure developed
- hold fundraising dinners or other events – remember, the donation component cannot be a compulsory part of the ticket price
- approach your existing membership base – remember, the donation component cannot be a compulsory part of the membership fee
- arrange for a pledge system (a regular commitment over the life of the project)
- have a unique aspect to the fundraising campaign – a high profile person supporting the campaign, use of innovative ways to thank and/or recognise donors ('plaque/paver/brick' campaigns, honour boards, names on equipment parts, such as rowing oars etc.), a catchy title, a special strategy such as 'Project 200' with 200 donors donating \$200 each. Also see Donor Recognition
- publicise using existing processes such as newsletters, magazines, membership renewal letters, mailouts, your website (include a printable donation form)
- use a personal approach with 'key' donors in the club's network or base
- allow donors to contribute by cheque, cash or credit card
- have a project launch
- say thank you to donors

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How can I find out more?

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