



# FUNDRAISING TOOLKIT



**UNITED, WE CAN MAKE A DIFFERENCE**



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**We are the Australian Rugby Foundation – an independent, charitable organisation established in 2014 as the sport’s national fundraising body, raising funds to make “Rugby a Game for All”. Since inception we have been a committed and significant investor in our game on behalf of our donors.**

We continue to connect Rugby’s supporters around the world to help secure the future of our game – from the grassroots to the national jersey.

To try and make your fundraising journey a little easier, we have partnered with the Australian Sports Foundation and created this toolkit which outlines tips, strategies and ideas to help you generate the most successful fundraising campaign.

This toolkit is broken down into different sections to help you with everything from planning your campaign right through to thanking donors.

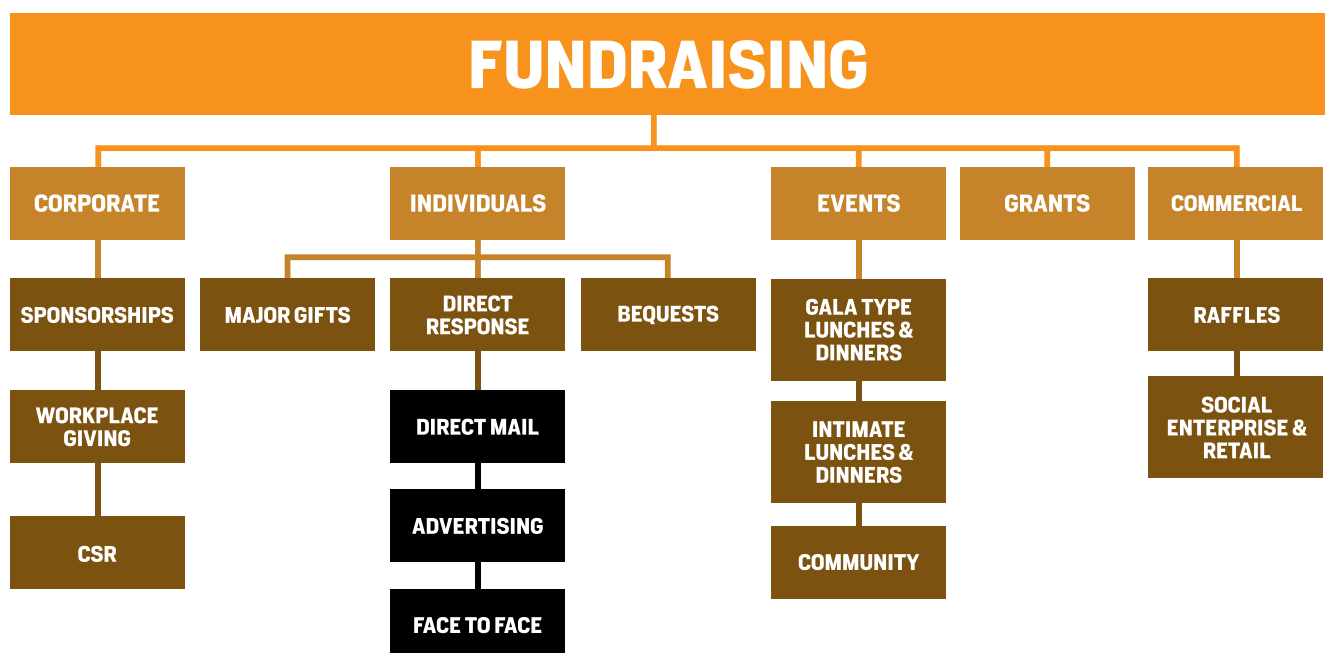
Partnering with the Sports Foundation allows you to offer the benefit of tax deductibility to your donors which is emerging as one of the most effective ways of generating funds from individuals or businesses.



## WHAT IS FUNDRAISING?

**Fundraising is defined as generating funds through voluntary contributions.**

How organisations fundraise has evolved over time. The table below refers to the various ways organisations generate contributions:





## BEFORE YOU START

Creating a fundraising campaign can feel overwhelming but it doesn't need to be. It is important to set aside time to plan your campaign, break it down into several achievable phases which is what we have done throughout this toolkit.

The most successful fundraising campaigns are those that match you and your club/organisation's capabilities. Be realistic in what you can achieve and utilise your existing strengths, capitalising on the opportunities and infrastructure you already have in place e.g. existing social media pages/platforms, club databases, regular meet-ups, players, coaches or sponsors.

## WHAT CAN YOU FUNDRAISE FOR?



If there is another area you would like to fundraise for and unsure if it is acceptable, please visit the Sports Foundation's website: [www.sportsfoundation.org.au/fundraise-with-us/clubs-and-organisations/](http://www.sportsfoundation.org.au/fundraise-with-us/clubs-and-organisations/)

## WHY FUNDRAISE THROUGH THE AUSTRALIAN SPORTS FOUNDATION?

Our fundraising partner, the Australian Sports Foundation is a Not-For-Profit organisation established to help Australian athletes, sporting and community organisations raise vital funds for their sporting endeavours. Through this toolkit and the Sports Foundation you will have the best resources and advice available to you to ensure that your fundraising campaign is a success!

Once your club/organisation has signed up with the Sports Foundation, you'll get your very own fundraising page that is easily accessible and can be shared online or via social media – a great way to share your fundraising story and ask for donations from your followers! Steps on how to set up your dedicated fundraising page is outlined later in the toolkit.

All the donations received through your fundraising campaign will be transferred to you monthly, plus you'll have direct access to Sports Foundation fundraising resources, advice from a Sports Partnership Manager and access to an online portal, 24/7, where you can manage your page and the donations received.

Most importantly, donations made to a fundraising project registered with the Sports Foundation are tax-deductible for the donor which makes donating even more attractive and can separate your fundraising campaign from others.

Now you are ready to start your fundraising journey through the Sports Foundation, the next few chapters will take you through a step by step guide.

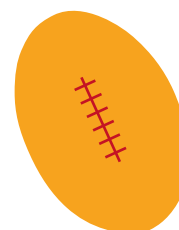
## 2.1

## PLANNING YOUR PROJECT

**In our experience, the most successful fundraisers have spent time planning out their campaign.**

First and foremost, you need to start with a clear goal in mind.

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.



### SPECIFIC

What exactly are you raising funds for? Is it for new club rooms, uniforms, travel to a competition? What is the exact dollar amount you need? Be as clear as possible. Remember, potential donors will want to know what they are contributing to!

### MEASURABLE

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

### ATTAINABLE

It should be realistic. What is the size of your project? Does your club/organisation have the people, time and resources available to raise the funds? Don't over-reach.

### RELEVANT

How will your goal advance your club/organisation? Will it attract new and better players? Or provide better amenities for spectators? Make sure it's relevant. Will potential donors share your goal?

### TIME BOUND

Even if you don't have an absolute deadline for your project, set an end date. This allows for better planning and a sense of urgency increases the motivation of everybody involved.

## EXAMPLES OF S.M.A.R.T FUNDRAISING GOALS

1. We are aiming to raise \$4,500 by August 31 to purchase a new scrum machine. This will help the team prepare in the off season to be more competitive in the 2019 season.
2. We are trying to raise \$5,000 by October. This means that we can pay for travel and accommodation costs for our U19s team to attend the state championships.



## CREATE A STORY

**WHEN DEVELOPING YOUR STORY BE SURE TO INCLUDE THESE KEY POINTS:**

### NEED

#### What funds do you need?

Tell people exactly what your fundraising is about.

### IMPACT

#### How will it make a difference?

Excite people with what you will be able to do with their generous donation.

### CAUSE

#### Why do you need the funds?

Be informative but don't get bogged down in too much detail.

### ASK

Make sure you set out exactly **how much** money you need, **when** you want people to donate & **how** they can donate.

This is incredibly important as people won't donate if you don't ask them to!



## SELECTING AND DEFINING YOUR TARGET AUDIENCE

**You'll need to target the right audience if you want your fundraising efforts to be successful.**

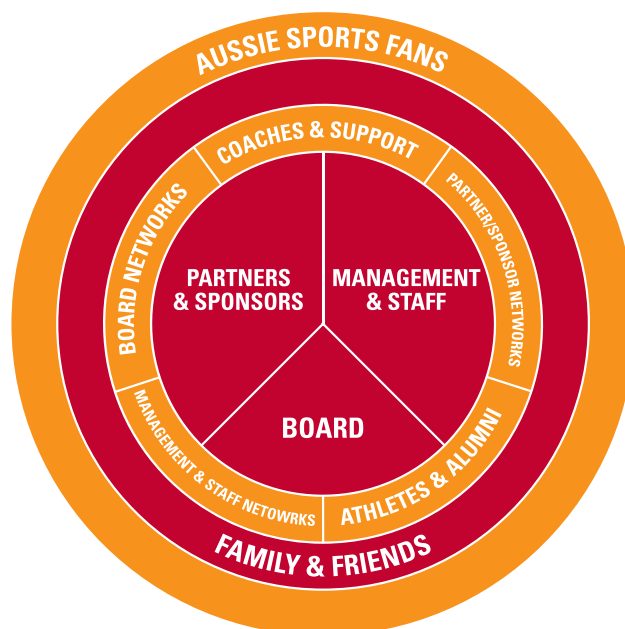
Who are the most suitable (and most likely) people to donate to your campaign? All clubs have a community of people who may be interested in donating if you ask them.

When defining your target market think about people with an existing interest in your club/organisation or cause. Look at your database, members, social media followers, community members, alumni etc. You can also use demographics such as where they live, how much they earn or their years of membership etc.

Once you have figured out who your target audience is, then decide on the best way to reach them.

If you have a broad target audience (i.e. people who live in the local area who are interested in Rugby), then using social media is a good idea.

If you have a small and specific audience (i.e. the parents and guardians of the players of Darwin Dragons Rugby Union Club), handing out flyers at a BBQ or a game or putting up posters in the local community may be more appropriate.



### How many people do I need to ask?

Unfortunately, there isn't an exact number on how many donors you will need but you can use this fundraising calculator tool to help set and manage your expectations.

**FUNDRAISING CALCULATOR**

<https://www.blackbaud.com/nonprofit-resources/gift-range-calculator>



## A VIP approach to VIP donors

Any club or sporting community will have what we call VIP donors. These are people who have contributed to fundraising efforts before, have a strong interest or connection to rugby and who are known to have a high network.

For these special VIPs, it is worth reaching out with a special, personalised approach.

There are many ways you can do this. For example, when approaching them for donations you might add in a handwritten note from the team or a specific player; a signed team photograph; an invitation to a game, training sessions, dinner or simply for drinks in the club house.

***The personal touch can really go a long way – make sure you make a VIP donor feel special and appreciated.***

## Coterie or Inner Sanctum Groups

When it comes to sport, coterie or inner sanctum groups are a great way to unite like-minded supporters.

Groups like these are often called upon to pay a membership fee, which might cover the cost of any tickets, entertainment or similar benefits. If this is the case, then it's a good idea to also ask them for an additional tax-deductible donation so they become a donor group.

This way, you'll be able to build long-term relationships with them (you can invite them to exclusive events, matches, social events) in the hope they will become valuable long-term donors.

Coterie or inner sanctum groups tend to be high net-worth individuals who already have a vested interest in rugby – a captive audience for your fundraising efforts!



**WHY NOT START YOUR OWN FIRST XV DONOR PROGRAM?**

**YOU CAN APPROACH A SELECT GROUP OF YOUR RUGBY COMMUNITY TO DONATE \$500 EACH FOR THE YEAR.**

**\$500 X 15 DONORS = \$7,500.**

**THIS IS A FANTASTIC START TO ANY FUNDRAISING CAMPAIGN.**

## CREATING A TIMELINE

### Creating a timeline is a critical part of the planning stage.

It's important to develop a timeline that lists all the smaller activities that must happen to achieve your goal.

For example, if you are planning an event, don't just announce that you're hosting an event in April. Instead, you can include the deadline for decisions regarding the venue, entertainment, booking caterers, sourcing corporate supporters, sending invitations – and so on.

It's important that for each activity, you attach a specific deadline and record who is responsible for each activity. This will help everyone involved to keep track, share new ideas and open new discussions about things that need to be worked through.

### DON'T FORGET TO INCLUDE THESE FOUR STAGES IN YOUR TIMELINE:

1

#### INITIAL STORY TELLING

Telling your story, promoting your fundraising activity and raising awareness of what you are trying to achieve.

2

#### ASKING

Now that you have made people aware of your story, you need to ask them to donate.

3

#### THANKING DONORS

**An important step** – donors want to be acknowledged for their contribution. Even if it's an email or a letter to say thank you. Thanking donors increases your chances of receiving another donation!\*

4

#### IMPACTS & OUTCOMES

Communicating with donors about what you have achieved with their donations is the most important thing you can do. Donors want to know what progress has been made.

**\*Research tells us that by simply thanking a donor, you have a 50% better chance of receiving another donation the next time you ask!**

**You have a 40% 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 have had on your club/organisation.**



## CHAPTER SUMMARY

### BE REALISTIC

Make sure your fundraising plan is achievable given the resources you have to work with.

### BE AN ATTENTION SEEKER

Make sure you find a way to make your cause sound appealing to donors by creating a story that grabs their attention.

### BE TAX AWARE

Make sure you emphasise the tax-deductible opportunity – you'll be surprised at how much extra interest this can generate.

### BE A SHOW-OFF

Make sure you demonstrate the impact donations will have – donors want to be reassured that their donation will make a difference (it's the feelgood factor).

### BE VIP SAVVY

Consider working with a 'patron' or 'ambassador' to assist with your fundraising campaign – this could be a high-profile player or community identity.

### BE IN IT FOR THE LONG TERM

Aim to build on long term relationships with your donors.

### BE BOLD

Make sure you remember to 'ask' for the donation – if you don't 'ask' you don't get.



## 2.2

## PROMOTING YOUR PROJECT

**Once you've developed your story, you'll need to figure out the best way to share it.**

No matter how great your story is, it won't be much use if you don't find the best ways to tell your target audience all about it.

Now, it's a case of taking this overall story and cutting it down into shorter versions to use across all the different marketing activities you're considering.

### SHORT STORY

You will need to prepare a short and snappy version of your story that you can use as a brief description for your project on the Sports Foundation website.

This should be about 20 words long and focus on your goal. It's this description that will display on your project tile (see example) and at the top of your online donation form.



### MEDIUM STORY

Next, create what's called your 'elevator pitch' and write several 30–50–word versions—these short, pieces work best for social media, quick match-day announcements, and anywhere you only have a small amount of space or time to talk about your fundraising.

10

**WHEN WRITING  
THESE SHORTER  
VERSIONS,  
IMAGINE YOU'VE  
JUST MET  
SOMEONE IN AN  
ELEVATOR AND  
ONLY HAVE A  
VERY SHORT  
TIME TO SUM UP  
WHAT YOU'RE  
FUNDRAISING FOR.**



## LONG STORY

Finally, prepare a 200–300-word version of your story. This can be used for things like the description on your project page on the Sports Foundation website (see example below), your own website and for things like flyers, emails, printed newsletters, free editorials in community newspapers, speeches at events, and places where you are not so restricted for time or space.



## MARKETING CHANNELS AND PLATFORMS

### You've created your story and now it's time to share it with the world!

There are lots of ways to share your campaign with your target audience but here are a few of the more effective ones.

#### WEBSITE

It's likely that your club/organisation already has its own website which will be invaluable when it comes to promoting your fundraising campaign. It's important that you make it as easy as possible for people to donate their money. To help, you can download a 'Donate Now' button from the Sports Foundation website.

We suggest that you include links to the fundraising page and/or the 'Donate Now' button on as many pages of your website as possible. You can also add the button to your eNewsletter and other online marketing activities.



#### EMAIL

We recommend investing in a subscription to one of the online platforms that send bulk emails. These platforms are affordable, easy to use and will save you a huge amount of time and effort in the long run.

Bulk email platforms like Mail Chimp or Campaign Monitor let you store your contact lists, send professional, stylish and trackable emails, and help you to manage your communications easily.

Simply add your story to your chosen email template, insert the 'Donate Now' button to direct your contact list to your fundraising page and press send!

If you invest in one of these platforms you'll be able to:

- Create a stylish email using pre-designed templates.
- Add your own branding, logo and images.
- Add personalisation – people love seeing their name in a personalised email rather than a generic email.
- Understand more about who is interested in the campaign by seeing who's opening them and who's clicking on your links.



## SOCIAL MEDIA

Social media platforms are a great way to get your story out into the world; they are ready made communities that are perfect for helping share your message. Use your 30–50–word story version and link to your Sports Foundation project when posting on your Facebook, Instagram, LinkedIn and any other social media sites you're active on (you will need a much shorter version for Twitter though!).

You can get a shortened version of the link from free and easy to use sites like Bitly – this takes a long URL link and gives you a shortened version which is handy for platforms like Twitter where there is a restricted character count. Remember to include images with your posts as these can really bring your story to life. Include relevant #hashtags on Instagram and tag people and organisations in your Facebook posts.

If you have an ambassador or access to a well-known player and influential people in your sport or community, ask them to share your story and project page with their audience of followers. This is an effective way of widening your circle of potential donors.

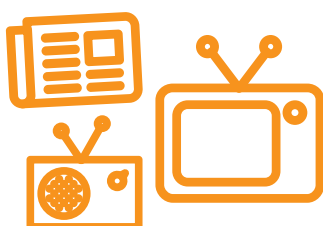


## FLYERS

They're a great way to promote your fundraising campaign as you can hand them out in person at game days, events and to the wider community. You can find a template for a fundraising flyer on the Sports Foundation website. All you need to do is fill in the blanks and you'll have a meaningful and motivating story, with a clear and direct pitch for your potential donors.

## MEMBERSHIP OR REGISTRATION ADD-ONS

This option allows you to connect with people who are joining or registering with your club. It's a good way to reach out to an audience who already have a keen interest in your cause.



## TRADITIONAL MEDIA

Local newspapers, radio and community television segments are fantastic ways to get the maximum exposure for your campaign.

If you're not sure where to begin, start by writing a news article and distribute this to your media contacts to help create buzz around your story.



## DEVELOP A CONTENT PLAN



Once you've decided how you want to share your story and which platforms you are going to use, it's a good idea to map out a content plan. This will help you to work out what message to post on which platform, and when.

When you are creating your content plan, think about topical content and how your cause may be relevant to a specific event, news story or time period.

To make things easier for you, the Sports Foundation have developed a content plan template which you can download. It's really easy to use and will make sure that you have a clear picture of your marketing activity throughout your campaign.

## COLLATERAL

The following additional assets will come in handy when sharing your story. Gather them together at the beginning of the campaign so you are prepared and ready to go.

### Images

Have six to ten photos or images ready to help you illustrate your cause. Make sure your chosen photos reflect you or your club and gives a sense of what you are trying to achieve. Be mindful of file sizes when sending photos or having them placed on print materials (as a rule of thumb you will need lower resolution images for online and higher resolution for print).



### Videos

If you have video content related to your cause, think about how you can share this to better connect with your audience. Uploading short snippets to Instagram or Facebook can be a great way to engage with your audience.



### Logos

It's a requirement that Sports Foundation logos are placed on every piece of marketing collateral related to your tax-deductible fundraising campaign. You can source their logos [here](https://asf.org.au/resources/logos-to-match-your-uniform/). (<https://asf.org.au/resources/logos-to-match-your-uniform/>)



### Testimonials

Testimonials or personal messages from donors, clubs and players on how they benefited or will benefit from your fundraising campaign are a great way to bring your story to life. You can share these on your website, email, flyer or via social media.



### Tracking your Marketing and Promotions channels

If you track how your marketing and promotions are going, you'll be in a much better position to find out which activities are working the best – it will also give you some useful information that can help you plan future fundraising campaigns.



Most digital platforms provide their own analytics so you can see which activities are performing best, and make necessary adjustments as you go.

For example, if you are the administrator of your club/organisation's Facebook page you can use the 'Insights' tab to see which posts are performing best. This section of Facebook also allows you to see who is interacting with your page by demographic (age, gender, location etc.) This is a valuable resource to gain an understanding of your audience and which posts they are connecting with.



**Here are some other ideas to think about when creating your campaign**

### Seasonal Appeals

There are specific times in the year when fundraising can be more successful – particularly around the end of the financial year and the run up to Christmas.

At these times of year, many charities ramp up their advertising and campaign activity to try and attract the most donations particularly those with the ability to offer tax deductibility.

For example, at the end of June 2017 financial year, over \$14 million was donated to sports as people and organisations look at effective ways to support their favourite club or sport, and claim a handy tax deduction at the same time.

To make the most of these types of seasonal opportunities, make sure that you have a plan of action ready to roll out and waiting.

### Add-On Donations

An “add-on” donation is where you include the option to add a donation to an existing transaction such as membership or registration fees, tickets, merchandise or events etc.

It is one of the best times to ask for a donation because your members, customers and supporters are already engaged in another transaction; it's really no extra effort for them to opt in to donating. Add-on donations are becoming a very powerful way to collect funds.



### Events

Hosting events is a great way to add value for your supporters, and attract further donations – you get a donation and they get to have a great time with their friends and other members and supporters. It's a win-win situation.

## Donation of Goods & Property

Tax-deductible donations to the Sports Foundation don't have to be donations of money – they can be goods and types of property too, over the value of \$5,000.

The types of things that can be donated to you or your club include:

- Sporting goods and equipment
- Sports memorabilia and historical items
- Capital equipment for your facility (e.g. gym equipment)
- Freehold land and property (not leasehold)
- Items to be raffled or auctioned to raise money for your club/organisation

If you have any further questions please contact the Sports Foundation on 02 6214 7868.

## Corporate/Business Donations

A lot of businesses in Australia love supporting sport – corporate donations accounted for more than \$10 million in 2017.

Being able to make a tax-deductible contribution is incredibly attractive to corporate and business donors. That's why signing up with the Sports Foundation can really help your fundraising efforts; most sporting clubs/organisations can't offer tax-deductible giving.

Once you've signed up with the Sports Foundation (if you haven't already done so), make sure that you let your corporate supporters, local businesses, sponsors, members and supporters know they can now make a tax-deductible donation. Most bigger corporates in Australia will have a CSR (Corporate & Social Responsibility) budget which is used to donate money to worthy causes every year. Most of the time, CSR budgets can only be used to support causes with tax-deductible status.

## Support for Grants from Third Parties and Government (Auspicing)

There are many grants available from Government, Trusts and Foundations to help sports and community clubs. You can apply for these grants using the Sports Foundation's Deductible Gift Recipient status (known as an application "under the auspices of" the Australian Sports Foundation).

If you need help filling out an application form, you can contact the Sports Foundation on 02 6214 7868.





## 2.4

# RECOGNISING YOUR DONORS

### Thank You

There are so many worthy causes out there, so if someone has taken the time and effort to donate to your fundraising campaign then it's critical to make sure they get a sincere and timely thank you.

Aside from being good manners, it can also really help your cause. Thanking your 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



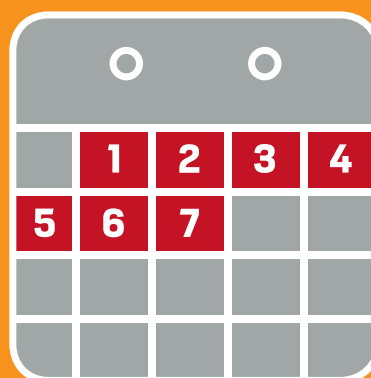
Research tells us that by simply thanking a donor, **you have a 50% better chance of receiving another donation** next time you ask!

You have a 40% 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 have had on you or your club/organisation.

### THE GENERAL RULES AROUND THE TIMING OF THANK YOUS

**1. SEND A THANK YOU FOR YOUR DONATION WITHIN A WEEK OF RECEIVING IT.**

**2. IF THE DONATION IS RELATED TO A FUTURE EVENT BE SURE TO THANK THE DONOR AGAIN AFTER THE EVENT IS COMPLETED – AND DON'T FORGET TO INCLUDE PHOTOS.**



## TIPS FOR EFFECTIVE THANK YOU'S

Make your thank you;

- Friendly
- Warm
- Personal
- Genuine

Always include photos if you have them.

Let the donor see the smiling faces of the people they've made happy, or photos that demonstrate the impact on facilities they've helped improve.

Keep the writing informal and use your own words.

Try beginning the message with "You've made my day" or "Our young players are so grateful". Then launch straight into the success and emotional impact of your fundraising project.

Never ever ask for another donation as part of your thank you message. This message is all about the donor and the fundraising project they helped support with their generous contribution.

Make sure the donor knows how their donation was used.

Donors love to hear how their money makes a real difference to the club/organisation.

If you have any stats on how much their donations have helped, then include those too. It's great to be as specific as possible so donors understand how much their donation has helped.

Have different people deliver the thank you to donors that repeatedly give.

Instead of your president or CEO, you might get your club captain or senior coach to say thank you.



## THANK YOU IDEAS

### Emails or Letters

For each donation received, a letter or email thank you should be sent. Emails are simple and quick, but personalised letters can be a more personal way of saying thank you to a smaller or older group of supporters. Don't forget to include any photos you may have to make your thank you extra special.

### Thank You Events

An event can be a great way to say thank you to your more generous donors. It could be as simple as an afternoon tea, a cocktail party, a dinner, or a game dedicated to the donors and recognising them in some way.

### Public Recognition

If your club/organisation has a newsletter, you might consider naming the donors in an honour roll. You could also have a plaque with the names of donors listed on display in your clubhouse. Be mindful that some donors don't like to reveal the exact dollar amounts they have donated though. You should also consider announcing donors at AGMs or key events to honour and highlight their generosity in public.

### Certificates and Plaques

It's a nice idea to give your donors something to take home like a certificate, a medal or a plaque. It's a continual reminder that you are grateful for their contributions.

### Regular Updates

Sending emails or letters, keep your donors updated regularly throughout the year. Let them know how your club/organisation is progressing thanks to their donation.





# 3

## CHAPTER THREE

### HOW TO SET UP YOUR AUSTRALIAN SPORTS FOUNDATION PROJECT PAGE

#### 3.1

## SETTING UP YOUR PROJECT PAGE

1. Go to the Australian Sports Foundation homepage [www.asf.org.au](http://www.asf.org.au)
2. Click on the menu item 'Fundraise with us'



3. Click on the menu item 'Clubs and Organisation'



4. Click the 'Sign up now' button

Schools, sports clubs, cc x +

asf.org.au/fundraise-with-us/clubs-and-organisations

**Australian Sports Foundation** DONATE TO SPORT FUNDRAISE WITH US G4G™ INSIGHTS & TIPS SIGN UP NOW LOG IN SEARCH MORE

F4S Overview Athlete Fundraising Clubs and Organisations Community Fundraising

## CLUBS AND ORGANISATIONS

We are currently working with over 1,500 organisations and athletes across almost 3000 F4S fundraising projects. These, along with countless others have seen us help sport fundraise over \$350 million for Australian Sport since 1986 when we first opened our doors. We hope we can help you, your club or organisation to fundraise too.

→ SIGN UP NOW →

5. Fill out the application fields

Schools, sports clubs, comm F4S Application x +

asf.secure.force.com/application/FundraisingForSport

**Australian Sports Foundation** DONATE TO SPORT FUNDRAISE WITH US G4G™ INSIGHTS & TIPS SIGN UP NOW LOG IN SEARCH MORE

## F4S APPLICATION

Let's start by quickly checking your F4S eligibility

### ORGANISATION DETAILS

#### PLEASE ENTER YOUR ORGANISATIONS DETAILS

Your legal entity name is what appears on your Incorporation Certificate or ASIC registration.

Does your organisation have an ABN? Yes Please enter your ABN 73169716607

Organisation legal name AUSTRALIAN RUGBY FOUNDATION LIMITED

Enter a web friendly name for your organisation Australian Rugby Foundation

Is your organisation a non-profit body and incorporated in Australia? Please select Yes

Is your organisation registered for GST? Please select Yes

Check GST registration [here](#).

Will your fundraising program help develop sport in Australia? Please select Yes

Does your organisation have an ACN/INC? Yes Please enter your ACN/INC Number 169716607

Not sure what your organisation ACN/INC number is? [Search here](#)

PLEASE NOTE: You will be required to provide a copy of your ACN/INC certificate via a web link or via upload in the next stage of this application.

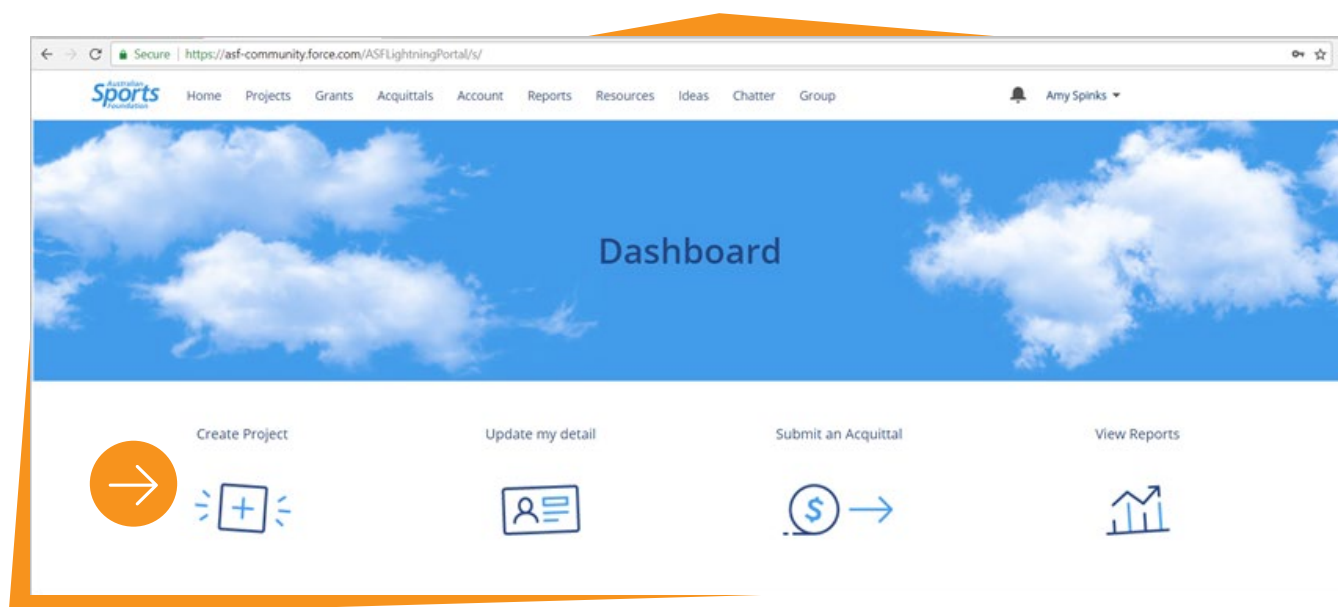
6. Once your eligibility has been confirmed, continue to fill out the remaining fields.

## 3.2

# SETTING UP YOUR FUNDRAISING PROJECT

Once you've set up your club/organisation and it is approved by the Sports Foundation, you'll get an email with a link to access your portal and Dashboard page which is your homepage within the Sports Foundation website.

1. It's time to create your Fundraising Project – click **'Create Project'** to get started.



2. You will be taken to this page. Fill out the required fields

A screenshot of a 'Create a new fundraising project' form. The form has a blue header with a close button (X). The title is 'Create a new fundraising project'. Below the title, there is a section titled '1. Complete all the details on this screen to set up the basics for your fundraising project.' followed by three bullet points: 'Make sure you include numbers that are as accurate as possible for your how much you are trying to fundraise and also how many people your project will impact', 'Include the date you will start promoting your project', and 'Ensure you select all the areas that your project will be fundraising for and any that aren't listed using the Other function'. The form contains several input fields: 'Name of new project' (with a red asterisk), 'Fundraising target for this project', 'Launch of project' (with a date format 'mm/dd/yyyy'), 'How many people will be impacted', and 'Sport type for this project' (a dropdown menu showing 'Rugby Union'). At the bottom right, there are 'Cancel' and 'Save' buttons.



Continue to follow the prompts and fill out the required information fields. Don't forget to have your short and long story ready to add in as well as some images to help support the story.

If you need help or have questions while filling out your project details don't hesitate in calling the Sports Foundation on 02 6214 7868.



# 4

## CHAPTER FOUR

### MANDATORY INCLUSIONS

When you set up your fundraising project with the Sports Foundation to offer the benefit of tax deductibility to your donors there are some key requirements to be mindful of.

You can liaise with your Sports Partnership Manager at the Sports Foundation to help you with the following:



Have more questions?

Contact your Sports Partnership Manager;



**02 6214 7868**



**info@sportsfoundation.org.au**





## CASE STUDY 1: WALLAROOS



### Campaign Name:

Women's Rugby Fundraising Campaign

### Campaign Goal:

\$200,000

### Campaign Story

The Australian Rugby Foundation were raising much needed funds for Australia's National Women's XV, the Wallaroos, as they prepared for the 2017 Rugby World Cup held in Ireland. Fundraising for the team was going to provide them with the opportunity to compete in a two-week Four Nations tournament prior to the World Cup, which was held in New Zealand in June 2017. This tournament allowed the team to gain valuable Test match experience against three of the best women's rugby nations in the world: England, Canada and New Zealand. The Australian Rugby Foundation wanted to ensure that our Wallaroos had the opportunity to succeed on the world stage, and believe that more regular Test match experience is vital for their ongoing development.

### Campaign Duration:

1 Year (June 2016–June 2017)

### What did you do to raise funds?

We utilised many forms of fundraising to hit our target. They included the following:

**Fundraising Lunch:** this event was held at an office location in Sydney with sponsorship partners ensuring there were no overhead costs to us. Guests were charged a ticket fee for the event while also being encouraged to make a tax-deductible donation at the same time through the Sports Foundation. This event raised \$30,000.

**Individual Donors:** we set up a dedicated project on the Sports Foundation website and drove donations through this page. Donations of \$10,000 and above were requested through a known network of individuals supportive of the Women's Rugby Campaign.

**EDM campaigns:** we regularly send out newsletters to inform our database members about past and future activities, events and fundraising initiatives. Information on the Wallaroos campaign and how to donate was communicated to them through this medium with great emphasis on timing around the end of financial year.

**Traditional Media:** we also partnered with Rugby Australia's media department to help us reach out to their newspaper contacts to get coverage about our fundraising efforts.

**Social Media:** we promoted our fundraising event and campaign via our website, Facebook and Twitter channels

### How much did you raise?

\$234,000

### What impact has the funds had on your club/organisation/team?

The match experience for the Wallaroos was crucial to their overall performance at the 2017 Women's RWC where they came 6th.

### Beyond the Campaign

With the success and interest around the Wallaroos (and women's rugby as a whole) further funding has been secured for Women's XV Rugby in the form of a Super W competition which launched in March 2018. In addition, Rugby AU will bid for the next Women's Rugby World Cup to be hosted in Australia.





# TRY TIME

## CASE STUDY 2: TRY TIME

### Campaign Name:

2018 Sydney 7s Try Time Campaign

### Campaign Goal:

\$30,000

### Campaign Story

Try Time was a fundraising initiative rolled out by the ARF for the duration of Sydney 7s in support of Grassroots rugby. Whenever an Australian scored a try, 'Try Time' was rolled out on the big screen and \$500 was donated to the ARF's Grassroots Rugby Campaign.

A total of 61 Tries were scored by the Australian teams over the duration of the tournament totaling \$30,500.

### Campaign Duration:

3 days [26–28 January 2018]

### What did you do to raise funds?

**Match Day:** big screen activation throughout the tournament

**Traditional Media:** we partnered with Rugby Australia's media department to help us reach out to their newspaper contacts to get coverage about our fundraising efforts.

**Social Media:** we promoted the overall tally and running total via our website, Facebook and Twitter channels at the conclusion of each day

### How much did you raise?

\$30,500

### What impact has the funds had on your club/organisation/team?

The ARF was able to reinvest the \$30,500 raised at the 2018 Sydney 7s tournament into Grassroots Rugby funding coach education as well as David Campese Coaching clinics for community rugby clubs.

### Beyond the Campaign

Due to the success of the Try Time campaign at Sydney 7s, the ARF is now rolling the Try Time activation at all domestic matches for the rest of 2018.

# 6

## CHAPTER SIX

### CONTACTS

#### Just remember you are not in this alone.

Once you set up your project on the Sports Foundation website, they will assign a Sports Partnership Manager to you. They can help with ideas and discuss the best way to achieve your fundraising goal.



#### Australian Sports Foundation

You can contact Chris Bond OAM,  
your NT Sports Partnerships Manager;



**0421 971 154**



**[chris@sportsfoundation.org.au](mailto:chris@sportsfoundation.org.au)**



**[www.sportsfoundation.org.au](http://www.sportsfoundation.org.au)**



AUSTRALIAN RUGBY  
FOUNDATION

#### Australian Rugby Foundation

You can contact the  
Australian Rugby Foundation;



**02 8005 5521**



**[admin@rugbyfoundation.org.au](mailto:admin@rugbyfoundation.org.au)**



**[www.australianrugbyfoundation.org.au](http://www.australianrugbyfoundation.org.au)**

**HAPPY FUNDRAISING!**



AUSTRALIAN RUGBY  
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