



Australian
Sports
Foundation



Grassroots Sports Fundraising Registration Guide

Your guide to better grassroots sport fundraising!

We've developed this guide especially for you. We want to show you how you could spend less time organising chocolate drives or sausage sizzles and more time enjoying your sport by partnering with us and fundraising through tax deductible donations.

Donations that are tax deductible can really boost your fundraising efforts. In the 2014/15 financial year, grassroots sporting clubs and organisations – just like yours! – raised a combined total of \$5.9 million working with us.

Registering with the Australian Sports Foundation is the only way for your members and supporters to donate to your club or organisation AND receive a tax deduction for their contributions.

This guide will explain the nuts and bolts of working with us, relevant administration details, and what information you need to register your sporting club or organisation for tax-deductible fundraising. There are also some real-world examples of how we can help you to fundraise successfully. You will find all the detail on how to plan and execute these fundraising activities in our Grassroots Sports Fundraising Toolkit, which is available at <https://asf.org.au/making-grassroots-sports-fundraising-easier-than-ever/>

Along the way, if you have any questions or want to chat about any aspect of our program, please feel free to:

- Check out our website at asf.org.au
- Call us on 02 6214 7868
- Email us at info@asf.org.au

We look forward to fundraising with you!



The Australian Sports Foundation: What is it and how can we help?

We've been helping sports to fundraise for 30 years through our sports partnership program Fundraising4Sport (F4S). We're the only organisation in Australia that can work across all sports and help clubs and organisations conduct tax deductible fundraising and F4S is the only program in Australia that enables people to donate to sports projects and receive a tax deduction for their donation. If you know anything about social media, F4S is something like tax deductible crowdfunding for sport. But it's also much more.

Our F4S-registered clubs and organisations can promote tax deductible donations to fund things like:

- Development and upgrades of facilities
- Purchasing or upgrading equipment
- Team travel
- Hosting of sporting events
- Junior development pathways and high-performance programs for senior players
- Participation programs
- Coaching and support staff costs

And whatever you need to develop your club or organisation!

We know that donations being tax deductible can be a major incentive for many of your supporters. After all, we've raised almost \$300 million through our F4S program.

Today, we support almost 1000 clubs and organisations across 60 sports in Australia. These range from local grassroots clubs, schools, councils, and community groups, to regional, state and national sporting organisations.

Our mission is to see more money raised for sport. We provide a platform for donations to be made online and also have offline or manual donation methods. And, of course, we work hard with our F4S partners to provide them with the support and resources to become confident and successful fundraisers. This support includes:

- Your personalised promotional page on our website, with online donation capability
- Fundraising blogs, toolkits and success stories to inspire you to fundraise successfully
- Forms and templates to make creating your campaign easy
- A partnership portal where you can complete your registration, upload new campaigns, and complete any acquittals for funds received
- Support and guidance from one of our Sports Partnership Managers
- The latest fundraising advice, tips and info via our e-news

We also take care of:

- Processing and receipting of online and manual donations
- Reviewing expenditures to ensure that funds are properly used
- Other admin requirements, so you can focus on fundraising

Because our organisation is fully self-funded, we need to retain a small amount of all donations to keep up our work – providing tax deductible fundraising to sporting groups as well as educating



Australians about the importance of sport in the community and the need for grassroots financial contributions.

The amounts we retain are as follows:

- 5% for all online transactions
- 6% for all manual donations

The money donated to your club will be distributed back to you every two months in the form of a grant. These grants are acquitted twice a year using a simple online acquittal form. The form can be accessed through our F4S partnership portal.

Fundraising through us and how it works

We handle both online and manual donations. When your organisation becomes an F4S partner, we set you up with your own online donation and promotional page on our website, asf.org.au. We also provide you with a personalised donation form for those who prefer to donate in the traditional manner.

What can you fundraise for?

You can promote tax deductible donations for any activity that supports your club or sporting organisation. This might include upgrading facilities, purchasing equipment, team travel, coaching costs, and pretty much anything else that will improve your club or organisation.

Successful ideas for tax deductible fundraising

Some of the best ways to raise funds are the simplest ones. The following list reflects our experience in successful fundraising, and how we can help apply this experience to your club or organisation:

Memberships

A great time to raise extra funds is during membership drives or registration renewals, when you can also ask for a tax deductible (but optional) donation from each member or supporter. Your club or organisation keeps the membership or registration fees, and we process the tax deductible donations through F4S.

Events

[Ticket add-ons and pre-sales](#)

Invite guests to a game, dinner, afternoon tea, breakfast, training session with the team—any event you can think of. Sell tickets in advance at a price that will cover your costs, then add an optional tax deductible donation to the ticket price. Your club or organisation keeps the money to cover event costs, and we process the tax-deductible donations through F4S. Remember, the most successful way to fundraise through an event is to secure the funds before the event. As your



guests will have already donated, it's important to let them enjoy the event. Feel free to thank them for their contribution; just don't ask for more money at the event.

Fundraising at the event

If you prefer to ask for donations at an event, you can use our online donation form (via tablet or mobile device) to collect donations instantly. You can also have printed forms on hand for your guests to complete at the event. Remember: Although distributing printed donation forms or collecting pledges can successfully raise funds, many guests may take that donation form home. They may have good intentions to fill in at a later time, only for it to be forgotten or accidentally discarded.

Club emails and newsletters

Emails and printed newsletters sent to club members and supporters are an easy and efficient way to ask for donations. They allow you to tell your story and share images, while directing people to your website, social media pages, and your F4S project page (with a simple click of a mouse in the case of emails). Printed newsletters can be handed out at games, training sessions, even on the street, if you do not have a database to send emails.

The personal touch

If you have the opportunity to collect a large donation from a club supporter (a person or a business), it's best to meet with the potential donor face-to-face. Send the most senior person in your club or organisation i.e. your chairman, president, CEO, or prominent board member. This makes the potential donor feel valued, promotes confidentiality, and allows your organisation to really express its appreciation. You should aim to receive the donation or pledge on the day, rather than negotiating at a later date. Our online donation form (via tablet or mobile device) can help make this more comfortable.

More details on how to plan and execute all of these fundraising ideas are available in our Grassroots Sports Fundraising Toolkit.



A quick look at the F4S system

Whatever the preferences of your club or organisation, we'll work with you to find ways to generate additional fundraising through tax deductible donations.

How online donations work

We strongly encourage all our partner clubs and organisations to maximise fundraising (and reduce your admin time) by promoting online donations. To make donations online, your supporters should be directed to your F4S project promotional page or donation page. Alternatively, they can visit asf.org/projects/ and search for your project.

Benefits to online donations:

- Donating is easy, instant and hassle-free
- Your supporter receives instant receipt and notification of his/her donation
- There's reduced administrative burden for you

Our online donation platform is easy to use. It's a simple three-step process that allows for one-off or periodic donations via credit card or electronic funds transfer (EFT). Credit card donations can be made with VISA, MasterCard or AMEX. These cards attract transaction fees as follows:

- 1% for VISA or MasterCard
- 2% for AMEX

To maximise donations to your club or organisation, donors are offered the opportunity to "top up" their donation to cover any credit card fees.

How manual donations work

Where your supporter is unable (or unwilling) to make their donation online, we can receive manual donations via our donation form for both one-off and periodical donations. Manual donations can also be made with VISA, MasterCard or AMEX. These cards attract transaction fees as follows:

- 1% for VISA or MasterCard
- 2% for AMEX

For all manual donations, please note the following:

- Your donors must complete and sign a donation form
- An email address must be provided so we can send a receipt to your donor
- Any cheques must be made payable to The Australian Sports Foundation Ltd
- Your club or organisation is responsible for collecting and collating all payments, and for depositing them into the ASF bank account



Donations that are part of another transaction

When donations are made as an add-on to another transaction (e.g. membership renewal or event ticket purchase) we require a few things for these donations to be successful:

Your club or organisation collects the full amount and forwards only the donated funds to us:

Payment can be made by direct deposit or by cheque

Frequency could be weekly during your busy registration period (to ensure members receive their receipts in a timely manner) and then monthly outside this period (for new members signing up mid-season)

Batch payments from your club or organisation will need to be accompanied by a spreadsheet with the following details for each donation:

- Date of transaction
- Donor's full name
- Donor's address
- Donor's email address

Reporting on donations received

Each week, when your club or organisation has received donations, you'll be provided with a report enabling you to track donations and thank your supporters. You'll also receive a monthly donation report as well as a report at the time funds are granted to your organisation (every two months).



Time to register with us as an F4S partner!

Want to be able to promote tax-deductible donations to your club? All you need to do is register!

It's simple to sign on with us through our online form at <https://asf.org.au/fundraise-with-us/>

Registering is a simple two-part process. Part one is about your organisation and its overall fundraising goals. Part two, completed through our partnership interface, is about your first specific fundraising project or campaign.

Please note that there is currently no option for you to save your application and complete it at a later date. You can do your application in two separate sessions (part one and part two) if you need time to prepare.

There are a few things you'll need to have ready when you register (so we can get your fundraising up and running more quickly):

Your organisation's information (each document should not exceed 500MB in size)

- Incorporation Certificate or equivalent in PDF, DOC or DOCX format
- Your most recent financial statements in PDF, DOC or DOCX format (if your organisation is new, please provide as much financial information as you can, to help us understand your organisation's financial position).
- Trust Deed (for Trusts and Foundations only) in PDF, DOC or DOCX format
- Logo: 800 pixels wide x 533 pixels high in PNG or JPEG format
- At least three images that represent your organisation and that you have approval to use. These must be provided 800 pixels wide x 533 pixels high in PNG or JPEG format
- If you need help cropping your images, refer to this guide: <https://asf.org.au/fundraising-resources/marketing-tips-and-tricks/how-to-crop-images-using-paint/>

Your fundraising project or campaign information (each document should not exceed 500MB in size)

- Project logo (if applicable). These must be provided 800 pixels wide x 533 pixels high in PNG or JPEG format.
- If you need help cropping your images, refer to this guide: <https://asf.org.au/fundraising-resources/marketing-tips-and-tricks/how-to-crop-images-using-paint/>
- At least three images that represent your organisation and that you have approval to use. These must be provided 800 pixels wide x 533 pixels high in PNG or JPEG format.
- If you need help cropping your images, refer to this guide: <https://asf.org.au/fundraising-resources/marketing-tips-and-tricks/how-to-crop-images-using-paint/>
- For fundraising projects involving building or upgrading facilities:
 - Copy of landowner consent in PDF, DOC or DOCX format



- Copy of plans in PDF, DOC or DOCX format
- Copy of building approval(s) in PDF, DOC or DOCX format
- Copy of planning approval(s) in PDF, DOC or DOCX format

You will receive a copy of your registration in a confirmation email once the process is completed.

Remember, we're here to help! If you have any questions or would like some guidance, please feel free to call us on 02 6214 7868 or email us at info@asf.org.au





Australian Sports Foundation

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info@asf.org.au

asf.org.au

