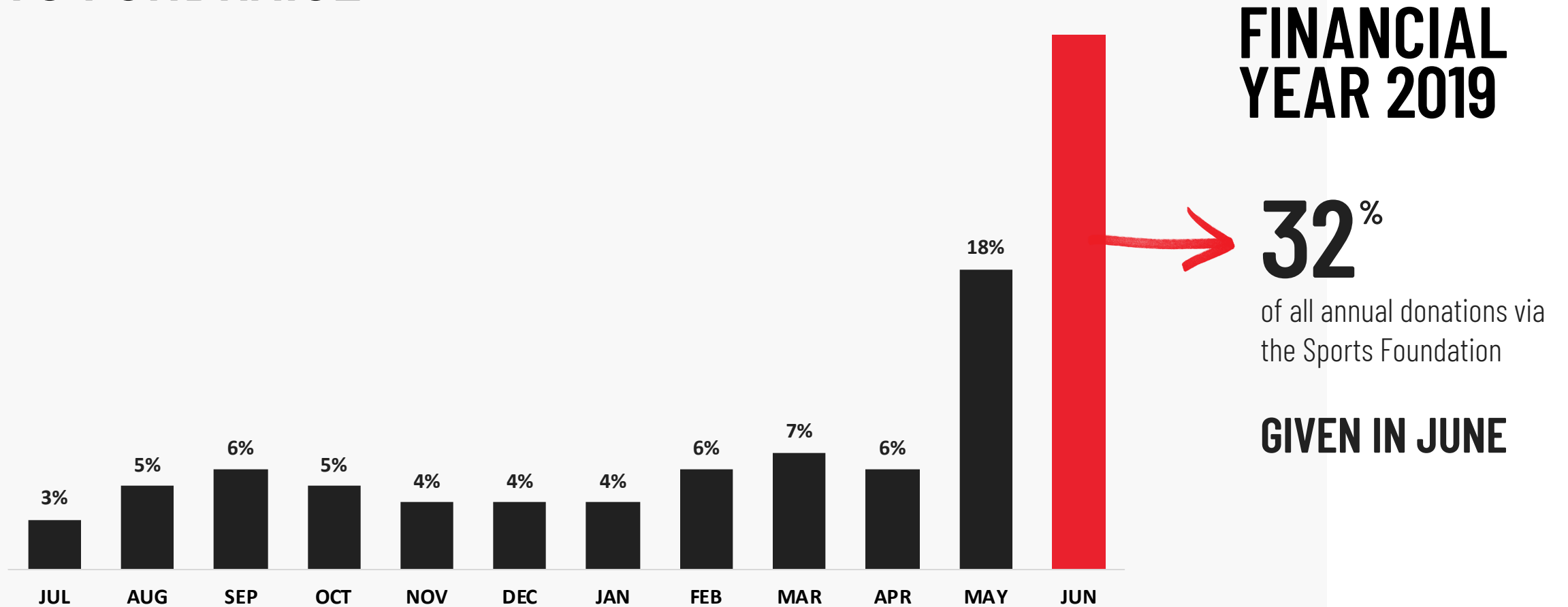


END OF FINANCIAL YEAR FUNDRAISING HELP

With more than 30% of all donations to sport being made in June, it is an important time of year to make sure your club can get the funds it needs in time for End of Financial Year.



WHY EOFY IS AN IDEAL TIME TO FUNDRAISE





01

SECTION

TELL YOUR
STORY

PEOPLE DONATE TO A CAUSE THEY ARE PASSIONATE ABOUT

Your fundraiser should explain to the donors why you need the money and what difference their donation will make to your club. The most successful fundraisers elicit an emotional response, which is what gets people donating. Your story should include:

- A compelling opening statement explaining who you are
- Explain the need
- Make it emotive
- Describe how support from donors will help
- A strong call to action – make sure you ASK for a tax-deductible donation
- Don't forget to include imagery to make it more personable.



A photograph of two children on a sailboat. The child in the foreground is wearing a light-colored bucket hat, an orange life vest over a blue long-sleeved shirt, and a yellow wristband. They are giving a thumbs-up. The child in the background is wearing a light-colored baseball cap and a floral life vest. The boat is on a body of water with trees in the background.

SECTION

02

EMAIL TEMPLATES

END OF FINANCIAL YEAR ASK

SUBJECT: <INSERT CLUB/ORG NAME> END OF FINANCIAL YEAR FUNDRAISER

Dear <insert first name>,

With End of Financial Year fast approaching, the < insert Club/Org name> needs your help!

Like all sport, <Insert club/org name> has had a turbulent start to 2020 which has put the club in a position of hardship. As we look to the second half of the year with our future uncertain, we want to be prepared for what lies ahead.

To achieve this, we are calling on our passionate supporters to help us by making a tax deductible donation. Your donation to our EOFY campaign will help us with <Insert where the money is being used>

We are fundraising in partnership with the Australian Sports Foundation which means your donation is tax-deductible!

We are hoping to raise <\$ fundraising goal>, which will enable us to stay financially secure moving forward in the short term.

Donate before June 26th to receive your tax-deductible receipt from the Australian Sports Foundation to include in this financial years tax return.

Every donation, no matter how small, allows us to keep kicking goals. You can donate here <Link to online project>

Thank you for your ongoing support and loyalty and if you have any questions about this project or donating please contact me.

Kind Regards,
< Club/org contact>
<Club/org contact position>

COVID-19 ASK

SUBJECT: <INSERT CLUB/ORG NAME> END OF FINANCIAL YEAR FUNDRAISER

Dear <INSERT FIRST NAME>,

Like many in our community, our club has been struggling with the significant impact of COVID-19. Whilst we were all in lockdown the club continued to incur costs such as affiliation fees and insurance. As we return to our beloved sport social distancing, new hygiene and compliance requirements mean there are many unexpected costs to fill.

Which is why we need your support now more than ever.

We are calling on the <INSERT CLUB NAME> community to help us make it through this significant period of change by making a tax-deductible donation to <INSERT CAMPAIGN NAME>.

Your donation will be used to help our club survive this period of uncertainty and ensure that when we return to the playing field - we are in the strongest position to do so.

Thanks to our fundraising partnership with the Australian Sports Foundation donations of \$2 or more are tax deductible. We will get through this together <<or club specific slogan>> and we thank you in advance for your support.

Kind Regards,
< Club/org contact>
<Club/org contact position>

SECTION

03

**SOCIAL MEDIA
TEMPLATES**

SOCIAL MEDIA TEMPLATES YOU CAN FILL IN THE BLANKS

POST 1

The end of financial year is approaching and we've partnered with the @Australian Sports Foundation to **<fundraising project summary>**. All donations, no matter what size are greatly appreciated. Even better donations are tax-deductible! **<Link to your project page>**

POST 2

Thanks to our supporters who have made a donation to our fundraiser. We've raised **\$<amount>** so far. It's not too late to make a tax-deductible donation and support your club! **<donation link>**

POST 3

End of Financial Year is just **<x number>** of days away. Did you know you can make a tax-deductible donation to **<club name>**? We appreciate that these are tough times for everyone and a donation of any amount will greatly help us get back to the sport we all love. **<donation link>**

A man and a woman are high-fiving in a gym. The man is wearing a dark t-shirt and shorts, and the woman is wearing a grey tank top and black shorts. They are standing on a blue mat. In the background, there is a sign that says "SLIP TESTING LEADERBOARD".

04

SECTION

SAY
THANKYOU

THE POWER OF THANK YOU

By simply thanking a donor, you have a 50% better chance of receiving another donation and a 40% chance of increasing the donation amount. Let your donors know how their money was spent and how much it was appreciated.



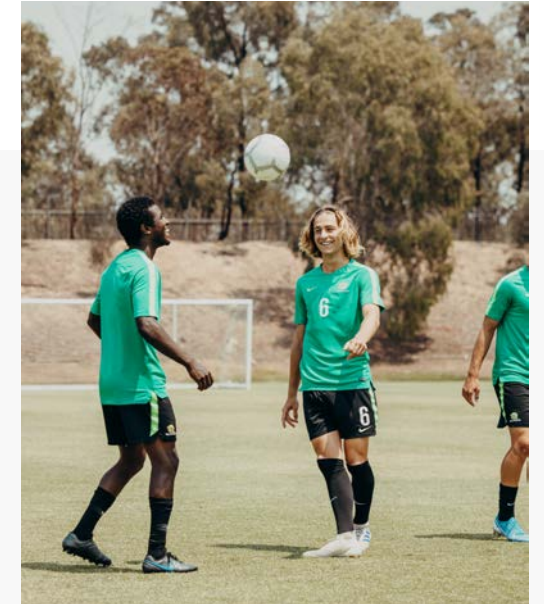
DO IT ASAP

A timely thank you is vital, it may be tempting to wait until your project is finished to send one big thank you out to everyone who donated, but a good rule of thumb to follow is to send a thank you within a week of receiving the donation.



MAKE IT PERSONAL

Make it personal, genuine and friendly; using a donor's name makes all the difference. Don't overthink the thank you, simply write it how you would say it if you were face-to-face.



INCLUDE PHOTOS

Include photos if you have them. Using images to show the donor the impact their contribution has made is a great way to make them feel loved.



HAVE MORE QUESTIONS?

GET IN TOUCH

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NSW & WA Sports Partnership Manager

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