



COMMUNITY SPORTING CLUB FUNDRAISING CAMPAIGN CALENDAR - SEASONAL EVENTS



STEP 1
2-3 MONTHS
BEFORE SEASON
COMMENCES



STEP 2
1 MONTH
BEFORE SEASON
COMMENCES



STEP 3
1-2 MONTHS
INTO THE
SEASON



STEP 4
THROUGHOUT
THE SEASON



STEP 5
GAME DAYS
AND KEY
EVENTS



STEP 6
POST-GAME



STEP 7
1-2 WEEKS
POST SEASON



STEP 8
OFF-SEASON



STEP 1 2-3 MONTHS BEFORE SEASON COMMENCES:

SETUP AND PLANNING

Discuss with committee

Define your fundraising needs, goals and your timeline with your committee.

Resource: refer to the [Committee Fundraising Pack](#) to guide discussions on responsibilities, timelines, and strategies.

Plan fundraising campaign & select beneficiaries

Decide which areas of the club will benefit from the funds (e.g., new equipment, facility upgrades, travel for competitions).

Set clear, measurable goals that reflect the needs and aspirations of your club and the season ahead and allocate funds accordingly.

Resource: refer to [What can I fundraise for](#) to prompt ideas within your committee.

Create an account on the ASF platform

Register your club with ASF at asf.org.au to gain access to valuable resources, a trusted fundraising platform, and additional support for your tax-deductible campaign.

Resource: visit the ASF Helpdesk to search and explore how-to documentation <https://help.asf.org.au>



STEP 2 1 MONTH BEFORE SEASON COMMENCES:

DRAFT YOUR STORY

Write compelling story

Create a compelling fundraising campaign page that tells your club's story, describes the impact of donations, and encourages potential donors to contribute.

Resource: see [Writing a Compelling Campaign](#) to craft an effective message.

Get inspiration from other successful fundraisers: Check out the thousands of fundraising projects [on the ASF website here](#).

Include key fundraising campaign features

Add interactive elements such as images showcasing your club's activities, members and beneficiaries to increase engagement.



STEP 3 1-2 MONTHS INTO THE SEASON:

PROMOTE YOUR CAMPAIGN PAGE

Tell your story

Share videos, photos, and testimonials that showcase the positive impact of your club on the community via social media. Always link to your fundraising campaign to enable donations to be made. [Download our social media tips here](#).

Involve athletes and ambassadors

Encourage club members and notable figures in your sport to share the fundraising campaign through social media, newsletters, and local events.

Engage local media and sponsors

Reach out to local news outlets and potential sponsors to support your fundraising campaign. Emphasise how the club's successes benefit the community.

Social sharing

Post images from training sessions or team photos, highlighting the passion, dedication, and hard work of your club members.



STEP 4 THROUGHOUT THE SEASON:

REMIND

Monthly reminders

Send monthly reminders through SMS, email and social media to keep the fundraising campaign top of mind for supporters.

Highlight monthly goals

Set specific monthly goals, like raising funds for a particular need (e.g. new equipment). Announce these goals to maintain focus and motivate donations.

Engage remote supporters

Remind those who can't attend the club in person to donate online, reinforcing that every bit of support matters.

Example for sports context

Use sports-themed messages that will resonate with your sport e.g. "Help us reach our mid-season goal!" or "We're in the final stretch and need your support to cross the finish line!" to build excitement.





STEP 5 GAME DAYS AND KEY EVENTS:

INSPIRE

Showcase impact

Use game days to show supporters the impact of their contributions with live updates, and a short message from the club captain or coach.

Real-time giving

Provide options to donate on-site with QR codes linking directly to the donation page. [Learn how to create a QR code here.](#)

Recognise donors live

Announce major donations or cumulative totals during the game to encourage others and show appreciation for supporter generosity. Or display donor names on televisions around the club as a thank you.

Make the most of crowds

During halftime or breaks, display the fundraising progress on a big screen or scoreboard, and have a club representative thank donors for their contributions.



STEP 6 POST-GAME:

THANK

Express gratitude personally

Send personalised thank-you messages via text, email, and social media to all donors, highlighting their impact.

Share game highlights and updates

Post photos, videos, and recaps from recent games, showing how the community's support energises the team. Consider 'money-can't-buy' experiences (e.g., a 1:1 chat with the captain or the coach) for larger donors to show gratitude through special, unique experiences.

Celebrate achievements

Regularly update your ASF fundraising page and social media with key milestones about your fundraising successes, sharing more about what donations are going to help support.

Post a lot

Post an action photo from the game with a caption like "Thanks to your support, we're one step closer to [fundraising campaign target]!"

Need help saying thank you?
[We've got a guide for that!](#)



STEP 7 1-2 WEEKS POST SEASON:

ENGAGE

Announce future opportunities

Share information about off-season opportunities, such as volunteering or donating to pre-season training efforts.

Encourage continued involvement

Invite supporters to become regular donors, help with the upcoming season, or volunteer within the club.

Internal review and feedback

Hold a committee meeting to review the season's fundraising campaign, gather feedback, and discuss areas for improvement.

Example for sports context

Post a "what's next" update on social media, thanking supporters and inviting them to stay engaged for the next season.



STEP 8 OFF-SEASON:

REFRESH AND PLAN AHEAD

Fundraising campaign page refresh

Update your ASF fundraising campaign page with highlights from the season, success stories, and new goals for the upcoming season.

Engage supporters during the off-season

Share training updates, player profiles, or behind-the-scenes content to maintain supporter interest.

Set goals for next season

Use the insights from this season's campaign to set clear goals and strategies for the next season's fundraising.

Example for sports context

Share a year-in-review post, thanking supporters and announcing any new fundraising targets or projects for the coming season.

Fundraise again

Consider launching an always on fundraising project which can collect donations year-round. Check out the [Always On Fundraising Calendar](#) to guide you through setting up and collecting donations for ongoing campaigns.

For more information and a structured approach to fundraising throughout the year, check out the fundraising calendar on [ASF's resources page](#).
Need more help getting your ASF project up and running? Check out our Help Desk for all the answers to your questions. help.asf.org.au