



COMMUNITY SPORTING CLUB FUNDRAISING CAMPAIGN CALENDAR – ALWAYS ON



**STEP 1
SET UP AND
REGISTRATION**



**STEP 2
PROMOTE**



**STEP 3
MONTHLY
REMINDERS**



**STEP 4
REFRESH EVERY
QUARTER**



**STEP 5
INSPIRE**



**STEP 6
THANK**



**STEP 7
ENGAGE**



**STEP 8
E.O.Y. REVIEW
& CELEBRATE**



STEP 1 SET UP AND REGISTRATION:

Register with ASF

Begin by registering your club with ASF at asf.org.au for access to valuable resources and added credibility. If you are an existing user, log in and refresh the club contact information to ensure it is correct for a year-round fundraising campaign.

Create a compelling fundraising campaign page

Develop a campaign page that highlights the impact your club has on the local community. Some ideas could include:

1. Field and facility maintenance fund to improve the club environment
2. Community outreach and inclusion fund making your sport accessible to underrepresented groups
3. Club legacy fund for long-term investments and future-proofing
4. Keep the lights on program for essential operating costs
5. Youth development fund for aspiring young athletes and junior teams
6. Home ground advantage fund to improve amenities and landscaping

Include key features

Use images from recent events featuring players and supporters. These elements add a personal touch and make your page visually engaging.

Consider setting up regular giving

Many donors want to give regularly, and will set up regular giving (monthly or annual) when encouraged. Speak with your regular donors for other fundraising initiatives about becoming regular givers.



STEP 2 PROMOTE:

Awareness across multiple channels

Promote the fundraising campaign on social media, club newsletters, and your website. Link to your ASF donation page to make it easy for supporters to contribute anytime.

Engage athletes, coaches, and ambassadors

Encourage team members, coaches, and ambassadors to share the fundraising campaign. Their personal stories help potential donors feel connected to the cause.

Connect with local media and community

Keep the community involved by reaching out to local news outlets and community groups. Highlighting the fundraising campaign's impact builds broader support.

Social series

Run a "why we support" series on social media, where athletes or coaches share why they're passionate about the club and the importance of fundraising.



STEP 3 MONTHLY REMINDERS:

Monthly update emails

Send monthly emails with updates on milestones, achievements, and the impact of donations. Keep these updates brief but meaningful.

Highlight a specific need each month

Focus on one aspect of the club's needs (e.g., equipment, travel, facility maintenance) and show how contributions that month will make an impact in that area.

Reminder posts on social media

Regularly remind followers of the fundraising campaign on social media, featuring a new angle or story each time to keep the campaign fresh.

Social series

Post a "goal of the month" (e.g., "help us reach \$1,000 for new training gear!") to keep supporters motivated and engaged.



STEP 4 REFRESH EVERY QUARTER:

Update visual content

Refresh images and videos on the fundraising campaign page each quarter, adding new photos from recent games or events and videos showcasing team activities.

Highlight new stories

Add fresh stories from players, coaches, or supporters to keep the fundraising campaign narrative engaging. For example, focus on a player who's benefited from new equipment or a recent game highlight.

Feature new fundraising milestones

Update the fundraising thermometer or reset monthly goals to keep the campaign dynamic. This gives supporters a sense of continued progress and new objectives.

Social series

Launch a themed fundraising campaign every quarter, such as "spring training needs" or "winter game boost," that aligns with the sporting season and keeps content timely.



STEP 5 INSPIRE:



Share impact regularly

Post updates on how funds are being used (e.g., new uniforms, facility upgrades) to help donors see the tangible impact of their contributions.

Share new stories monthly

Feature a story from the club each month to keep supporters emotionally invested. This could include player highlights, community impact, or testimonials from family members.

Celebrate achievements

Recognise every milestone, like reaching 50% of your goal or celebrating a major donation, to build excitement and encourage further support.

Social series

Use visuals to show the “before and after” of projects funded by donations, such as upgraded equipment or facility improvements.

STEP 6 THANK:



Send regular thank-yous

Don't wait until the end of the year; thank donors regularly with personalised emails or messages on social media.

Publicly recognise supporters

With permission, acknowledge top donors on social media and in newsletters to show appreciation and encourage others to join.

Quarterly donor spotlights

Each quarter, feature top supporters or regular contributors in a dedicated “donor spotlight” post.

Social series

Post a “supporter of the month” feature with a personalised thank-you message for a donor who has made a meaningful impact, sharing why they support the club.

STEP 7 ENGAGE:



Share regular club news

Keep your supporters engaged by sharing updates on team achievements, game schedules, and club developments. This keeps the fundraising campaign relevant and maintains connection.

Encourage recurring donations

Promote recurring donation options, encouraging supporters to become regular contributors. Highlight the consistent impact of monthly gifts.

Host regular club events for donors

Host open practices, meet-and-greets, or invite supporters to games. These money-can't-buy experiences deepen connections between donors and the club.

Example for sports context

Hold a quarterly “club open day” where supporters can tour the facilities, meet the team, and see how their contributions are making a difference.

STEP 8 E.O.Y. REVIEW & CELEBRATE:



Year-end recap

Send an end-of-year report highlighting the fundraising campaign's achievements and showcasing the difference donor support has made.

Share future goals

Outline plans for the upcoming year and explain how supporters can continue to contribute. Don't forget to remind donors they can set up regular giving.

Celebrate with an appreciation event

Organise a “supporter appreciation” event or virtual gathering to thank donors, share successes, and set the tone for the new year.

Example for sports context

Send a year-in-review video featuring season highlights, thank-you messages, and a preview of next year's goals.