



COMMUNITY SPORTING CLUB FUNDRAISING CAMPAIGN CALENDAR – ATHLETES



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 your team (managers, parents, guardians, coaches, physio etc)

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 area you want to direct your funds (e.g., new equipment, facility upgrades, travel for competitions).

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

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

Create an account on the ASF platform

Register 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 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 athlete fundraising projects [on the ASF website here](#)

Include key fundraising campaign features

Add interactive elements such as images showcasing your activities, training and achievements 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 donations via social media. Always link to your fundraising campaign to enable donations to be made. [Download our social media tips here.](#)

Involve your team

Encourage your team 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.

Social sharing

Post images from training sessions or recent events, highlighting the passion, dedication, and hard work you're putting in to achieve your goals.



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 training sessions and events 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 me 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 event days to show supporters the impact of their contributions with live updates, and a short message from you and your team.

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.



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 events, showing how the community's support energises you and your team. Consider 'money-can't-buy' experiences for larger donors to show gratitude through special, unique experiences such as attending one of your training sessions.

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 your events 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

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 team meeting to review the success of your 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 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, 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

Refresh your project page or start a new project which reflect your next goals and milestones. Good luck!

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