

# FUNDRAISING CHECKLIST



## Define your project goals and objectives

Set clear fundraising targets and identify who will benefit from donations. Outline the impact of donations to inspire support from the start.



## Register your club with ASF

Complete your ASF registration at [asf.org.au/sign-up](https://asf.org.au/sign-up) to access support and enable tax-deductible donations. Gather all necessary documents to streamline the process you can find more information here: <https://help.asf.org.au/c-2-fundraiser-faqs>



## Set up your ASF campaign page

Create a compelling story with a clear reason for fundraising and the impact it will have. Use photos, videos, and the fundraising thermometer to track donations.



## Launch your campaign

Announce the campaign launch on your club's website, social media, and through email newsletters. Use clear calls-to-action, such as "Donate today to support our club."



## Make the first donation yourself

Lead by example with a personal donation to kickstart the campaign and demonstrate commitment. This initial contribution sets a positive tone for other supporters.



## Encourage other committee members to make donations

Ask committee members to join you in making donations, helping to create early momentum. Encourage them to share the campaign within their networks.



## Recognise and thank donors

Publicly acknowledge each donation on social media or through personal thank-you emails. Highlighting these contributions encourages others to get involved and builds a community of support.

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](https://help.asf.org.au)