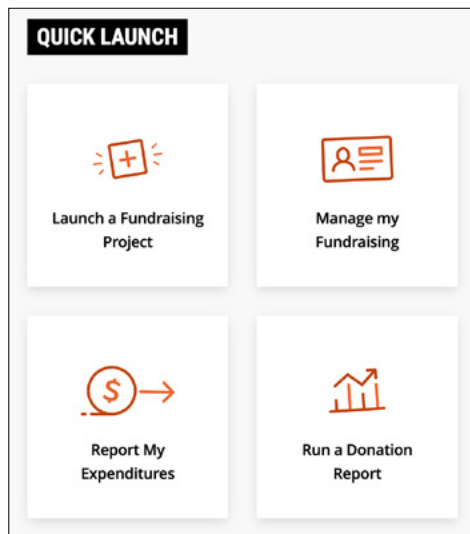


CREATING A NEW FUNDRAISING PROJECT

FOR INDIVIDUALS



1. Login to the ASF platform by entering your username and password.
2. Once on the Home page, select Launch a Fundraising Campaign.



3. Enter the basic details of your fundraising project and click on 'Create Project'.
 - Be sure not to use any special characters. (eg. !@#%*&)
 - People impacted will be 1 (the individual fundraiser).
 - Project names are most effective when they include the fundraiser's name (e.g. John Smith- National Championships)

The image shows a 'CREATE NEW PROJECT' form with a black header. Below the header are five input fields, each with a red asterisk indicating a required field. The fields are: 'NAME OF NEW PROJECT' (text input), 'FUNDRAISING TARGET FOR THIS PROJECT' (text input), 'LAUNCH OF PROJECT' (calendar icon), 'HOW MANY PEOPLE WILL BE IMPACTED' (text input), and 'SPORT TYPE FOR THIS PROJECT' (dropdown menu with '--- Choose ---' selected). A black 'Create Project' button is located at the bottom right of the form.

4. Select Edit in the top right-hand corner to add project details and images to your project. See below for more information on each field.

Project Fundraising Project Example		Request eligibility for PAF distributions			
Organisation	Approval Status	Fundraising Target	Eligibility Status	Charitable Status	Page Style on Website
Fundraising Club Inc.	Draft	\$5,000.00	Eligible		N/A

FIELD DEFINITIONS

PROJECT NAME

This will be the name that is displayed on your project webpage and URL link. Please ensure the name of your project includes only valid characters (a to z, 0 to 9, - ? . and ').

SPORT TYPE

Ensure your sport type is accurate. This may impact a potential donor's ability to easily search for your project on the ASF website.

PROJECT START DATE

Starting date of the fundraising (ballpark date is fine).

ESTIMATED TARGET ACHIEVED DATE

The date you hope to have reached your donation target.

PROJECT TYPE TAGS

Select the areas your fundraising will support.

CAUSE AREA TAG

Optional – select only if applicable to your project.

FUNDRAISING OBJECTIVES

FUNDRAISING PLANS

How will you achieve your fundraising target? You can note ways that you intend on promoting your fundraising project here.

Consider the following:

- How will you approach your fundraising?
- Who will you aim your fundraising at?
- What communication method/s will you use?
- What events will you host (if any)?

FUNDRAISING TARGET

The total amount you'd like to raise for your project.

PROJECT SETTINGS

DISPLAY THERMOMETER

You can choose to display how your project is tracking against your fundraising target by ticking the display thermometer box.

YOUTUBE ID

To embed a video on your project page you can include your YouTube ID which are the characters between = and &. This is the highlighted section on the below URL and appears on the page as seen below. https://www.youtube.com/watch?time_continue=3&v=0mquMqbcIZU&feature=emb_title

PROJECT CONTENT

SHORT DESCRIPTION

This brief description of your project is your fundraising “tagline” and will display on the online donation form. Here is an example. Tip: Ensure that you are using no more than 255 characters.

“Travel and the right training equipment can get pretty pricey! So if you could help me prepare to be my best for the 2021 Olympics by making a tax deductible donation, it would be amazing!”




OCEANIA MACKENZIE
OCEANIA MACKENZIE-TOKYO OLYMPIC SUPPORT 2021

Travel and the right training equipment can get pretty pricey! So if you want to help me prepare to be my best for the 2021 Olympics, it would be amazing! Also any donation of \$2 or more is tax deductible through...

[VIEW AND DONATE >](#)

LONG DESCRIPTION

This appears as about the project fundraising page and should tell your fundraising story; use emotive language to convey what you are trying to achieve with the project and the positive impact donors can make.



SUPPORT OCEANIA MACKENZIE
Your donation is supporting **Oceania Mackenzie-Tokyo Olympic Support 2021**

ABOUT THE PROJECT

Hello!

My name is Oceania Mackenzie, I am an 18 year old sport climber who is the first female qualified for the 2021 Tokyo Olympic Games for Australia in Climbing!!

I am so excited to compete at my first Olympics! It would help me so much to prepare and train at my best if you can help me out!

Traveling from Australia to train and compete overseas really adds up especially when funding in Australia is very limited.

If you can contribute any support to help me train at world class facilities overseas it would be amazing! I would use the money for travel and accommodation in Japan

Raised	Goal
\$15,061.40	\$15,000

Goal reached! Donations still accepted

[Donate now](#)

RECENT DONATIONS

Yoshi Asahara Donated to your project	\$808.00
Joel Williams Donated to your project	\$101.00
Yvette Harrison Good Luck Oceania, we are all supporti...	\$4,479.30
steph ianni Donated to your project	\$50.00

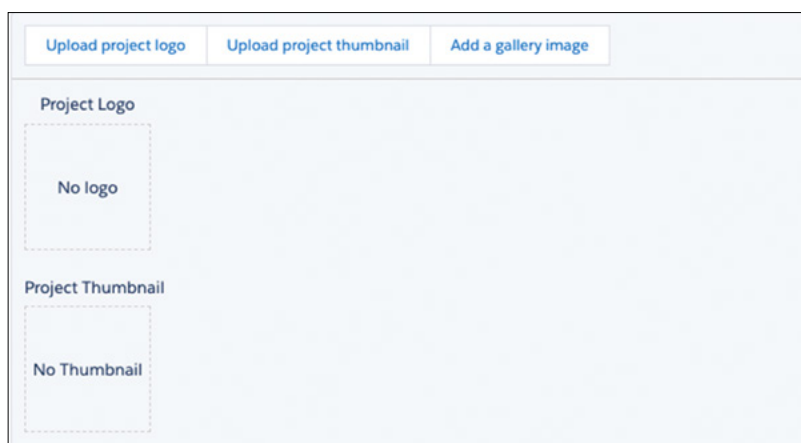
< Prev 4 Next 4 >

HELP BY SHARING THIS PROJECT:

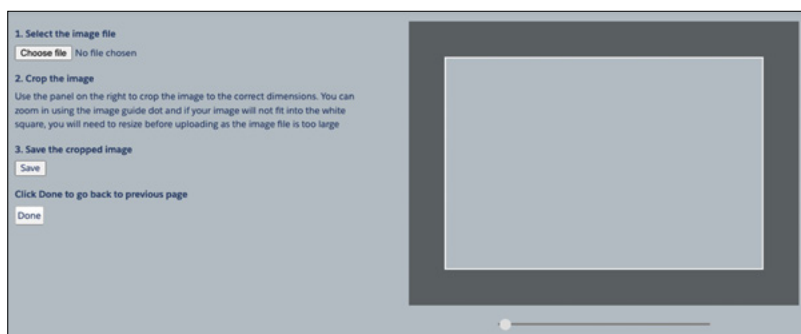
<https://sportsfoundation.org.a...> [Copy link](#)

[Facebook](#) [Twitter](#) [LinkedIn](#)
[Email](#)

Once you've created your project and added details, scroll to the bottom of the page to upload your profile picture (as logo) and other image/s.



TIP: Do not click the (x) to remove a logo if there is already one loaded.



- Click choose file.
- Use the circle at the bottom of the box to resize your image. Please resize so your whole logo/image fits within the grey box as this is what will be displayed.
- Click save.
- Click Done. This will upload your logo.

Repeat for additional gallery images. NB: at a minimum you will need to a logo and thumbnail image to activate your project page. If you don't provide a gallery image, your thumbnail image will be used.

NOTE: The following are the ideal sizes for images to be uploaded to your project page.

Project Logo – 400 x 400

Thumbnail and Gallery – 900 x 600

You may need to resize your image before it will fit in the light grey box of the cropping function.

WHERE DO THESE IMAGES APPEAR?

→
LOGO/PROFILE

SUPPORT Oceania Mackenzie
Your donation is supporting Oceania Mackenzie-Tokyo Olympic Support 2021.
Travel and the right training equipment can get pretty pricey! So if you want to help me prepare to be my best for the 2021 Olympics, it would be amazing! Also any donation of \$2 or more is tax deductible through the Australian Sports Foundation!

Your Donation

How often would you like to donate?
 Once Monthly

How much would you like to donate?

 or enter another amount here (min. \$2)



←
THUMBNAIL

GALLERY
→



OPTIONAL PROJECT CUSTOMISATIONS

DONATION OPTIONS

Enter three donation amounts that you would like to display to prompt your donors. They will also have the option to choose their own amount. If you leave these options blank, the default amounts \$25, \$50, \$100 will appear on your online donation form.

How much would you like to donate?

\$25	\$50	\$100
\$	or enter another amount here (min. \$2)	

CUSTOM THANK YOU

After a supporter has made a donation, they will receive a general thank you message that mentions your project and their donation details. If you would like to include an additional customised thank you message to be displayed, please add it here.

PROJECT URLS

PROJECT AND DONATION PAGE URL

You will find links to both your fundraising project page and online donation form in the top right-hand corner of the project record. We suggest that you include these when promoting your project to make it as easy as possible for your donors to donate.

PREVIEW URL

Before activating your project page, you can see what it will look like using this link.

5. Once all required content and images have been added you will be able to activate your project page by clicking on 'Submit for Approval'.

The screenshot shows a project record for 'Fundraising Project Example' by 'Fundraising Club Inc.'. The approval status is 'Draft'. A progress bar indicates the current stage is 'Draft', with subsequent stages being 'Pending Approval', 'Approved', 'Closed', and 'Ineligible'. A green 'Submit for Approval' button is visible, along with an 'Edit' button and a link to 'Request eligibility for PAF distributions'. A message states 'This project is ready to be submitted.' and a 'Project URL' field is partially visible.

Organisation	Approval Status	Fundraising Target	Eligibility Status	Charitable Status	Page Style on Website
Fundraising Club Inc.	Draft	\$5,000.00	Eligible		N/A

Progress Bar: Draft (active) → Pending Approval → Approved → Closed → Ineligible

Buttons: Edit, Request eligibility for PAF distributions, Submit for Approval

Message: This project is ready to be submitted.

Project URL: [Field]

6. Our Fundraising Support Team will get in touch to confirm approval and provide you with some tools, tips and resources to help you kickstart your fundraising. You can update your project content at any time by clicking Edit again.