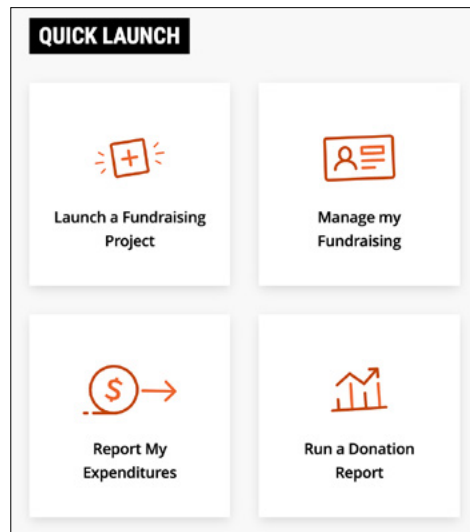


# CREATING A NEW FUNDRAISING PROJECT

**FOR ORGANISATIONS**



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



3. Enter the basic details of your fundraising project and click on 'Create Project'.

The image shows a 'CREATE NEW PROJECT' form. It has a black header with the title in white. Below the header are five input fields, each with a red asterisk and a label: 'NAME OF NEW PROJECT', 'FUNDRAISING TARGET FOR THIS PROJECT', 'LAUNCH OF PROJECT', 'HOW MANY PEOPLE WILL BE IMPACTED', and 'SPORT TYPE FOR THIS PROJECT'. The last field is a dropdown menu with '--- Choose ---' selected. At the bottom right is a black button with white text that says 'Create Project'.

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   |                 |                    |                    |                   |                       |
| <div> <div>Edit</div> <div>Request eligibility for PAF distributions</div> </div> |                 |                    |                    |                   |                       |
| 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 within your organisation or community that 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](https://www.youtube.com/watch?time_continue=3&v=0mqumqbcIZU&feature=emb_title)

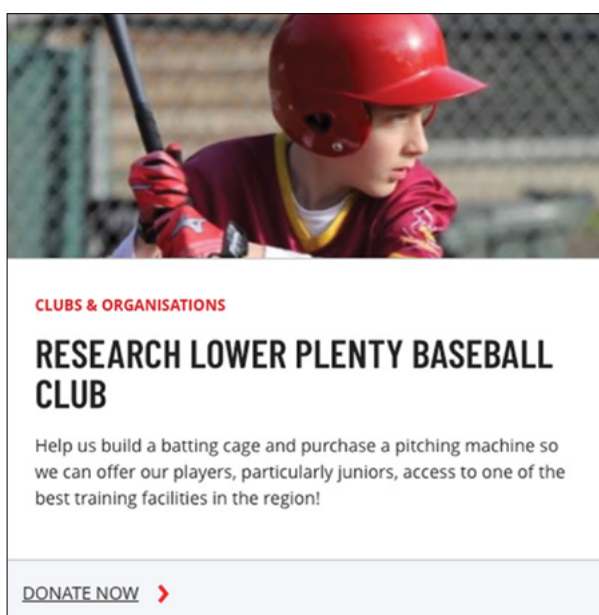
# PROJECT CONTENT

## SHORT DESCRIPTION

This brief description of your project is your fundraising “tagline” and will display on the online donation form. Here is an example.

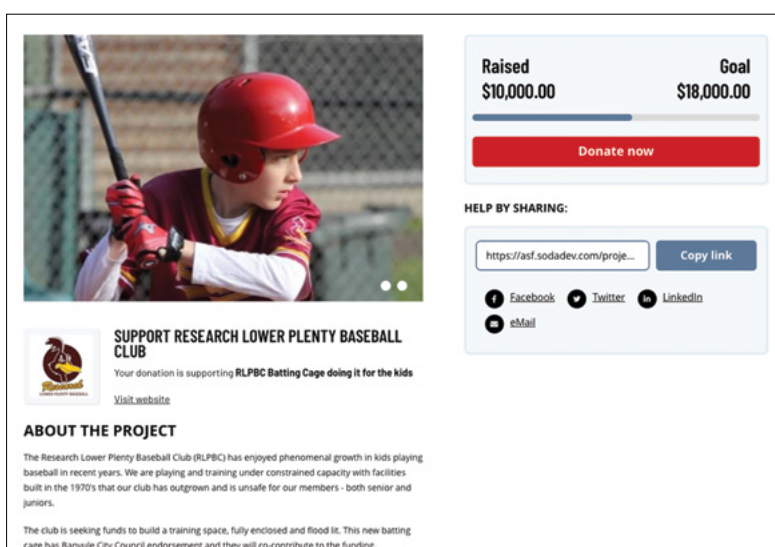
**TIP: Ensure that you are using no more than 255 characters.**

*“Help us build a batting cage and purchase a pitching machine so we can offer our players, particularly juniors, access to one of the best training facilities in the region!”*



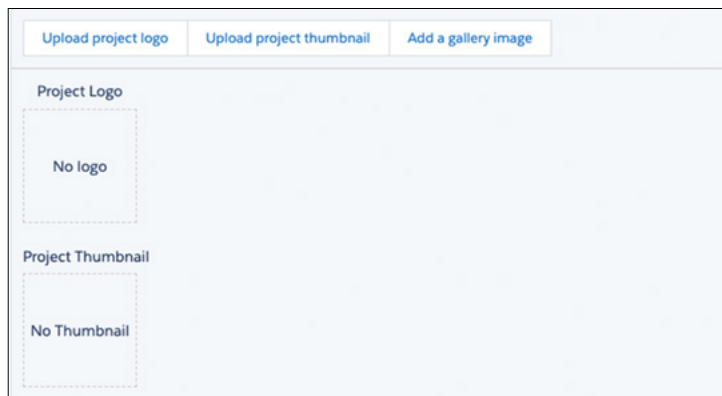
## LONG DESCRIPTION

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.

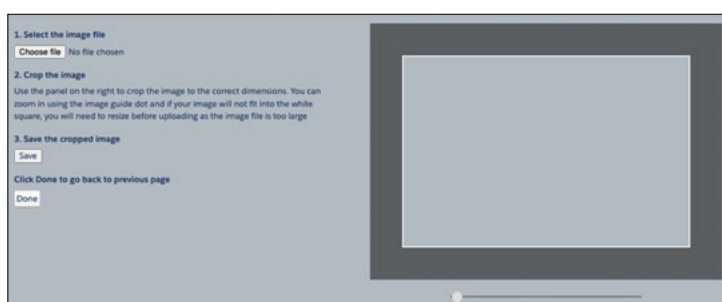


# LOGOS AND IMAGES

Once you've created your project and added details, scroll to the bottom of the page to upload your logo, 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 or image.

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

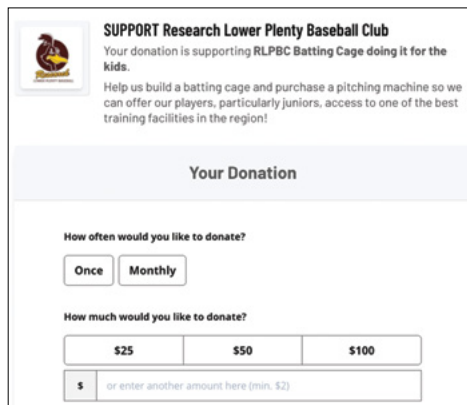
Thumbnail and Gallery – 900 x 600

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



**SUPPORT Research Lower Plenty Baseball Club**  
Your donation is supporting RLPBC Batting Cage doing it for the kids.  
Help us build a batting cage and purchase a pitching machine so we can offer our players, particularly juniors, access to one of the best training facilities in the region!

**Your Donation**

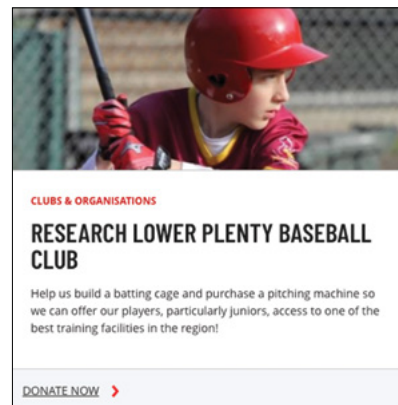
How often would you like to donate?

☐ Once ☐ Monthly

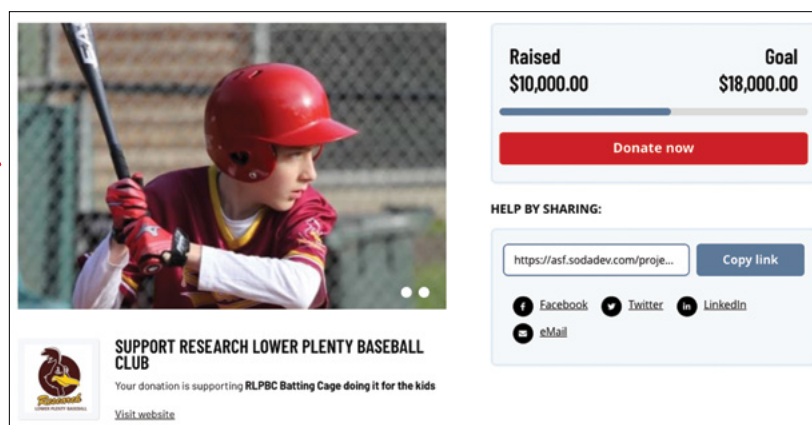
How much would you like to donate?

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

THUMBNAIL



GALLERY



**SUPPORT RESEARCH LOWER PLENTY BASEBALL CLUB**  
Your donation is supporting RLPBC Batting Cage doing it for the kids  
[Visit website](#)

**Raised** \$10,000.00 **Goal** \$18,000.00

[Donate now](#)

**HELP BY SHARING:**

<https://asf.sodadev.com/proje...> [Copy link](#)

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

## 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?**

\$ 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 Club Inc.' with the following details:

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

Below the table is a progress bar with five stages: Draft (active), Pending Approval, Approved, Closed, and Ineligible. Below the progress bar, there is a section titled 'Edit and Submit' with a red message: 'This project is ready to be submitted.' and a green button labeled 'Submit for Approval'. In the top right corner, there are two buttons: 'Edit' and 'Request eligibility for PAF distributions'.

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.