

# HOW TO WRITE A COMPELLING FUNDRAISING STORY



Whether you're a club or individual athlete, your fundraising story is the key to harnessing the passion of your community, and turning it into the funds you need to achieve your goal.

You don't have to be a seasoned fundraiser to write a solid fundraising story. Just follow these six simple steps:



## STEP 1

**What is your vision for change?**

What are you hoping to achieve or overcome this season?

## STEP 2

**What is holding you back from achieving this vision?**

Is it tools or resources, travel costs or other barriers?

## STEP 3

**How will you overcome the challenges holding you back?**

How do you plan to address the barriers to success?



## STEP 4

**How much is required to achieve your vision?**

What is your overall fundraising goal, and what it will enable you to purchase?

## STEP 5

**Why is it important to do this now?**

Create a sense of urgency for your supporters.

## STEP 6

**How can your donors help, and what are the giving levels?**

You may wish to list some examples here of what different amounts could buy. For example, bibs may cost \$30 each.

**Share your story on your donation page, and start fundraising!**

### TOP TIP: Score extra points with visuals

Your supporters will want to see who or what they're donating to – so add plenty of pictures and videos of yourself, your team or your club.



**WANT TO CHAT ABOUT YOUR EOFY FUNDRAISING?**  
Contact us at [info@sportsfoundation.org.au](mailto:info@sportsfoundation.org.au)