Tips for successful community projects
Getting started in fundraising

Your fundraising efforts will be more successful if you have a plan. Following these steps will help you develop a plan and stay on track.

1. Set your funding goal

Setting a goal will help you think about ways to raise money and develop a plan. It also serves as a great call to action for the rest of your group.

How much money you need to raise will depend on your project plan and budget, so make sure you have a clear budget before you get started. Remember to consider in-kind donations and your timing.

Phasing your project is a great way to set and achieve small goals, and having runs on the board often makes it easier to attract funds for the next stage.

2. Identify your best funding sources

There are many ways you can try to raise money. The trick is to find the sources that suit your organisation's expertise, needs and interests, and that will resonate with your supporters and community.

Possible methods include:

- Events – a good way to put a 'face' to your project, tell your story in person, and build credibility. Events are good for building friends, as well as funds.

- Donations – at events, online, crowdfunding, regular giving, bequests, etc. There are several good donation sites that can collect donations easily on your behalf, e.g.: **givenow.com.au**; **frrr.org.au;** or **sportsfoundation.org.au**.

What is crowdfunding?

Crowdfunding is an online fundraising campaign for a specific project. The fundraiser sets a target, people pledge an amount and the donation is transferred to the fundraiser. Examples of crowdfunding platforms include **everydayhero.com.au** and **pozible.com.au.**

- Grants – can help kick-start your project and build confidence in others to support your cause. Leverage the resources available.

- Membership – can be an easy income source if you have a clear membership proposition, so think carefully about what benefits you can provide to members.

- Earned income – selling a product or idea to create income. This could be a baked goods stall, raffle or branded merchandise. Check with your state charity regulator (see acnc.gov.au) to make sure you have the right licences.

- Community-business partnerships/sponsorships – look for local businesses that will partner with you, e.g. you could propose a donation for naming rights or X% of sales donated to your organisation.

Donation, sponsorship or partnership?

A donation is a gift with a charitable purpose with no expectation in return.

A sponsorship is a transactional relationship where a business supports a charity with a promotional purpose, e.g. logo placement.

A partnership is a deeper relationship with shared benefits and responsibilities.

3. Create an action plan

Now it's time to put together your action plan – the who, what, why, when and how.

Use your fundraising target, your timeline and the methods chosen from the list above to create a detailed plan.

A great place to start is rallying volunteers and assigning roles. You need someone to lead the process. Break the responsibilities into bite-sized chunks so that people don't get overwhelmed. You should also try to leverage existing personal and professional networks.

Keep the board/management/organising committee and your community fully informed. It's a good idea to include your fundraising project as a regular item on the agenda.

Make sure you have funding policies in place. Who are you happy to accept money from and who are you not? There are some good free fundraising policy templates available on **fundingcentre.com.au**.

Keep track of the finances. Be sure your treasurer has a system in place to manage this. The ACNC has tips and templates for this at **acnc.gov.au**.

Create a system for tracking donors. You'll want to be able to track who made donations, how much they gave and, importantly, if they were sent thank you notes, etc.

> ### Handy tip
> Things don't always go as planned, so have a Plan B. If you're only able to raise some of the money, which parts of the project can you complete? Which are most important?

4. Get started

Maintaining momentum is the key. Remember if you don't ask, you don't get. And if you get knocked back, don't get discouraged. Seek feedback, adapt your plan and try your next target.

Be as genuine as possible, and also make sure that you are clear and organised.

5. Promote and communicate

Regardless of how you go about raising money, you'll need to clearly communicate your project to everyone, including volunteers and potential donors. Aim to do this on a regular basis and regularly explain and remind people about:

- Why the project is needed – how will the project benefit your wider community and what issue will it address
- What it will involve
- How much money you will need to raise and how it will be used

Put together a schedule on how you are going to promote and ask for dollars and in-kind support.

Share your progress! People like to know how you're tracking, and sometimes they can give you a little more along the way.

6. Monitor your progress

Fundraising takes energy, time and commitment:

- Check in regularly to see how you are going.
- Keep an ear out for any new opportunities that may emerge.
- At every step of the way, and particularly when you reach your goal, thank your supporters and volunteers. Remember to celebrate.

And don't forget Plan B!

> ### Handy tip
> If something isn't working, don't be afraid to change it. Go for something that will earn more money and take less energy. Don't reinvent the wheel – use the internet to search for new, different and efficient ways to fundraise.

For more information on fundraising check out:

frrr.org.au/cb_pages/community_group_resources.php; fundingcentre.com.au

Donate today to help neighbourhoods in need

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The Trust embodies Australia Post's philosophy of building healthier, more vibrant and more inclusive communities.

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