

AbaF

Preparing donor materials

When you write to your supporters encouraging them to make a donation you will need to build a positive and inspiring case for support, whether it is on your website, through social media, in a letter or in a newsletter.

Someone who is considering making a donation will typically want these questions answered:

- Why is your project important and/or a unique opportunity for you?
- How will this project make a difference to your career as an artist or to the people involved?
- When and where will it take place?
- Do you have the experience and credentials to undertake this project?
- How much money do you need to raise?
- What is the deadline for making a donation?
- How much should I donate?
- How can I make the donation payment?

Once you have written the text that builds a strong case for support for your project, you will need to include information on the Australia Cultural Fund. This will explain how the reader can make a tax deductible donation to AbaF by filling in the attached donation form.

Below are several sample paragraphs that you can adapt to your own situation. These paragraphs are based on the materials AbaF has developed with a range of artists and organisations which have successfully raised donations through the Australia Cultural Fund.

Sample 1 - Make a tax deductible donation

We would like to invite you to become a <Smith Company> supporter by making a tax deductible donation to the Australia Cultural Fund, operated by the Australia Business Arts Foundation.

This Fund was established to encourage people to donate to the arts and enable not-for-profit groups like <Smith Company> to benefit from this generosity. All donations are made to the Australia Business Arts Foundation (AbaF) which considers donor preferences when allocating grants. In the past six years more than \$6 million has been donated to AbaF and granted in full to more than 300 artists and cultural organisations – it is a great program for groups like ours.

<Smith Company> is <city's> newest ensemble, providing quality concerts for the local community and opportunities for professional young musicians to gain performing experience. With your support we will be able to cover the costs of <venue and piano hire for our concerts in May, August and November 2010>.

We have attached a donation form which you can complete and return to AbaF. If you are able to send a donation by <date> it will greatly assist with financial planning for our 2010 concerts. Please feel free to call <contact name> on <phone> for more information on the concerts, or for more information on AbaF's Australia Cultural Fund visit <http://www.abaf.org.au/donate>

Sample 2 - How you can get behind us

You'll find attached a donation form and, best of all, a stamped addressed envelope. We're optimists!

As you will see on the donations form, we are working with the Australia Business Arts Foundation (AbaF). AbaF has confirmed that our supporters can make a tax-deductible donation to AbaF's Australia Cultural Fund, requesting that AbaF apply it to <name> for costs associated with <project description>.

Please don't hesitate to call me on <> if you have any queries about the process for making donations.

Sample 3 - Want to help develop an Australian documentary film?

We would like to invite you to come on board as a supporter of <project name> by making a tax deductible donation to the Australia Cultural Fund, operated by the Australia Business Arts Foundation (AbaF).

How does it work?

The Australia Cultural Fund was established to encourage people to donate to the arts and to enable artists, including filmmakers, to benefit from this generosity. All donations are made to the Australia Business Arts Foundation which then considers donor preferences when allocating grants. In the past seven years more than \$7 million has been donated to AbaF and granted in full to more than 400 artists and cultural organisations – it is a great program for projects like ours.

So, by making a donation you not only get to support a film that we hope will really change the way Australians feel about <>, but you also get a tax deductible receipt for your gift.

You can download the donation form [here](#) or complete the attached donations form, which includes instructions for posting your donation to AbaF.

You can also go to the AbaF website for more information www.abaf.org.au/donate

Sample 4 - Making a donation

The 2010-11 <Jones & Jones> concert series would not have been possible without the support of our generous donors. Donated funds have contributed to the costs of venue hire and guest performer fees and allowed us to keep the ticket prices affordable. Just as importantly, every donation also gives us a great boost to keep performing!

For the 2011-12 concerts <Jones & Jones> is pleased to be working with the Australia Business Arts Foundation (AbaF) again to enable our supporters to make tax deductible donations. If you would like to be a donor please complete the attached donation form and post it directly to AbaF. AbaF will provide you with a receipt and take your preference into consideration when allocating grants. Please do not make donations payable to <Jones & Jones>.

Further assistance

For further information on preparing donor material contact your local AbaF office or email acf@abaf.org.au