

AbaF

Promoting ACF registered projects

Money is not given, it has to be raised; money is not offered, it has to be asked for; money does not come in, it has to be gone after

Kingsley Aikins, CEO and President, The American Ireland Fund

If you are to secure money for your project you will have to tell people about it.

Knowing who might support you and the best way to connect with them is fundamental to your success. There are many ways to connect – you could:

- write directly to them if you have their contact details and permission to use those contact details to make an approach for a gift
- develop a brochure, poster or postcard for more broad dissemination
- use your website, presuming that you have people visiting it on a regular basis
- get an article in a relevant newsletter
- tell your story through the local media
- use social media networks such as twitter, Facebook and foursquare

For projects registered with AbaF's Australia Cultural Fund we will provide you with a donation form, which must not be altered without the written permission of AbaF. All promotional material which refers to AbaF's Australia Cultural Fund, or the tax deductibility of donations, must be approved prior to distribution. This includes, but is not limited to:

- donation forms
- letters to prospective donors
- newsletter inserts or articles
- invitations to events and functions
- brochures, kits, posters
- website or other online information
- media releases

Templates containing AbaF's wording will be provided when you register your project. AbaF is to be referred to as a supporter of the project and the AbaF logo will be provided on request.

Donations must be payable to the Australia Business Arts Foundation and not to the artist or organisation.

For more information contact your local AbaF office or email acf@abaf.org.au