

AbaF

Tips for raising donations with the Australia Cultural Fund

People give to people

The people most likely to make a donation to support your work are usually not strangers; they are the people who already know something about you, your work and appreciate the value of what you do.

Make a list of names of people you intend to approach and think through the kind of approach that they would like best (i.e. phone call, face to face meeting, email or a letter).

Make sure your approach is clear

Succinctly explain to your supporters and potential supporters exactly what you need and how they can help. Explain how their contribution (\$50, \$100, \$1,000) will make a difference and give them confidence in your project.

There is an art to writing a good appeal letter!

If you are mailing out a letter of appeal to potential supporters, some tips to keep in mind:

- personalise the letters
- include inspiring stories to get the reader emotionally involved
- use short paragraphs and simple language – eliminate jargon
- be passionate about your project rather than making a call for help
- write your appeal letter a dozen times until you are happy with it
- set a deadline by which you want the funds donated.

Clearly differentiate between tickets to fundraising events and donations

If you are holding a fundraising recital, performance or other event, be careful to make clear the difference between purchasing a ticket (which pays for the performance and/or refreshments etc) and making a tax-deductible donation (for which no material benefit can be received).

If donors wish to claim a tax deduction for supporting your organisation, they are not able to receive any material benefit (such as free tickets, complimentary refreshments, discount purchases).

Make it easy for people to give you money

Make sure your supporters know exactly what they have to do to make a donation. Donations by cheque, credit card and money order must be sent to the Australia Business Arts Foundation.

AbaF donations form must not be altered

Some of the wording on the AbaF donations form might seem bureaucratic but it is in line with requirements of the Australian Tax Office and cannot be altered. Make sure you understand how the Australia Cultural Fund works and communicate this to your donors. If in doubt, call us!

Make sure all staff and volunteers are briefed

If there are Board members, staff and volunteers who handle public enquiries, receive mail or process payments it is important to brief them about your fundraising campaign, how enquiries should be handled and how donations should be processed.

Most importantly – Thank your donors!

Not just when they make the donation but when your project is completed, thank your donors in writing or in person and let them know how their support made a difference.