



An enterprise of:
ourcommunity.com.au
Where not-for-profits go for help

The Complete Community Fundraising Handbook

How to make the most money ever
for your community organisation

2025 Digital Edition



GiveNow is Australia's first and best **all-in-one fundraising platform**.

We are **100% local and community at heart**,
offering the **lowest fees** in Australia since Day 1.

Sign up for FREE today: www.givenow.com.au

Foreword

Many people involved with Australia's community organisations make a distinction between fundraising and the "real work" of the group – looking after the environment, providing mutual support and advocacy, teaching children, putting out fires, and so on.

While there is some truth to that, and yes you can't put out fires just by asking for donations, but you also can't put out fires without money for equipment. Both sides of the organisation are necessary.

Fundraising can and should be a creative, exciting job that allows you to have a real impact on the health of your group and the community it serves. But it's not a job that should be left on one person's shoulders.

When your group asks, "Whose job is it to raise the money?", the answer should be "Everybody" – not just the treasurer or fundraising coordinator. You need to create a culture of fundraising for the entire organisation.

The other thing you need is a widespread understanding that fundraising must move well beyond the lamington drive and the sausage sizzle. Relying on just one or two funding sources is not good enough in 2025.

That's why we've developed the GiveNow Fundraising Formula, which includes the Seven Pillars of Raising Funds – donations; grants; community business-partnerships; memberships/alumni/friends; special events; earned income; and crowdfunding – along with the Seven Essential Fundraising Actions.

Think of the Fundraising Formula as the community fundraising equivalent of the Healthy Food Pyramid – there are some parts you should be using more of (which will depend on your group's individual needs and resources), and some you should be using less of – but the key is, you need to be sampling from the whole menu.

So let's get started – Bon appétit!

Contents

Foreword	2
1. The GiveNow Fundraising Formula	5
1.1 The Seven Steps of Fundraising	5
1.2 The Seven Pillars of Fundraising	5
2. Laying the Foundations	7
2.1 The Mission Statement	7
2.2 The Strategic Plan	8
2.3 The Business Plan	9
2.4 The Marketing Plan	10
2.5 Website and Digital Presence	11
3. The Seven Steps of Fundraising	12
3.1 Fundraising Action Plan	12
3.2 Fundraising Ethics	13
3.3 Donor Database	13
3.4 Building Relationships	15
3.5 Learning to Sell Yourself	16
4. The Seven Pillars of Fundraising	17
4.1 The First Pillar: Donations	17
4.1.1 Recurring Donations	18
4.1.2 Major Gifts	18
4.1.3 Direct Appeals	20
4.1.4 Bequests	21
4.1.5 Small One-off Donations	21
4.1.6 Donating Goods	23
4.2 The Second Pillar: Grants	23
4.2.1 Finding Grant Opportunities	23



4.2.2 Choosing the right fit	24
4.2.3 Writing a Winning Application	24
4.2.4 Reporting	25
4.3 The Third Pillar: Community-Business Partnerships	25
4.3.1 Partnership Offerings	25
4.3.2 Partnership Relationships.....	26
4.3.3 Finding a Partnership.....	26
4.3.4 Starting and Building the Partnership.....	28
4.4 The Fourth Pillar: Memberships / Alumni / Friends	28
4.4.1 What Are You Going to Offer?	29
4.4.2 Membership Fees.....	29
4.4.3 Finding New Members	30
4.4.4 Making a membership program sustainable	30
4.4 The Fifth Pillar: Events	32
4.5.1 Event Planning	32
4.5.2 Event Execution	33
4.5.3 Event Reporting.....	33
4.6 The Sixth Pillar: Earned Income – Goods & Services.....	34
4.6.1 What do you sell?	34
4.6.2 How do you sell?	35
4.7 The Seventh Pillar: Crowdfunding.....	35
4.7.1 Campaign Planning	36
4.7.3 Campaign Execution	38
4.7.4 Post-campaign actions.....	39
Afterword	39

1. The GiveNow Fundraising Formula

The GiveNow Fundraising Formula consists of the Seven Steps of Fundraising and the Seven Pillars of Fundraising.

1.1 The Seven Steps of Fundraising

A good fundraising plan goes through seven stages:

1. **Setting the target** – Take into account your capacity to fundraise and factor in both costs and returns.
2. **Making the plan** – What actions will you undertake to raise that sum?
3. **Identifying the players** – Who's going to carry out the various actions?
4. **Clocking the timing** – How long will each activity take?
5. **Setting deadlines and checking for progress** – Pinpoint the spots where work will need to be monitored to ensure targets are being met
6. **Weighing your resources** – Which actions will require what resources?
7. **Adding it all up** – How will you know if your plan has worked? How will you capture the lessons?

More details of the fundraising plan are available in section 3.

1.2 The Seven Pillars of Fundraising

You need your group's money to come from as many sources as you can manage, raised by as many people as you can coordinate. Most groups get into trouble because they have only two or three sources of funding, or only two or three people involved in raising money. If any one source or person disappears, the organisation slides into trouble.

A good fundraising plan rests on seven pillars:

1. Donations
2. Grants
3. Community-Business Partnerships



4. Membership / Alumni / Friends
5. Special Events
6. Earned Income
7. Crowdfunding

To survive and thrive in a changing world, you need many strings to your bow. Sustainability begins at home.

No organisation should be so dependent on a single funding source as to be unable to function without it. For example, an organisation entirely dependent on government grants is extremely vulnerable. Governments change, ministers change, senior public servants change and government priorities change. What was an essential priority for one administration may not rate with the new incumbents.

In contrast, a group that receives support from earned income, several foundations, memberships, partnerships, and a pool of individuals in addition to government funding is stronger and more secure.

This means you must work at raising money from other sources even when you don't immediately need to. Your core funding might come from the government, but the money raised by you allows you to pursue independent decision-making, innovation, and insurance for the future.

We will elaborate on each pillar of fundraising in section 4 of this handbook.

2. Laying the Foundations

Australians are wealthier than ever before. According to the 2024 UBS Global Wealth Report, Australia's median wealth per adult sits at US\$262,000, making Australians among the richest people in the world. This is true for a large section of the economy, despite the cost of living increases that are impacting disproportionately on groups within the Australian community.

All of this means there's enough money to fund your organisation many times over. With greater disposable income, we should be giving significantly more. However, despite our increased wealth, Australians give proportionally similar amounts to previous generations.

Just because people have money doesn't mean it's easy to get it out of them. They have to want the good of others more than that next purchase. They have to be asked - and then asked for more, because not-for-profit expectations must be inflation-adjusted and prosperity-weighted.

Today's Australians are increasingly involved in activities they personally choose (e.g. cycling, book clubs, online communities) rather than traditional group memberships (e.g. churches and unions). They're giving to fewer charities (down from eight or nine to around three or four) and expect higher accountability and involvement from organisations they support.

This leaves community groups in a bind. Any group seeking support must personalise its appeal, engage supporters on an individual level, and meet emotional needs rather than asking for contributions out of duty.

The money is there. You deserve it. And you can get it. But you need to have some foundations firmly in place first.

2.1 The Mission Statement

Your mission statement is not what you do, it's the difference you make.

Your mission statement:



1. Should be short (Can it fit on the back of a business card?)
2. Should include very few verbs (If you think of your mission as what you're doing, you get hung up on methods and forget goals.)
3. Should avoid effort verbs like 'try', 'seek', 'influence', or 'encourage'.
4. Should avoid verb-nouns like advocacy, education, program, and service.

A mission statement isn't just trendy jargon. It helps establish priorities, defines the 'business' you're in, and shows what you don't do. It motivates board, staff, volunteers and donors. It also lets you evaluate your work against a measuring stick.

Because your mission is important, it should be polarising. Focusing on a clear mission means cutting out ambiguities about what you exist for. Don't shy away from discussion that reveals disagreements – give everyone time to talk through until you're all convinced you've got it right.

Once you have your mission statement:

- Ensure your board/committee and staff know it by heart
- Circulate it to volunteers, donors, sponsors, partners and stakeholders
- Put it on your cards, letterhead, envelopes, email signatures, and donation forms
- Include it in your constitution
- Use it to develop your strategic plan, business plan, and marketing plan

2.2 The Strategic Plan

Your mission statement needs to be translated into what you actually do on the ground, which is where strategic planning comes in. This focuses your organisation's vision and priorities in response to a changing environment.

A strategic plan sets out:

- Where you are
- Where you're going
- The steps you'll take to get there

First, survey your environment:



- What's your territory (geographic, interest-based, online)?
- Who's in the territory? What are their demographics?
- What are their needs and pain points?
- Who else is working in your area?
- What are they doing and not doing?
- What are their aims, and how do they overlap or conflict with yours?

Consider doing a SWOT analysis that identifies your organisation's Strengths/Weaknesses and the Opportunities/Threats it faces.

Next, map your strategy for achieving your goals. Don't limit yourself by assumptions about funding. What changes do you want to bring about? What would that involve? Step back from your goal in stages and record the tasks at each stage.

Remember that strategic planning isn't just about outcomes, it's about process. The way you work is what you are. If the planning process isn't genuinely inclusive of all stakeholders, that's a bad sign for your mission.

2.3 The Business Plan

People will give \$2 to someone in the street. People will give \$20 to a good cause. People will give \$20,000 only to a good business. And a good business has a good plan for the future.

Your business plan should include:

1. Executive Summary: A concise overview of your entire organisational plan, highlighting your organisation's purpose, mission, community impact, and financial approach. This section is usually written last.

2. Problem/Solution Fit: A description of the problem that your community faces, and how the product or services you provide could help them.



3. Market Analysis: An analysis of the specific “market”, that is, economic segment, of Australia your organisation addresses, including its size, growth potential, target audience and landscape of other actors

4. Engagement Channels: An overview of how your organisation reaches out to, and connects with your clients, supporters, donors, and other stakeholders.

5. Team: An outline of your organisation's governance and management structure, including board roles, staff positions and volunteer co-ordination.

6. Financial Sustainability: A projection of your organisation's financial future, including income sources, expenses, and strategies for maintaining financial viability.

7. Funding Strategy: A clear explanation of the amount of funding needed, how it will be used, and the expected return on investment.

2.4 The Marketing Plan

Marketing is still seen as a dirty word sometimes in community organisations. But when marketing is done well (not spamming!) it helps us reach our mission by identifying what the client needs, and then delivering products and services that respond directly to these needs.

Your marketing plan should include:

1. Target Audience Analysis: A detailed identification of the specific demographic groups, stakeholders, and communities your organisation aims to serve and engage with.

2. Unique Value Proposition: A clear articulation of the unique benefits your organisation offers and why people should choose to engage with, support, or use your services.

3. Competitor and Collaborator Assessment: An evaluation of similar organisations in your space, identifying potential partnerships and distinguishing factors for your organisation.



4. Communication Channels: A strategic selection of the most effective platforms and methods to reach your audiences, including digital, traditional, and interpersonal approaches.

5. Content Strategy: A plan for creating and distributing valuable, relevant content that attracts and engages your target audiences.

6. Budget Allocation: A realistic distribution of limited resources across various marketing activities to maximise impact and reach.

7. Measurement and Evaluation: Clear metrics and methods to assess the effectiveness of your marketing efforts and inform future strategies.

2.5 Website and Digital Presence

Over 97% of Australians are now online, with smartphone penetration exceeding 95%. In 2025, it's non-negotiable that every community organisation has a digital presence.

A website is even more important for fundraising. It helps spread the word about your efforts, provides a link to your online appeals, and builds legitimacy in the public eye - a tool you can't do without when seeking trust.

Your digital presence should include:

- Primarily a mobile-responsive website with clear and easy-to-find ways to engage as well as a "DONATE" button that is accessible all the time. To start a donation should never be more than 1 click away for potential donors! Active, targeted social media account(s)
- Email marketing capabilities
- Digital storytelling through images at minimum, and ideally video
- Analytics to track engagement and conversion, if you can!

Looking for donation and fundraising forms that can be embedded on your website? Check out the [GiveNow Donations feature](#).

3. The Seven Steps of Fundraising

3.1 Fundraising Action Plan

Once you have your strategic plan, business plan and marketing plan in place, you can start working on your fundraising action plan:

1. **Setting the target** – “Raising money” isn’t enough. “Raising \$20,000” isn’t enough (though you need financial goals as well). You need to estimate costs and returns at each stage of the process. Don’t just write in how much you need to raise; what counts is what you’re able to raise. Never lie to your budget.
2. **Specify action items** – What actions will you undertake to go about raising that sum? Quantitative goals are easier to focus on and much easier to monitor. For example, instead of “Visit donors” write down “Visit five donors”. Instead of “approach possible sponsors” plan to visit “five warm possible sponsors”.
3. **Identifying the players** – Wherever you have an action to be performed, settle on who’s going to do it. Check that the people who are down to do things have the time and the skills and the authority to do them. Make sure they know they are down to do them, and that they’ll be held accountable if they’re not done.
4. **Clocking the timing** – Wherever you’ve got an activity down, settle on how long it ought to take – five days? Five weeks? What’s the margin for error? Even a rough estimate helps the people involved to gain perspective and allows you to see what tasks are dependent on others being completed first.
5. **Setting deadlines and checking for progress** – Draw up a timetable with major deadlines featured in red. Allow a little cushion for delays. If you can see that some components must be completed before others, break these out as separate tasks and give them personal attention at every stage. Pencil in the spots where you’ll have to monitor the work to make sure that all target dates are being met.
6. **Double check your resources** – Check every action to see whether it will need any extra resources. Will you have to spend money to get the job done? Will you need

support staff or cooperation from other people? Do you need technical expertise? Specify the requirements in advance so there are no surprises.

7. **Adding it all up** – Make sure you've included not only step-by step monitoring of progress but also allowance for a thorough after-the-fact evaluation. Did you reach your targets in time, cost, and outcomes? What lessons have been learned? Qualitative goals are important, too. How will you decide if the job was well done? Set the guidelines or criteria before you start, and be sufficiently flexible to notice what else needs to be counted in the pluses or the minuses of the campaign.

3.2 Fundraising Ethics

Ethics in fundraising might not be something your group has thought much about, but doing ethics on the fly can lead to trouble. It's better to have guidelines in place before they're needed.

Issues to consider include:

- Are there sources of funds or donors your organisation will not accept money from?
- Are there fundraising methods your group isn't willing to use?
- Will donors be permitted to exercise influence over your organisation?
- How far will you go to get a sponsor?
- Are you comfortable being associated with celebrities?
- Does it matter where your organisation's money is invested?
- Are you willing to compromise some beliefs for greater influence?
- What obligations does your organisation have towards donors?

Remember - at the heart of any community group is a conviction that there are things more important than money. Fundraising should help with your mission but not set it.

3.3 Donor Database

A well-maintained database of donors is a core part of your fundraising strategy. Ideally, it should contain details of every person who has ever shown even a passing interest in your organisation's mission.



In 2025, effective data management is no longer optional - it's essential. But there's no need to over-engineer your system from day one.

Here's what matters most at the start:

- All donor information should be stored in **one central location**.
- You should be able to **update records easily - and only once**.
- Since multiple team members may need access, an **online system is the best fit**.

If you're just getting started, avoid defaulting to Excel. Instead, choose a system that's simple to use and flexible enough to grow with you. In the early years, your organisation will likely go through several changes. Don't lock yourself into a complex system too early.

As you grow, it helps to understand what best practice looks like for more established organisations. A solid donor management system will:

- Be internet-based and accessible from multiple devices
- Allow data import/export from/to other systems
- Support customised forms and personalised emails
- Comply with privacy laws and include secure log-in access

For more advanced users, ideal systems also:

- Integrate with your website, donation platforms and email tools
- Offer segmentation for more targeted communications
- Provide analytics and reporting features

Typically, one team member will take the lead in managing the database. At the same time, others should have appropriate access, as keeping the database current is a shared responsibility. This includes updating contact details, removing inactive records, and correcting errors. It's also essential to ensure privacy by appropriate password protection. Back up your data regularly and store those copies securely.

GiveNow is a fundraising platform designed for small to medium sized community organisations. It connects with over 2,000 CRM, database, and email marketing tools through Zapier. All data is stored securely in Australia. For more information, visit our Help Centre to see how we deliver on all of the above needs.

3.4 Building Relationships

It's not all about the money. A donation is just an outward sign of a connection between the donor and your mission. Your job is to strengthen that connection. Don't mix up donor relations with requests for more money. The ask comes after you've built the relationship.

Donors give primarily because they're committed to your cause, but there are many causes and organisations. Donors are more likely to support you when you reach out and engage them.

If you offer donors a way to compound and build on the experience of giving, you have a greater chance of making that behaviour habitual. The secret lies in the three R's – recognition, respect and rewards.

Recognition

The simplest - and still unequivocally the most essential - form of donor (or other significant supporter of your fundraising) recognition in 2025 is the personalised thank-you letter, ideally signed by a real person. A phone call or a thoughtful email can serve the same purpose, especially if delivered promptly.

These gestures should be made as soon as the donation is received. The goal is to reinforce the donor's positive action while the warm feeling of giving is still fresh. Why do all this work? Because over 60% of first-time givers didn't give again, and 50% of those who had given twice gave no more. But those percentages are wonderful compared to trying to get money from the general public, where fewer than 0.5% will give for the first time.

It's surprising how often organisations overlook this basic, yet critical, act of appreciation. Our advice beyond saying a personal thank you for recognition is:

- List donors in your annual report, website, newsletter and appeals material.
- Mention their gift in speeches.
- For serious money, consider media or naming opportunities (building / chair / brick / plaque).
- Hold special thank-you events for major supporters.
- For exceptional long-term supporters, consider nominating them for honours.

Respect



- Be honest about what you've spent their money on.
- Keep major donors regularly informed about what's happening with their money.
- Return calls from donors promptly - within one or two business days.
- Consult donors about the direction of the organisation's strategy, as appropriate.
- Invite donors to address or join the board.

Rewards

- Many donors don't want rewards beyond respect and recognition. Others may appreciate modest gifts that carry your organisation's name.
- Invite donors to your events, open days, meetings and activities.
- If you're engaging celebrities, offer donors an introduction.

3.5 Learning to Sell Yourself

Australians don't like skiting or big-noting. We've been conditioned not to push ourselves forward. Unfortunately, this is a handicap for fundraisers. If you are still holding back, keep telling yourself "It's not about me. It's about the organisation. It's about our mission and those we are supporting."

Show your donors why you are worth it - Project your value and vision by showing exactly how you're helping people. Emphasise how you're different from other organisations. Demonstrate that you are building on success with concrete examples.

Show you are already getting support - Nobody wants to be the first guest at the party. List government agencies, business and organisation supporters that back you. If possible, tag your supporters by tagging them on social media, or sharing their names on your website.

Show you need the money - Even while showing success, it's important to demonstrate that your organisation still needs support. Highlight how previous donations directly enabled program outcomes, making sure to connect funding with specific achievements and community impact.

Show your goal and progress - Link new gifts to concrete achievements, e.g. "Another \$250,000 will enable us to...". Celebrate your victories as you get closer towards your fundraising goal, both large and small.

4. The Seven Pillars of Fundraising

4.1 The First Pillar: Donations

The higher the percentage of funds you can raise from individual donors, the more secure your organisation will be. This is because:

- Most funding for small to medium sized community organisations comes from donations (The ACNC Australian Charities Report (10th [Edition](#))).
- You spread the risk across many donors.
- Individual donors are loyal and tend to give more over time.
- Individual donors give because they care about your mission, not their bottom line.

Online Donations

Internet users represent over 97% of the Australian population in 2025. While not everyone donates online, the percentage is growing rapidly as younger generations who've never known a net-free world become donors, and long term donors recognise the convenience of giving online.

The online donations industry has seen explosive growth and is now a critical component of any fundraising plan. If you don't prioritise digital donation collection, you're falling behind.

Once your appeal is online, promote it everywhere and make it easy for donors to access: On your website, social media accounts, letterhead, and business cards, in your email signature, newsletters and any other marketing material.

We know that the donors on average donate approximately \$120 per one-off transaction in 2025, but this is highly influenced by the nature of your organisation, the level of connection supporters have with you, the time of year and the suggested donation amounts offered to donors.

An intuitive experience for donors assists with new donor acquisition and ensures high retention. You don't have to spend a fortune - **GiveNow is a fee per transaction only online donations platform that has served Australian community organisations for**



over 20 years, with over \$220 million of donations processed. [Sign up for free today to give it a try!](#)

4.1.1 Recurring Donations

The most reliable form of income is a regular giving scheme. Always offer the option of giving an ongoing periodic donation (the most common in Australia being monthly or annually) instead of a single one-off gift. Try to achieve approximately 20 – 25% of all donors to this type of structured, ongoing giving. Once they've signed up, they don't have to think of it again, and neither do you. In 2025 it is estimated that on average these donors will remain loyal for approximately 2.5 years (Derived from GiveNow regular donor analysis for Australian community organisations). Check out the GiveNow [Donations](#).

4.1.2 Major Gifts

In any donor drive, 80% of the money is going to come from 20% of the people. The smaller donors are important - your "mice" - but you also need the "bison," those heavy hitters with open-ended potential.

Where do you start looking for high-end donors? Often one of the biggest mistakes groups make is thinking always about finding new donors without mining their current supporters.

Draw up your prospect list by working outward in concentric circles:

1. **The board** – Who do they know who's financially stable and philanthropically minded, and would be influenced by their word?
2. **The members** – Who supports the organisation enough to take out membership and has capacity to donate?
3. **Previous donors** – Who has given the largest gifts in the past?
4. **The clients** – Do any represent good prospects? What about former clients or friends or family of these clients?
5. **The staff** – Who do they know that supports your group or cause?
6. **Previous donors to other organisations in the area** – These people are proven givers.
7. **People with links to the area or community** – Local business owners, former members, etc.



8. **People with interests close to yours** – Research prominent people with interests in your work who may be outside your geographic area.
9. **Businesses with links to the area or issue** – Companies with offices in your area or serving related industries.

Once you have your list, do your homework on each candidate and record all your findings in the database:

- What are their interests?
- How is their business doing?
- What causes have they given to previously?
- What is the largest gift they've ever given?
- Do they give individually or through a company or foundation?
- Have they recently sold a business or inherited significant resources?
- Do they have a loved one who may be honoured with a gift?
- Do you know anybody with a special relationship with this person?
- What concerns might they raise?
- What would be the best setting for the initial meeting?
- Would it help to have staff participate in the solicitation?
- What materials would be helpful to have?
- How much should you ask them to consider?

Then identify the person closest to the prospective donor to make the initial contact.

Making the Pitch

When asking for a large amount, ask for a meeting, and do it properly. Treat them as you would expect to be treated. Remember the following:

1. **Be sincere** – Have you given as much as you're asking them to give, proportional to your circumstances?
2. **Tell the truth** – Don't lie or stretch. If they ask a tricky question, give a straight answer.
3. **Be clear about your ask** – Don't leave them in the dark about whether you're expecting \$25 or \$5,000.

4. **Demonstrate professionalism** – Be punctual, polite, well-dressed, and properly prepared with information.
5. **Be courageous** – Don't give up easily. If you do, why should they believe the project is important?
6. **Offer consultation** – Ask for their advice and expertise.

4.1.3 Direct Appeals

When asking a member of the public for money, one of two things have to be true:

1. You're not asking them for very much
2. They know your organisation very well already

Public appeals usually have a low-strike-rate, requiring a reasonably long list of prospective donors.

If you are a community organisation that wants to approach the public, your best bet will probably be direct mail or digital outreach.

Direct mail remains effective despite digital communication dominance. It gives people something tangible they can examine at leisure, though is expensive. Digital appeals via email and social media complement traditional mail approaches and are much lower in cost. It does however, depend on an active social media presence of your organisation, or a significant person(s) in your organisation prepared to promote your cause.

The key to success of any appeal is the list of people who receive it and the narrative under-pinning the ask. Compile your lists carefully with correct names and email/physical addresses.

Experienced fundraisers divide lists into three categories:

Hot lists

- Current donors (10-60% response)
- Lapsed donors from the past two years (Approx 10% response)
- Volunteers and board members who aren't yet donors (50-80% response)
- Close friends and associates of the above (As low as 5% response)

Warm lists

- People who have used your services
- People who call seeking information
- People who buy your products or attend events
- Past event attendees who aren't donors

Cold lists

- Lists more than a year old
- Lists of people you know very little about

4.1.4 Bequests

Australians don't like talking about death, which often makes asking for bequests uncomfortable. However, some organisations derive significant income from bequests - over 50% of fundraising income in some cases.

According to the 2023 report from the Australian Institute for Family Studies, Australians over 65 are projected to transfer more than \$3.5 trillion in wealth over the next 20 years. Some proportion of this will go to good causes.

More than 45% of adult Australians leave no will at all. To improve your chances, spread the word about your group - people never leave money to organisations they didn't know. Also think about people with major commitments to your organisation, or those who have benefited from your work. Tell them explicitly that your organisation would like people to consider leaving money in their wills.

Bequests aren't reliable or predictable, especially for small community organisations, but they can be an extraordinary strike of good luck. At a minimum, add a section to your website, newsletter and annual report reminding people they can serve your cause by remembering your organisation in their will.

4.1.5 Small One-off Donations



One-off donations often come from unexpected places - but in 2025, your chances of receiving them increase significantly if your organisation has a strong digital presence and a convenient, trustworthy way to donate.

Even the smallest community organisation should offer a secure donation option embedded directly on your website - not just linked through social media. While social platforms help raise awareness, they aren't widely trusted in Australia for financial transactions. A website remains the go-to place for people looking to support you.

These donations are usually the result of visibility and connection. For example:

- **Media mentions** – When your organisation or a client is featured in local or digital news, readers may want to support you.
- **Social media posts** – Shared by your organisation, or better yet, by board members and supporters who actively talk about your work.
- **Events** – Where you're attending, speaking, or co-hosting. Ensure event materials include a donation link or QR code.
- **QR codes** – Displayed at in-person activities, or placed in local cafes, libraries, and pubs. A small poster can go a long way.
- **Email signatures** – A subtle but steady reminder. Add a short line and link in every staff member's email footer.
- **Service clubs** – Organisations like Rotary, Lions, or Apex may support your cause, especially if you reach out and show how your work aligns with their focus areas.
- **Local council support** – Contact your councillor or staff, in general or specifically, to ask about small discretionary grants or community funding rounds.
- **Seasonal community outreach** – Around May each year (ahead of EOFY), send a warm message to local businesses, schools, or sports clubs. Thank them for their role in the community you work with and include a donation link.
- **Everyday interactions** – Any time you're talking about your work publicly, provide a way for people to take action through a donation.

To encourage small, spontaneous donations, be active and visible both online and locally, and make sure your donation link is easy to find and easy to use. That's the winning combination in 2025.

Embedding a donation form on your website is the key channel for collecting these donations. Check out the GiveNow [Donations](#) feature page.

4.1.6 Donating Goods

Remember that donations don't have to always come in the form of money. Many organisations accept donations in the form of physical items. You can check out organisations that use [GiveNow](#) "Other Ways to Give" to promote items they would like to receive from the Australian public for some ideas.

4.2 The Second Pillar: Grants

Billions of dollars in grants funding are provided each year. The trick is ensuring your group gets its share. Remember that grantmakers want to fulfil their mission - theirs, not yours. They aren't committed to your survival the way you are. Because grants are generally given for projects, it can be dangerous to rely on them as your core funding.

4.2.1 Finding Grant Opportunities

All levels of government - federal, state, and local - give grants, as do philanthropic foundations and some corporations. Some grant schemes are applicant-driven; groups submit different project proposals, and the grantmaker picks the best. Others are project-driven- the grantmaker has a specific project in mind and advertises for groups to run it.

Think about your needs before looking at available grants. Cast your net wide. You're searching for grants in your primary area, but are you sure you know all the sectors you're in? A local tennis club might look under 'Sports,' but could also qualify for:

- **Health grants** - Promoting healthy activity or reducing obesity
- **Community support grants** - Supporting the local community
- **Capacity building grants** - Strengthening organisational skills
- **Grants for specific target groups** - Young people, regional areas, women, people with disability, multicultural groups, older people, Indigenous people
- **Grants that target risks** - Reducing smoking, drinking, sunburn, drugs, or social disharmony

Brainstorm with your staff and board to find areas you can claim links to, then see how many more grants become relevant.



Where do you find these grants? On databases such as the Our Community [Funding Centre](#), with over 25 years of expertise in collecting grants, their database has more than 6,000 current grants (in 2025) that is maintained by a staff team in Melbourne. Users of the GiveNow platform also have access to this database of grants.

4.2.2 Choosing the right fit

After thinking laterally about your work, and finding the many grants that may fit your criteria it's time to be choosy.

Successful grantseekers do meaningful work ensuring their projects align with funding agency values and priorities. Research the grantmakers' annual reports. Focus on those with a track record of funding similar projects. Contact the program coordinator to discuss your chances, and even better, get some feedback on your application.

4.2.3 Writing a Winning Application

Our Community has worked extensively with grantmakers, and here's what they emphasise consistently:

1. **Liaison** - Contact the grantmaker before starting the application to check that you meet criteria.
2. **Research** - Research the grantmaker closely to ensure your goals align.
3. **Care** - Follow the instructions exactly. Some grantmakers will contact applicants about flawed applications, but others simply reject them. Don't take that chance.
4. **Clarity** - Be clear, simple, and brief.
5. **Capacity** - Show your organisational capacity to deliver.
6. **Personalisation** - Avoid generic applications. Address the grantmaker's specific concerns and goals.
7. **Sustainability and Replicability** - Provide evidence of sustainability after the grant ends and potential for wider application.
8. **Community & Collaboration** - Demonstrate community support and consider collaborative submissions.
9. **Persistence** - If you did not get the funding in the last round, ask for feedback, improve on the application, and try again.

Some grantmakers said:



"Solutions have to be affordable, sustainable, replicable and scalable."

"When writing an application speak in the 'we'. Together we can achieve."

"Identify your champions."

"We like gutsy, determined proposals from people with vision. Believe in your product, and sell your ideas with enthusiasm. "

"Know your business, know who you're applying to, and invest time."

"Believe in what you're doing—but be prepared to have it tested."

4.2.4 Reporting

Once you've received funding, you must satisfy the grantmaker's monitoring requirements. Funders want measurable outcomes in your target population. Your report should tell them what you've achieved with their money - and go beyond to show benefits beyond your own organisation.

Don't let the pressures of work disrupt your reporting schedule. Building a continuing relationship requires keeping funders closely involved and regularly informed. Successful relationships between grants provider and recipient feature constant communication through the project's life. Invest in occasional phone calls, include funders on emails and newsletters, and send copies of letters from people who've benefited.

Craft reports that both provide necessary information and link the project to your goals and vision. You can also plant the seed of your next proposal by clarifying unmet needs and areas that require additional resources.

4.3 The Third Pillar: Community-Business Partnerships

There are many ways for a community organisation to enter into a partnership with a business. A partnership of practically any variety is a legitimate part of your fundraising strategy; anything that saves you money in effect makes you money.

4.3.1 Partnership Offerings



The partner business might provide:

- **Volunteers** – Individual expertise or company-wide volunteer days
- **Collection points** – High-traffic spots for donation collection
- **In-kind support** – Donation of goods / services / resources
- **Pro-bono or discounted services** – Legal, marketing, construction, etc.
- **Sponsorship** – For teams, events, projects, publications, etc.
- **Shared premises/infrastructure** – Office space, meeting rooms, equipment use
- **Donations** – One-off or ongoing financial support

When entering a partnership, it's often best to start with an easy model first, building mutual understanding and trust before progressing to a more substantial relationship.

4.3.2 Partnership Relationships

When considering a partnership, it helps to know what relationship you're asking for. Does it matter what we call it? Yes. Failure to understand the nature of a particular type of funding can lead to failure to get the funds.

There are two reasons why a company might want to enter a relationship with your organisation:

1. **Corporate Social Responsibility (CSR)** – Showing what a good company they are in general terms. CSR can involve gifts and donations for which no immediate commercial advantage is expected.
2. **Cause-related Marketing (CRM)** – Using your name to help sell their products. CRM (sometimes known as sponsorship) is usually a business relationship.

For that reason, they typically come from different parts of the corporation. While charitable donations can be at the CEO's discretion, CRM proposals will usually be handled by marketing. A successful community-business partnership should be grounded in solid planning, mutual respect, shared values, clear expectations, and a willingness to listen and adapt.

4.3.3 Finding a Partnership

Do extensive research before making the ask.



First, develop a prospect list. Look for like-minded companies that can appreciate and benefit from your organisation. Read financial press, annual reports, local advertising, business directories, and use the internet to find innovative companies. For each company, note their interests and why they might be interested in you.

Avoid inappropriate matches early on - Does your group have a policy about accepting money from certain kinds of companies? Some groups avoid tobacco manufacturers, alcohol companies, environmentally damaging companies, or those with opposing values. Have this debate before approaching companies. Not all partnership money is good - it's your image at risk. Don't let the gap become so big that you suffer in comparison.

Match with companies that understand your mission and methods from the outset. Ensure they understand they're entering a partnership, not a dictatorship - they don't have the right to dictate policy for your group.

Next, connect with the right person - CEO, chair, community relations manager, or someone else. Look at the company's board for people connected to your organisation or cause. Ask, "Who are the key influencers? To whom should I be speaking?" If possible, get an existing contact to introduce you. Personal referrals are invaluable.

Proposal development is like a jigsaw puzzle. Fit all pieces together - your organisation, the corporation, the right person, appropriate timing - before asking. When approaching businesses for partnerships, focus on their benefits rather than your needs. Instead of declaring your wonderfulness, demonstrate your credibility through testimonials and awards while showing how your values align with theirs. Present your organisation as reliable and ethical, then clearly outline specific offerings - from logo placement to audience access - with measurable impacts. Explain how they can leverage the partnership for their brand and bottom line, highlighting both direct sales potential and indirect benefits. If possible, deliver your proposal face-to-face, bringing compelling representatives along, and follow up professionally regardless of outcome.

You need patience and perseverance. It might take months or years for a company to come on board. By the time you make your pitch, nobody should be surprised. Asking will be easy because you're convinced of the fit. Everyone knows the terms and why they should be involved.

You won't win them all, but rejections aren't failures. Usually, part of the puzzle is missing - the timing isn't right, or you spoke to the wrong person. Aim to have about 50 companies on your prospect list and seek closure with two or three every year. Companies may move up or down your list depending on circumstances, so constantly update your data.

4.3.4 Starting and Building the Partnership

If the company accepts your proposal, that's when the real work begins. Make sure you assign someone responsibility for liaison with the company. Make sure your people know about their product, develop appropriate marketing and comms collateral, and introduce them to employees in the company. Engage your sponsor as much as you can - Check your communication systems include partnership updates, invite their employees to your events, establish milestones and schedule regular meetings, ensure reports are in their preferred format, and celebrate successes and fine-tune anything not working. If you have a strong working relationship, consider negotiate media appearances and photo opportunities.

Partnerships require hard work. You must keep servicing the company's needs and making them aware you're doing it successfully. The aim is to build a long-term relationship while recognising that if the partnership ceases to be relevant to them, they'll move on quickly.

As with other fundraising types, with partnerships you should always look for opportunities to expand, improve, leverage, and increase value. You could expand existing projects, start new ones with your current partner, seek new partners, involve more community groups or businesses in existing projects, or create new ways for public involvement.

Remember, partnerships are about relationships, and the best relationships involve solid communication, mutual respect, and mutual benefit.

4.4 The Fourth Pillar: Memberships / Alumni / Friends

Your members form the core of your community and your support, the people who really want you to stay in existence. You need your members' enthusiasm beyond their money. You will get value from members, alumni, and friends-of, by enlisting them as volunteers and advocates, using their contacts and networks, and approaching them to donate.



That being said, income from membership, alumni, and friends - even a small one - can constitute a regular, predictable revenue stream that can grow over time.

GiveNow offers a practical and affordable membership registration and renewal solution for community organisations. Learn more about GiveNow's membership feature [here](#).

4.4.1 What Are You Going to Offer?

People enjoy being officially associated with a group because of the feelings of belonging, participation and ownership. How will your membership help people achieve their goals and feel good? The answer needs to hold meaning for members and potential members, not just for the organisation.

Some people feel that they receive enough return just by knowing their subscriptions support a cause close to their hearts, but others may want tangible signs of membership - membership pins, bumper stickers, privileged access, preferential seating or regular newsletters.

A good approach involves balancing the intrinsic value members get from supporting your cause with special offers that provide tangible benefits. Regular surveys can help you understand what services your members truly value and keep your offerings relevant.

You might consider creating special interest groups for members passionate about specific aspects of your work. These groups allow like-minded individuals to connect and exchange ideas, potentially creating deeper engagement with your organisation.

4.4.2 Membership Fees

When joining something, most people expect to pay a fee. Some organisations have a one-off joining fee in addition to an annual membership fee. Some organisations run their membership program to recruit volunteers, setting low fees but asking for in-kind support, such as volunteer hours.

Some organisations create different membership categories, e.g. single, family, associates, businesses, each with different prices. Some offer different membership levels with varying benefits and privileges, e.g. from basic to "gold membership". Almost all offer an automatic renewal option to ensure longevity of connection.



There is no "best practice" membership model; what you charge will depend on your target audience and offerings. Before deciding on the price, revisit your main purpose for the membership, what you want members to do, who is likely to join, and what they can pay.

Consider offering something special to members on the highest tier, not extravagant but enough to show appreciation, for example, individual email reports, hand-written letters, gold badges, individual tours and commemorative certificates or plaques.

4.4.3 Finding New Members

There are many ways to find new members. Your database of contacts, previous donors, and supporters is a great starting point. Send personalised letters outlining the need, benefits of membership, and available levels.

Member-get-member campaigns are also powerful. Ask members to share the offering with friends, relatives and acquaintances.

For broader outreach, consider a mass social media post or email inviting prospective members to join. You could explore strategic partnerships with non-competing organisations for cross-promotion. Targeting "pre-eligible" members with special rates offers an opportunity to capture them early in their journey.

Every membership-based group should hold an annual membership event, which is another great opportunity to attract new members.

The joining process works best when it's as simple as possible - if it takes more than a few minutes, you will likely lose prospects. It's worth providing your volunteers with clear scripts for explaining membership benefits and ready access to an online membership registration platform (such as what GiveNow offers). Where in the past, collecting back membership registration forms was a procedural barrier that discouraged sign-ups, in 2025 a secure and easy membership payment system is available on every smartphone.

4.4.4 Making a membership program sustainable

When it comes to the sustainability of membership programs, retaining existing members proves just as crucial as recruiting new ones. A member saved is truly a member earned, and it's worth investigating any situation where retention falls below 90%. Consider



reaching out to lapsed members directly - their feedback can provide invaluable insights into areas needing improvement.

The foundation of strong retention lies in delivering consistent value. While most members appreciate the warm glow of contributing to a worthy cause, supplementing this with targeted benefits can strengthen their connection to your organisation. Regular surveys help you stay attuned to evolving member preferences, allowing you to adapt your offerings accordingly.

Clear communication forms another pillar of effective retention. Members appreciate regular updates about your organisation's activities and achievements, particularly when these highlight the impact of their support. A dedicated membership coordinator can ensure these communications remain personalised and relevant.

Creating opportunities for meaningful engagement often leads to stronger member loyalty. Special interest groups enable like-minded individuals to connect around specific aspects of your work, fostering a sense of community. Similarly, events and volunteer opportunities give members additional ways to participate beyond financial contributions.

Remember that membership retention requires ongoing attention rather than periodic campaigns. By embedding it within your broader organisational strategy and regularly reviewing your approach, you'll develop a sustainable membership base that provides reliable support for your community initiatives over the long term.

Finally, a crucial part of sustaining your membership program is having a management platform that supports automatic renewals. Often, members don't intend to leave - they simply forget to log in and pay their fees. A system with automated renewals (such as GiveNow's Membership Management) helps prevent this kind of drop-off by making the process seamless and low effort for your members.

4.5 The Fifth Pillar: Events

When you enter the event business, you are entering a world of mixed motivations, where people pay partly for good causes and partly for goods, services or entertainment.

This creates challenges. Someone willing to give a \$15 donation might object to paying \$15 for an item worth \$5. Once people exchange money for goods or services, they expect quality and value.



Every community organisation should hold at least one event annually, for community connection as much as the opportunity for fundraising. Find something you are good at that your supporters will respond to and isn't already happening in your area. Plan carefully and build on it year after year.

4.4 The Fifth Pillar: Events

4.5.1 Event Planning

Event planning begins with selecting the most appropriate fundraising activity for your organisation by matching your strengths with community demand. Consider critical factors such as event size, cost, risk level, volunteer requirements, profit margins and innovation potential. What works well for one organisation might not suit another, so careful assessment of your capabilities is essential. The right choice should align with your organisation's mission and resources.

Once you've chosen your event, establish a dedicated committee led by an event coordinator, with specific roles assigned for media liaison, finance, risk management and permits. This structure ensures all aspects of the event receive proper attention and oversight. Budgeting realistically is crucial—create multiple scenarios with different assumptions to identify potential concerns requiring focused attention. Include all resource costs in your calculations, from upfront investments to volunteer labour and staff time, to determine the true return on investment.

Before committing to a special event, assess your organisational readiness honestly. Consider your previous experience, community image, mission clarity, volunteer availability and leadership capabilities. The timing of your event in relation to community economic conditions and competing events is also important. Remember that first-year events typically provide experience rather than profit, with financial returns more likely in subsequent years. If you lack experience, consider recruiting someone who has organised similar events or start with a smaller, lower-risk option.

Ready to create an event? [GiveNow's Events feature](#) allows you to streamline everything, from ticket sales, tracking registrations, viewing attendee responses, to managing attendee numbers. You can also access easy financial reporting by having all your income sources on one platform. [Get started for free today.](#)

4.5.2 Event Execution

Successful event execution maximises revenue through multiple fundraising opportunities. Beyond the basic event structure, incorporate additional elements such as auctions, merchandise sales, service offerings, food and beverage options, and branded souvenirs. These additional revenue streams can significantly enhance your event's profitability while providing value to attendees.

Create an inclusive environment by ensuring accessibility for all demographics. Consider offering family-friendly options with reduced or free admission for children, who often influence adult spending decisions. Throughout the event, provide engagement opportunities through membership tables, petitions, and information collection points that build your supporter base for future activities. Prominently recognise supporters and volunteers during the event to encourage participation and demonstrate appreciation for their contributions.

Your event's success depends on delivering what you promise. Participants should leave feeling they've had an enjoyable experience while supporting a worthy cause. Maintain enthusiasm when fundraising—it's appropriate to be passionate when pursuing funds for a good cause. If you've set a fundraising target, display a running total and update it regularly to create excitement and momentum. The overall experience should positively reinforce giving, leaving attendees eager to support your next event.

4.5.3 Event Reporting

Post-event reporting begins with prompt follow-ups to all new contacts acquired during the event. Thank attendees for their participation, provide information about your organisation through newsletters or updates, and ask if they wish to remain connected. This timely communication demonstrates professionalism and helps convert event participants into long-term supporters.

Acknowledge volunteer contributions through dedicated post-event gatherings with refreshments and personal thanks. These gestures of appreciation help maintain volunteer engagement for future activities. Beyond recognition, conduct a thorough assessment of the event's success against budgetary projections and organisational goals to inform future planning decisions.

Evaluate the effectiveness of your marketing strategies and promotional activities to refine approaches for subsequent events. Which channels generated the most interest? What messaging resonated with your audience? Document both successful elements and areas for improvement to build organisational knowledge. This critical reflection process ensures each event contributes to your organisation's growing expertise, making future events more efficient and profitable. By treating each event as a learning opportunity, you create a foundation for sustainable fundraising success.

4.6 The Sixth Pillar: Earned Income – Goods & Services

Just like companies sell products or services for revenue, this can work for community organisations too. The main questions are - What are you going to sell? And how do you sell them?

4.6.1 What do you sell?

Community organisations can generate income through various means. Charging for services is a viable option, especially for clients who can afford to pay without hardship.

If direct service fees aren't appropriate, consider selling your expertise to businesses seeking training in areas like substance abuse, healthy lifestyles, or youth engagement. Determine the market rate for your knowledge and identify potential clients.

Fee-for-service is one of the better sustainability strategies. People don't stop wanting services just because grants end, and even partial fee income provides vital support during challenging times.

If charging clients isn't feasible, consider selling supplementary items such as manuals, equipment, software, or refreshments.

Beyond services, organisations possess valuable assets - office space, equipment, knowledge, and techniques - that can be monetised. Make an inventory of your assets, including rooms and facilities. Consider renting out your office, computers, or parking spaces to other community groups during downtime. Expert lectures and conferences can also generate income.

4.6.2 How do you sell?

When selling products and services, remember two key principles: gross profits differ from net profits, and sell what people want to buy rather than what others want you to sell.

Maximise your profit by seeking [donated items](#) first, followed by self-made products, below-wholesale purchases, or wholesale pricing. Contact suppliers and emphasise your non-profit status to secure discounts.

Focus on profit per item rather than profit margin - selling one \$5 item is easier than selling five \$1 items. Popular items can command higher prices, especially when supporters are committed to your cause.

Personalisation adds significant value - adding a person's name or your organisation's name to items increases their worth and promotes your mission. When selling, have collection tins available for additional donations.

Coordinate with other local organisations to avoid buyer fatigue and simultaneous selling of identical items. If another group is holding a sock drive in April, choose different products or timing.

Remember to collect donor information for future campaigns. This helps build a database that can be valuable for ongoing fundraising efforts.

Fundraising via goods and services is a comprehensive effort, it works best when you research what your supporters want, find quality products/services suited to your community, choose reliable suppliers, and provide excellent customer service.

4.7 The Seventh Pillar: Crowdfunding

Social media has transformed communication in Australia. To maintain connection with supporters, particularly younger generations, community organisations need to engage with digital platforms.

While social media generally isn't a primary fundraising channel, crowdfunding is a notable exception that places fundraising front and centre. Crowdfunding for nonprofits typically



involves a distinct, time-limited campaign for a specific project. Supporters create their own page for fundraising, to support your fundraising needs. It requires energy and creativity, but it can bring in a boost of funding and attract new supporters.

4.7.1 Campaign Planning

Decide what you need to fund

Choose a specific project, not running costs, that is easy to explain and has mass appeal. Once that is decided, research similar successful projects. Study their rewards, descriptions, and promotion methods to learn what works.

Choose a crowdfunding platform

Crowdfunding platforms like [GiveNow](#), Chuffed, GoFundMe, Kickstarter, and others service Australian nonprofits. For each platform, compare costs (setup fees, commissions, payment processing), reach and audience, terms and conditions, project guidelines (some platforms host only certain project types), and what happens if you don't reach your target.

What makes [GiveNow](#) stand out from the other platforms? Our key differentiators are:

1. We are Australia's first all-in-one fundraising platform, built for and by Australians in 2001, and have served over 500,000 donors with over \$220 million raised on the platform.
2. All customer data is stored safe and secure in Australia.
3. We remain the lowest cost fundraising provider since we founded, as we do not hide costs or ignore the costs of payment processing. We operate under a low commission only model – no upfront or subscription cost.
4. You can have an unlimited number of supporters creating their own "[CrowdRaiser](#)" page for your fundraising cause.
5. You get every single dollar you have raised for, even if you didn't reach your target!

Set a realistic funding goal

Consider your network size when setting targets. With small social media followings and email lists, modest targets are more achievable. Ask for what you actually need to make the project happen. You might raise more than the target, but you might get nothing if you



don't reach the initial goal. Factor in reward costs, platform fees, staff time, and any advertising expenses.

Set an appropriate timeframe

Most platforms allow campaigns from 1 to 60 days. For most projects, 30-45 days is recommended. Campaigns under 20 days need exceptional confidence or reasons.

Develop your narrative

Create a compelling story throughout your campaign. Why are you doing this? Why is it important? Where did the idea come from? What does it mean to you? People support you and your story as much as your idea.

Create visual impact

Use images and videos rather than lengthy text. Show your face - people want to connect with your story. Many people won't read your entire description. People often just watch the video or scan the first paragraphs. That's why you should present critical information early - what you're crowdfunding for and why it matters.

Create a memorable, clear, simple title. Add organisational information to build trust. Consider including a basic budget to demonstrate fiscal responsibility. Be succinct, clear, entertaining, emotive, and tell a good story.

If you are creating a video, have a script rather than improvising completely. Try keep it under three minutes, maintain professional quality, and add annotations linking directly to your crowdfunding project. You don't need professional production - many successful videos are shot on phones or laptops. What matters is telling a moving story. Be emotive - make people laugh, feel compassion, or get excited.

Invite key people early, then ask widely

The passion, energy and profile of the people who create fundraising pages to support your cause is critical. Especially the first few people who sign up, as this sets the tone. And others will join in where there is the scent of success from the start. Momentum builds momentum, so be clever about how you start the public call for supporters.

Offer appealing rewards

Rewards differentiate your project and offer something uniquely available to supporters. Get creative (within community expectations).

You can offer products and experiences unavailable elsewhere, for example, participation in your project, special tours of your facilities, character naming in creative works, product samples and/or discounts, public thanks, special membership, or exclusive events with founders or leaders.

Clear communication

Make sure you are transparent in your campaign communications. As you are communicating with a new audience of potential donors (friends and family of your supporters), ensure you are clear and can prove your legitimacy. Emphasise your official status, registration, and credentials, explain clearly how funds will be used, answer questions honestly, and provide honest follow-ups if plans change.

Create an audience

Build your networks via social media, email lists, and other channels before launching. The larger your pre-launch network, the more likely you will reach your goal.

4.7.3 Campaign Execution

Get all your participants to register with a trusted platform, creating their own page with their own content, or content provided by your organisation. Your chosen platform (such as GiveNow) should offer clever first steps for your fundraisers, in providing editable content to participants for them to confidently create their page by being able to edit dynamically default content.

With fundraising pages live, the first 48 hours are critical. Encourage your supporters to get their family and close friends to donate generously early to build momentum. The first donation might need some strong encouragement, which can come from a close family member, but once the ball starts rolling, the fundraising gains momentum. Promote extensively on social media - the goal is to go viral, but don't count on it! Rely primarily on your existing networks and complement with social channels.



For social media content, use more images than text. Post regularly but ensure only 20% of posts directly ask for pledges. The remaining 80% should discuss project developments and relevant topics, with your crowdfunding link included. Create excitement around the launch with countdown posts, limited-time rewards, and teaser content.

Leverage email marketing and actively share your cause with friends, family, fans, and potential sponsors. Avoid email spamming – one email per week is about the maximum frequency and only reach out to people whom you have permission to email.

4.7.4 Post-campaign actions

When your campaign closes, you might have reached/exceeded your funding goal, or you might be falling short. This is why choosing a platform like [GiveNow](#), where you receive all funds raised regardless of your goal, is good for your organisation.

For funding received, make sure that the correct receipts are issued according to applicable laws and regulations. If unsure, consult fundraising, legal, or tax experts. Deliver rewards promptly as promised. If unexpected circumstances prevent this, communicate openly with supporters. They will often understand changes if they are well-communicated, but not silence or abandonment.

Use supporter contact details to maintain engagement beyond the campaign to build your community. Send project updates, invite them to events, and identify potential ongoing financial supporters among your backers. They've already demonstrated support, and they may give more if you nurture the relationship. While the crowdfunding campaign is concluded after you delivered rewards and provided final project updates, relationships with your backers can continue to develop.

Afterword

That's it from us! We hope you have enjoyed the Handbook and found some relevant suggestions to put into action.

Looking for a fundraising platform? [Sign up on GiveNow for free](#) today to explore all the features and start transforming your fundraising today!



You can always [reach out to our friendly Melbourne-based team](#) via our website if you have any questions. We look forward to hearing from you and supporting your GiveNow journey.

The Complete Community Fundraising Handbook 2025 is co-produced by [GiveNow](#) and [The Funding Centre](#). Both are enterprises of Our Community, Australia's Centre for Excellence for the nation's 600,000 not-for-profits and community organisations.