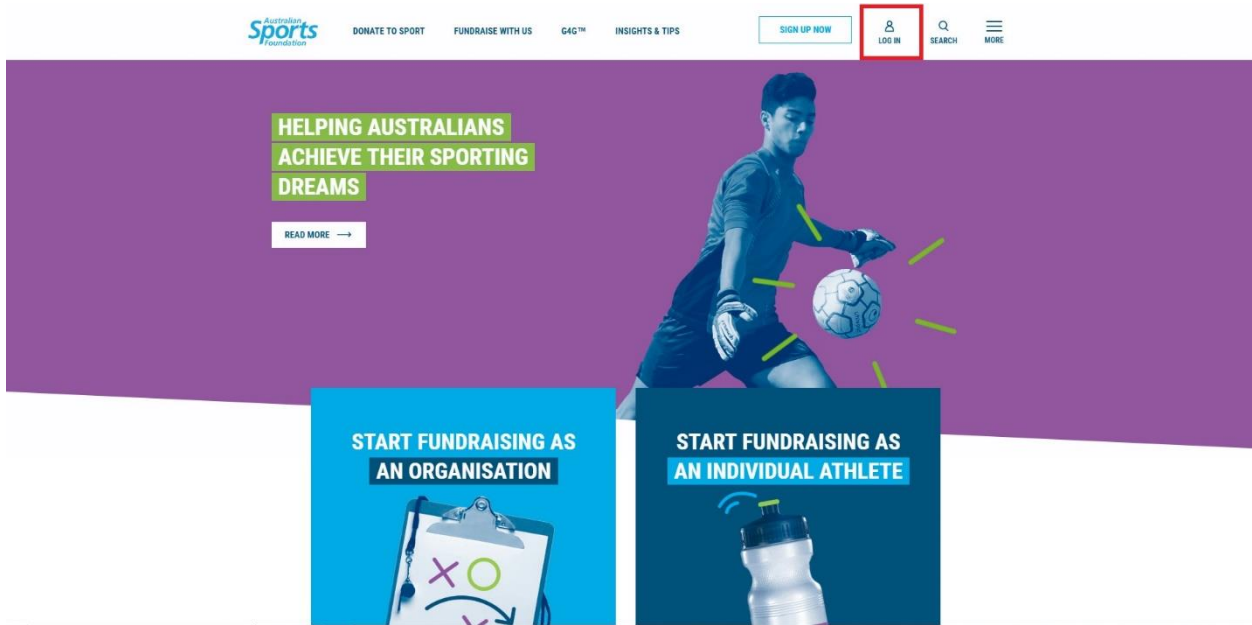
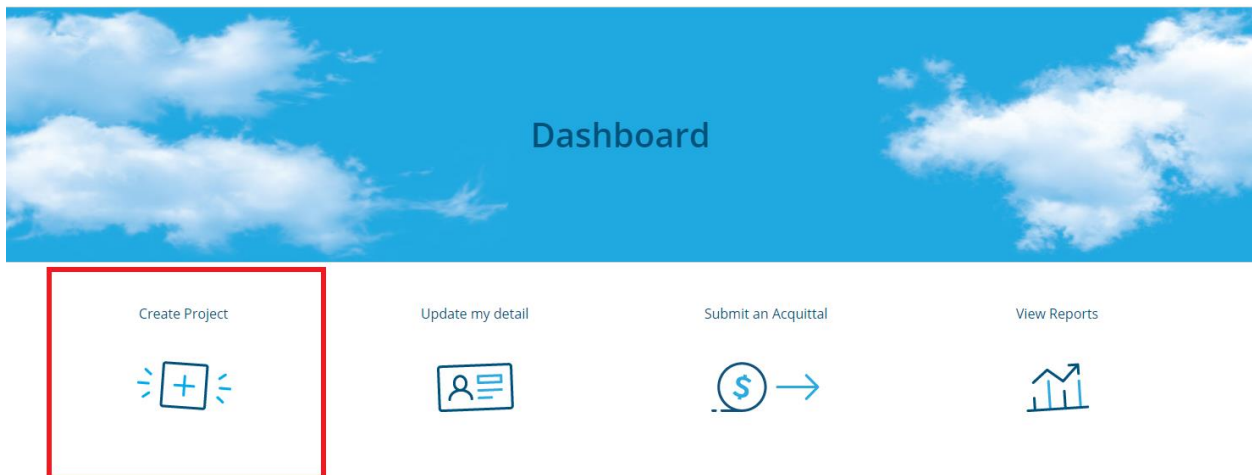


# CREATING A NEW PROJECT

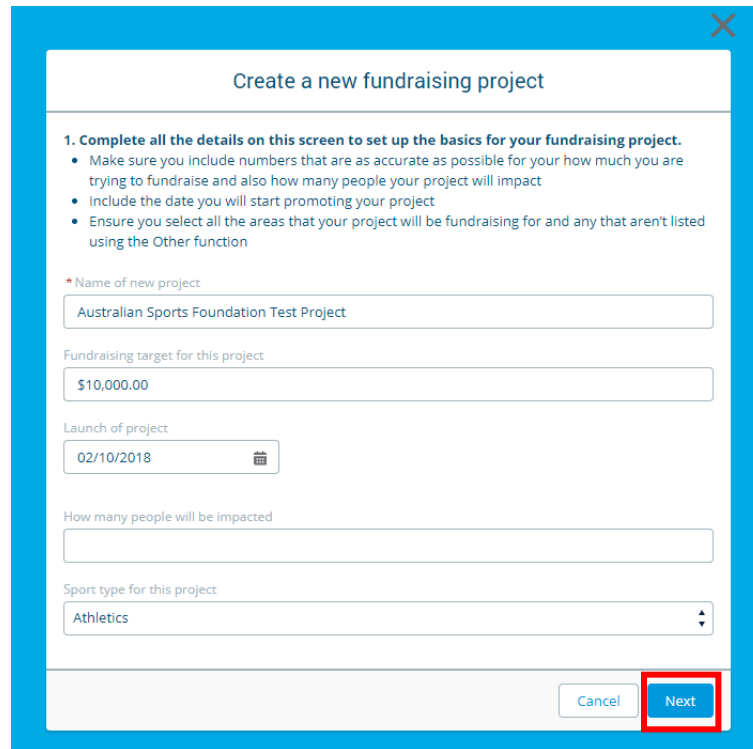
1. Go to the Australian Sports Foundation website (<https://asf.org.au/>) and click 'Log In.' Enter your portal username and password.



2. On the portal homepage, click 'Create Project.'



3. In the box that appears, enter your project name, fundraising target and launch date. Select your 'sport type' and click 'next.'

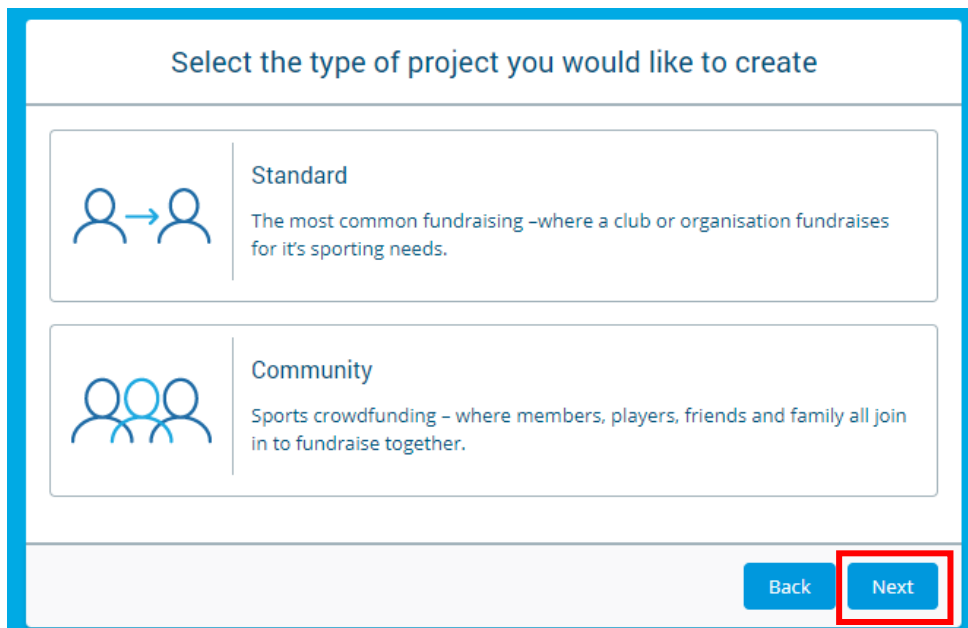


The screenshot shows a form titled "Create a new fundraising project" with a close button (X) in the top right corner. The form contains the following fields and instructions:

- 1. Complete all the details on this screen to set up the basics for your fundraising project.**
  - Make sure you include numbers that are as accurate as possible for your how much you are trying to fundraise and also how many people your project will impact
  - Include the date you will start promoting your project
  - Ensure you select all the areas that your project will be fundraising for and any that aren't listed using the Other function
- Name of new project:** Australian Sports Foundation Test Project
- Fundraising target for this project:** \$10,000.00
- Launch of project:** 02/10/2018
- How many people will be impacted:** (empty field)
- Sport type for this project:** Athletics

At the bottom right, there are two buttons: "Cancel" and "Next". The "Next" button is highlighted with a red box.

4. Projects should be 'Standard'. If you are considering a community project, please discuss this with your Partnership Manager. [Click here](#) to read more about community fundraising projects. Select standard and click 'next.'



The screenshot shows a screen titled "Select the type of project you would like to create" with two options:

- Standard:** The most common fundraising – where a club or organisation fundraises for its sporting needs. (Icon: two people with an arrow between them)
- Community:** Sports crowdfunding – where members, players, friends and family all join in to fundraise together. (Icon: three people)

At the bottom right, there are two buttons: "Back" and "Next". The "Next" button is highlighted with a red box.

5. Choose between Beginner, Semipro and Superstar page styles. Then click 'build project.'

**Select Web theme for your Project**

**Beginner**  
For the first timers: just upload your logo and write a short fundraising description and you're ready to go!

**Semipro**  
With more space to upload pictures and talk about your project this layout is an attention grabber.

**Superstar**  
Let your supporters really get to know your club with eye catching banners, images and heaps of space for text - this one is the MVP of the layouts.

Back **Build Project**

6. Click the arrow next to project instructions to reveal a detailed list of instructions about how to build your project.

[> Project Instructions](#)

Organisation <a href="#">Test Organisation</a>	Approval Status Unapproved
Project Number 045030	Projected Start Date ⓘ 2/10/2018
Project Name Australian Sports Foundation Test Project	Estimated Target Achieved Date
Project Type Standard	Project Type Tags ⓘ
Sports Type	Cause Area Tag
Sports type other	
Outline Your Fundraising Plans	Fundraising Target ⓘ \$10,000.00

## Project Instructions

1. Make sure you've had a read of our Fundraising Toolkit (<https://asf.org.au/resources/fundraising-toolkit/>) to help you prepare your thoughts for your new project.
2. Select a project end date if you have one
3. Select all the applicable "Project Type Tags" and "Cause Area Tags" for your project. This helps us relate your project to search and understand more about the types of projects you're fundraising for.  
You'll need to hold down Shift to select multiple tags.
4. Add your Fundraising Strategy overview and double check your project target  
A few bullet points are fine for the strategy.
5. Add your Project Content  
The Short Description displays on the search tile so ensure that you are using no more than 255 characters  
The Long Description should contain more information and an ASK
6. Complete Additional Project Information only if you are creating a Facility, Team Travel or Equipment related project
7. In "Project Settings", select to display your funds raise on a thermometer on your project page, add a video to your page by placing the YouTube ID in the box and set your project to private, if you don't want your project to show up in a search of our website.
8. Click Save
9. Add your project images
10. Remember that you need to have images for each display are listed in the image uploader for the project to be approved.  
For Beginner – logo  
For SemiPro – logo and gallery images  
For Superstar – logo, gallery images and a header image
11. Hit Submit Project in the top left corner once you've completed all areas. Successful submission will change your project to "Pending Approval" status.  
Remember that you can come back to a saved project and continue editing at any time.

## 7. Click 'edit' in the top right-hand corner of the new project page.

Project  
[Test Organisation](#)

+ Follow **Edit**

Project Name	Project Number	Record Type	Page Style on Website	Approval Status	Fundraising Target
Australian Sports Foundation Test Project	045030	Standard	SemiPro	Unapproved	\$10,000.00

> Edit and Submit

### Project Instructions

1. Make sure you've had a read of our Fundraising Toolkit (<https://asf.org.au/resources/fundraising-toolkit/>) to help you prepare your thoughts for your new project.
2. Select a project end date if you have one
3. Select all the applicable "Project Type Tags" and "Cause Area Tags" for your project. This helps us relate your project to search and understand more about the types of projects you're fundraising for.  
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For Beginner – logo  
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11. Hit Submit Project in the top left corner once you've completed all areas. Successful submission will change your project to "Pending Approval" status.  
Remember that you can come back to a saved project and continue editing at any time.

### Project URL

Project URL

Donation URL

Preview URL

Donation iFrame

Donation Forms (0) ▼ ↻

DONATION FORM URL	CREATED DATE
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8. In the box that appears, fill in the required information.

### Edit Australian Sports Foundation Test Project

<p><b>* Organisation</b></p> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"><span style="font-size: 1.2em; margin-right: 5px;">✕</span> Test Organisation</div> <p>Project Number 045030</p> <p><b>* Project Name</b></p> <div style="border: 1px solid #ccc; padding: 2px;">Australian Sports Foundation Test Project</div> <p>Project Type Standard</p> <p><b>* Sports Type</b></p> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"><span style="font-size: 1.2em; margin-right: 5px;">▼</span> Athletics</div> <p>Sports type other</p> <div style="border: 1px solid #ccc; height: 20px; width: 100%;"></div> <p><b>* Outline Your Fundraising Plans</b></p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">We hope to raise \$10,000 to help grassroots sports clubs in Australia.</div>	<p>Approval Status Unapproved</p> <p><b>* Projected Start Date</b> ⓘ</p> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"><span style="font-size: 1.2em; margin-right: 5px;">📅</span> 2/10/2018</div> <p><b>* Estimated Target Achieved Date</b></p> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"><span style="font-size: 1.2em; margin-right: 5px;">📅</span> 2/04/2019</div> <p><b>* Project Type Tags</b> ⓘ</p> <div style="border: 1px solid #ccc; padding: 2px;"><ul style="list-style-type: none"><li>Social Change Programs</li><li style="background-color: #f0f0f0;">General Fundraising</li><li>Other</li><li>Team Travel</li></ul></div> <p>Cause Area Tag</p> <div style="border: 1px solid #ccc; padding: 2px;"><ul style="list-style-type: none"><li>Indigenous Team</li><li>Women in Sport</li><li>Disability</li><li>Disadvantaged</li></ul></div> <p><b>* Fundraising Target</b> ⓘ</p> <div style="border: 1px solid #ccc; padding: 2px; display: flex; align-items: center;"><span style="font-size: 1.2em; margin-right: 5px;">\$</span>10,000.00</div>
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CancelSave & NewSave


9. Insert a short description of your project. This should be about 20 words long and focus on your goal. It's this description that will display on your project tile and at the top of your online donation form. Here's an example to give you the idea: "Raising funds to send the Avalon Soccer Club Under 17 girls to Vanuatu in August 2019 for South Pacific Championship."

## Project Content

### \*Short Description ⓘ

Raising funds to send the Avalon Soccer Club Under 17 girls to Vanuatu in August 2019 for South Pacific Championship.

### Long Description



10. Insert a long description – your fundraising story. Make sure you can clearly explain the why behind your fundraising campaign – why do you need the money and what difference that money will make to the sporting team or athlete? Your story should include:

**NEED** - What funds do you need? Tell people exactly what your fundraising is about.

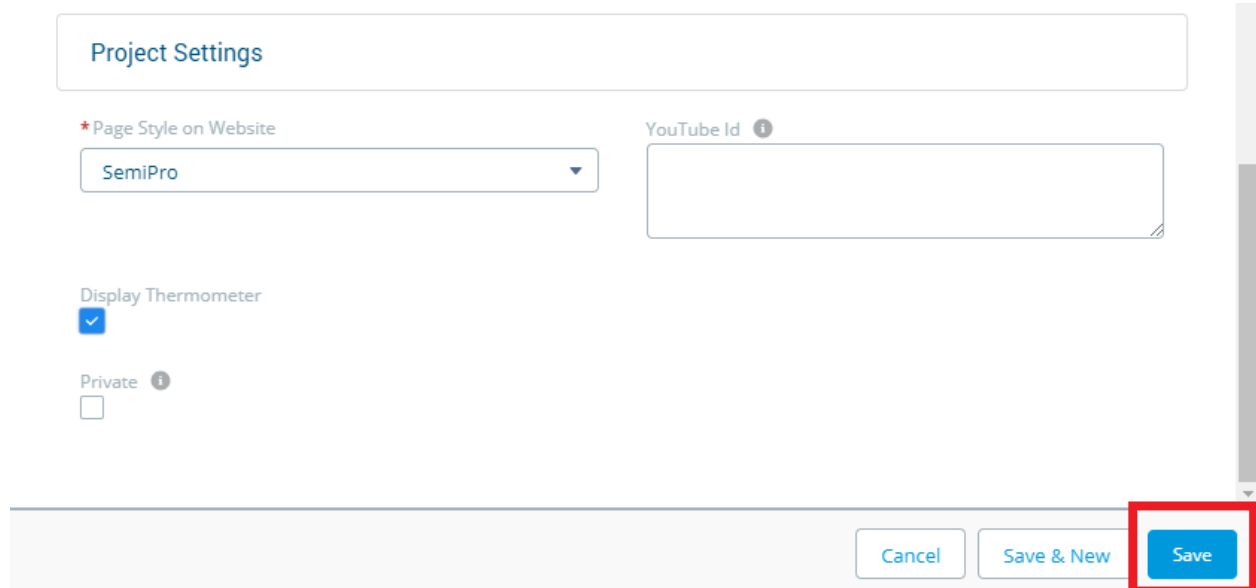
**CAUSE** - Why do you need the funds? Be informative but don't get bogged down in too much detail.

**IMPACT** - How will it make a difference? Excite people with what you will be able to do with their generous donation.

**ASK** - Make sure you set out exactly how much money you need, when you want people to donate and how they can donate. This is incredibly important as people won't donate if you don't ask them to!

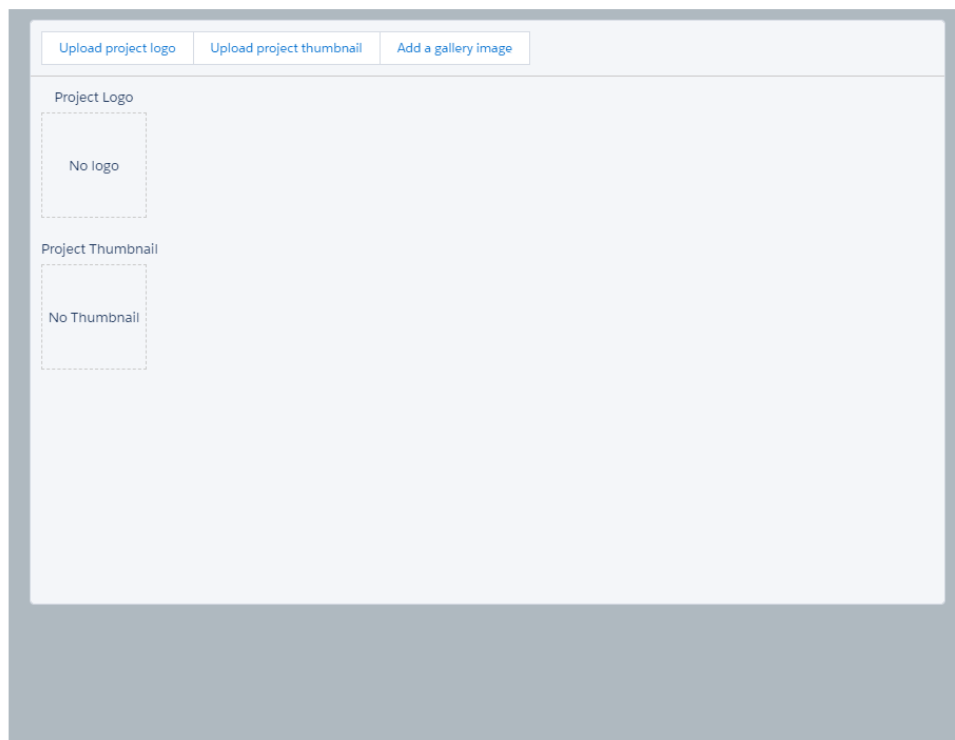
More information about writing your fundraising story can be found in our [Fundraising Toolkit](#) (pages 13-14).

11. If you would like to display a thermometer that shows how much money has been raised, scroll to the bottom of the box and tick 'display thermometer.' Then click 'save.'





The screenshot shows a 'Project Settings' form. At the top, there is a title 'Project Settings'. Below it, there are two main sections. The first section is labeled '\*Page Style on Website' and contains a dropdown menu currently set to 'SemiPro'. To the right of this is a 'YouTube Id' field with an information icon. The second section is labeled 'Display Thermometer' and has a checked checkbox. Below that is a 'Private' checkbox which is unchecked. At the bottom right of the form, there are three buttons: 'Cancel', 'Save & New', and 'Save'. The 'Save' button is highlighted with a red rectangular border.

12. Scroll down to the bottom of the new project page and upload your project logo, thumbnail and gallery images. The ideal image sizes (in pixels) are: logo = 400 wide x 400 high, thumbnail and gallery = 900 wide x 600 high.



The screenshot shows the image upload section of a project page. At the top, there are three tabs: 'Upload project logo', 'Upload project thumbnail', and 'Add a gallery image'. Below these tabs, there are two main sections. The first section is labeled 'Project Logo' and contains a dashed box with the text 'No logo'. The second section is labeled 'Project Thumbnail' and contains a dashed box with the text 'No Thumbnail'. The background of the page is a light gray color.

13. To resize your images click choose file and use the cropping function by sliding the grey circle along the line. Click 'save.'

**Australian Sports Foundation** Home Projects Grants More  


---

**1. Select the image file**  
 sports-equipment.jpg

**2. Crop the image**  
Use the panel on the right to crop the image to the correct dimensions. You can zoom in using the image guide dot and if your image will not fit into the white square, you will need to resize before uploading as the image file is too large


**3. Save the cropped image**

Click Done to go back to previous page



The image shows a cropping interface for a sports equipment image. The main image contains a soccer ball, a tennis racket, a basketball, a baseball, and a football on grass. A white square indicates the current crop area, and a grey circle on a horizontal line below it is used for zooming in and out.

14. Once you have completed all the necessary information and inserted your images, you will be able to click 'submit project' under the edit and submit section.

 **Project Test Organisation**

Project Name	Project Number	Record Type	Page Style on Website	Approval Status
Australian Sports Foundation Test Project	045030	Standard	SemiPro	Unapproved

[Edit and Submit](#)

This project is ready to be submitted.



15. A box will then appear asking you to confirm your submission.

## Confirm Submission

Do you wish to submit this Project for approval?

CancelConfirm

16. Once your project has been submitted, the approval status will change to 'pending approval,' while it is evaluated by your Sports Partnership Manager. If you need to change any of the information or images that you have uploaded, you may do so at any time by clicking 'edit' in the top right hand corner.

17. Your Sports Partnership Manager will then contact you to let you know of any changes that need to be made, or to tell you that your project is live!

**Project**  
[Test Organisation](#)

+ Follow Edit

Project Name Australian Sports Foundation Test Project	Project Number 045030	Record Type Standard	Page Style on Website SemiPro	Approval Status Pending Approval	Fundraising Target \$10,000.00
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**▼ Edit and Submit**  
This project has been submitted and is pending approval.

**> Project Instructions**

Organisation  
[Test Organisation](#)

Project Number  
045030

Project Name  
Australian Sports Foundation Test Project

Project Type  
Standard

Sports Type  
Athletics

Sports type other

Outline Your Fundraising Plans  
We hope to raise 10000 to help grassroots sports clubs in Australia

Approval Status  
Pending Approval

Project Type Tags  
General Fundraising

Cause Area Tag

Fundraising Target  
\$10,000.00

**Project Content**

Short Description  
The Australian Sports Foundation's mission is to help Australians fundraise to achieve their sporting dreams.

**Project URL**

Project URL

Donation URL

Preview URL

Donation iFrame

**Donation Forms (0)** ▼ ↻

DONATION FORM URL	CREATED DATE
No data returned	