

The ABC of the ACF

A: Build the house

Do your homework

- Read our FAQs. It's the best way to understand how the ACF works
- Find a few projects similar to your own and note what they've done well.
- Talk to us. We're here to help with any questions you have.
- Ask yourself: why am I doing this? If you don't know, your audience won't either.

Make each word count

- Give your project a name. Keep it short, memorable, and descriptive.
- Tell your donors about yourself, why you do what you do and – most importantly – what you're creating.
- Talk about your fundraising target and what you want to achieve with the money.
- Detail a timeline for your project, including when they'll see a result.
- Include social media handles, website links, and anything else that shows the donor where they can learn more about, and keep up to date with, your project.
- Remember: be creative, concise and honest.

Show the world

- Put a face (or faces) to your project. Make it personalised and relatable.
- Choose a strong image to front your ACF profile, social media pages and newsletters.
- Use the same image across all media and profile raising opportunities.
- Rehearse before videos and edit thoroughly.
- Always be yourself; people want to hear about you after all.
- Evoke an emotion. Be it a laugh or a cry, people want to feel something.

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B: **Get to Know the Neighbours**

Launch with a bang.

- Your launch is crucial. Starting with a bang allows momentum to carry through to the end.
- Tell everybody. And we mean everybody. Start building your networks now.
- Begin with your friends and encourage them to donate in the first one or two days.
- Build hype, count down the days, post teasers, and get people as excited as you are.
- Your biggest waves of support are likely to come in the first and last week of your campaign, so don't get too worried if there's a lag in the middle.

Be social.

- Use social media platforms to generate interest in your project and keep donors updated.
- Aim to post regularly with campaign and project updates, teasers, and video updates.
- Celebrate campaign milestones and share media coverage.
- Like, retweet, and repost any campaign related content and feedback.
- Balance your posts. Give people a reason to follow you rather than just asking for money. There's a fine line between persistent and annoying.

Don't be shy.

- Compile a database of followers and email them.
- Tell people what their support will help you achieve and how easy it is to donate.
- Include links to your ACF profile and social media channels.
- Coordinate emails with your social media announcements.
- Write a media release to announce your project to selected radio, print, and online media outlets.
- Think carefully about which media to approach and adjust your pitch to each outlet. Your pitch has the best chance of success if the focus is on the project rather than the campaign.
- Provide campaign details and links in a clever way.
- Include imagery and video content where appropriate.

Any excuse to...

- Throw a party or host an event to attract donations and spread awareness.
- Make sure everyone there knows who you are and what your project is.
- Give a speech, put on a performance, or cover the walls in your work. Just get the word out there.
- Ask for food and drink sponsors to help cover costs.

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C: Ask for some sugar!

Follow up

- Keep in touch by communicating project updates and outcomes.
- Think about how your donors like to communicate; letters, emails or social media.
- Always say thank you and aim to maintain long-term relationships.
This keeps open the possibility of ongoing financial support.