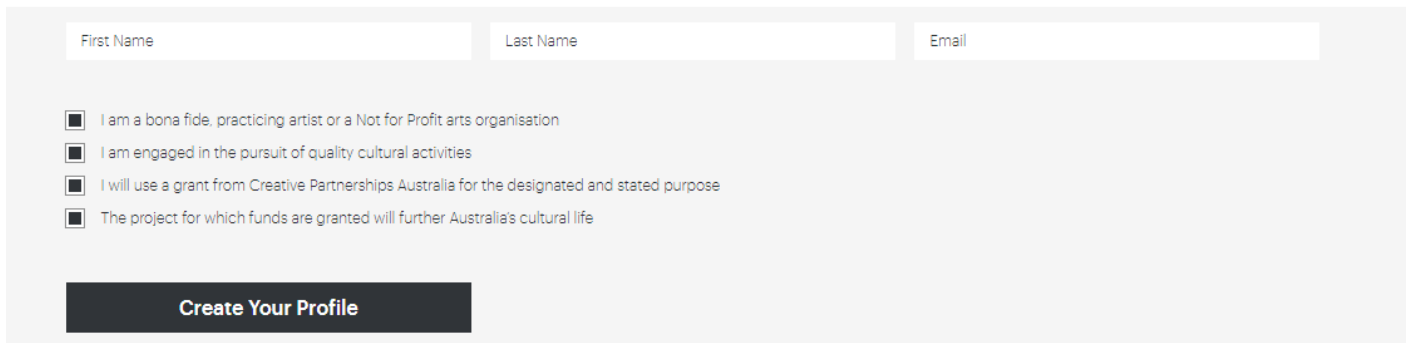


Registering a profile with the ACF

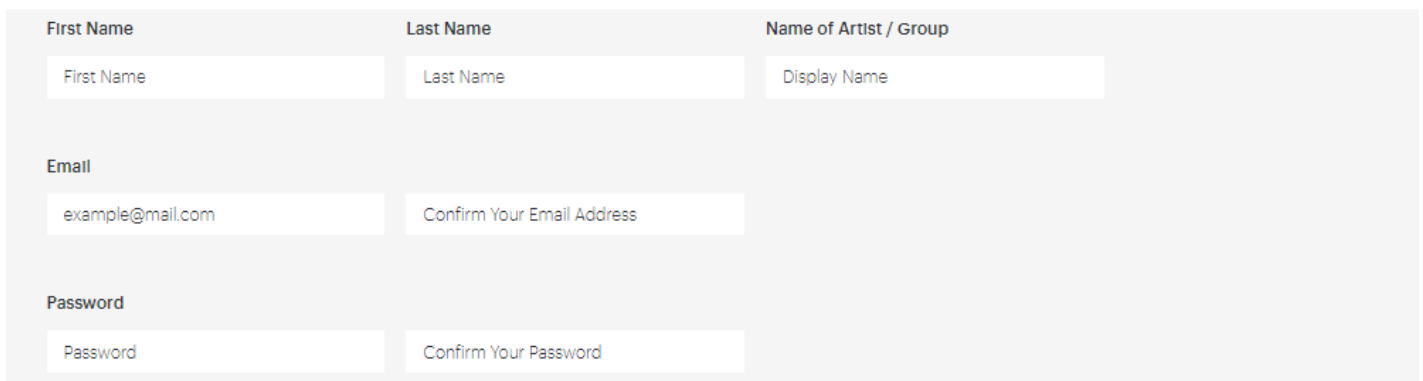
Step 1: Head to REGISTER AND CREATE <https://australianculturalfund.org.au/register-and-create/>



Registration form Step 1. It includes three input fields: 'First Name', 'Last Name', and 'Email'. Below these are four checkboxes with the following text: 'I am a bona fide, practicing artist or a Not for Profit arts organisation', 'I am engaged in the pursuit of quality cultural activities', 'I will use a grant from Creative Partnerships Australia for the designated and stated purpose', and 'The project for which funds are granted will further Australia's cultural life'. At the bottom is a dark button labeled 'Create Your Profile'.

Enter your first name, last name, and the email address that you will use for your account. You must agree to the four check boxes to proceed, then click **CREATE YOUR PROFILE**

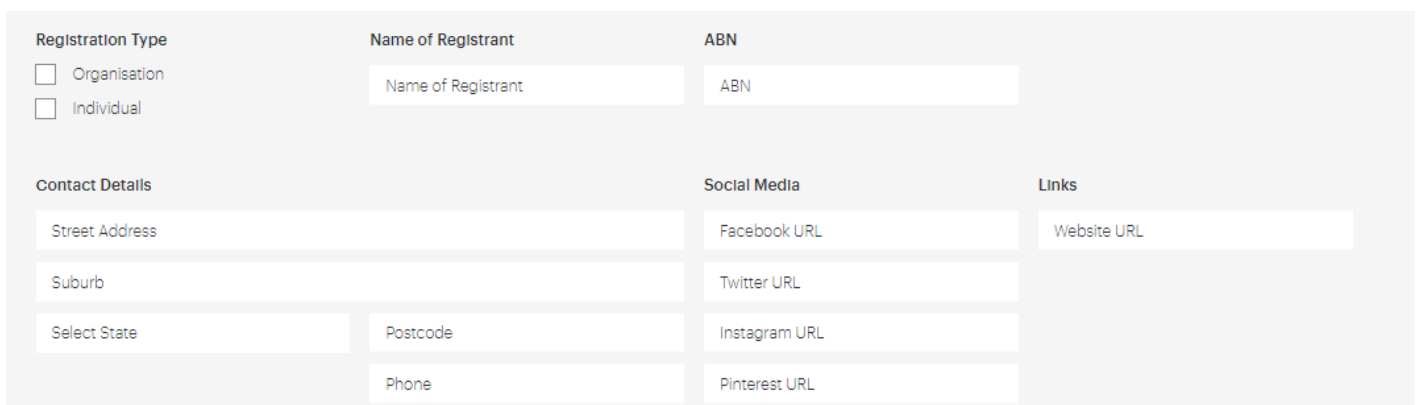
Step 2: Confirm your details



Registration form Step 2. It features three input fields: 'First Name', 'Last Name', and 'Name of Artist / Group' (with a sub-label 'Display Name'). Below these are two input fields for 'Email' (one with 'example@mail.com' and the other 'Confirm Your Email Address'). At the bottom are two input fields for 'Password' (one with 'Password' and the other 'Confirm Your Password').

First name, last name, and email will auto-populate, but you will need to choose a **display name** (the artist, group, or org name that you wish to be displayed on the website), **confirm your email address** (so we know you haven't made a typo), and create a **password** (one you will remember, you will need this to log in and create/manage your campaigns).

Step 3: Registration type, contact, digital info



Registration form Step 3. It starts with 'Registration Type' having two checkboxes: 'Organisation' and 'Individual'. This is followed by 'Name of Registrant' and 'ABN' input fields. Below is a grid for 'Contact Details' (Street Address, Suburb, Select State, Postcode, Phone) and 'Social Media' (Facebook URL, Twitter URL, Instagram URL, Pinterest URL). A 'Links' column contains a 'Website URL' input field.

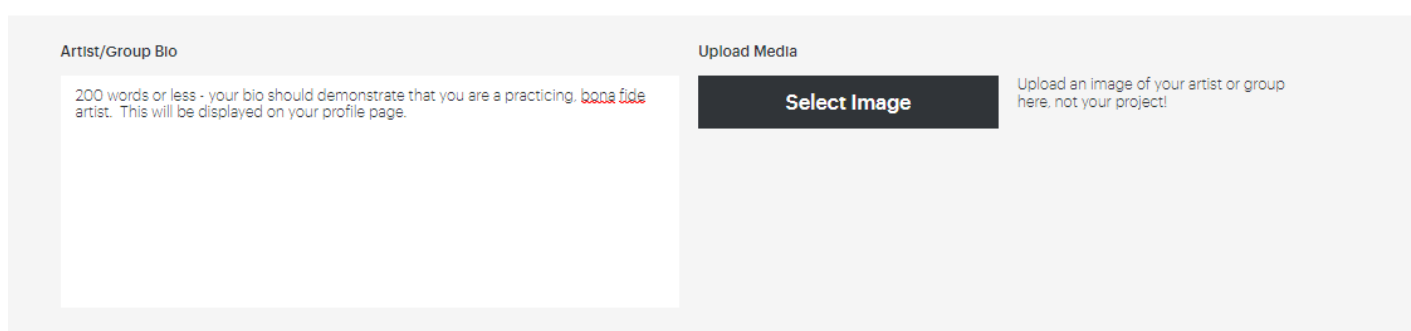
Select whether the **registrant** (entity responsible for any funds raised) is an individual artist, or an organisation. If **individual**, enter **your** full name and ABN, if an **organisation** enter the **organisation name** and ABN.

Individuals who do not have an ABN enter 'NA' and complete a [Statement by a Supplier](#) form and send to hello@australianculturalfund.org.au

Organisations need to demonstrate Not For Profit status, if this is not evident in your [ABN Lookup](#) please send details to hello@australianculturalfund.org.au

Enter **full URLs** (not just user names) for any social media pages and/or your website.

Step 4: Bio and image



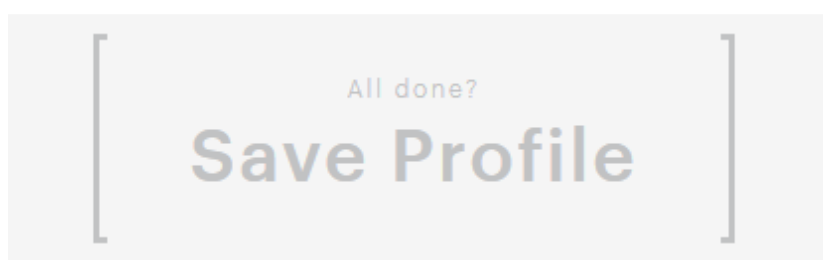
The screenshot shows two adjacent form fields. The left field is titled 'Artist/Group Bio' and contains a text area with a placeholder: '200 words or less - your bio should demonstrate that you are a practicing, bona fide artist. This will be displayed on your profile page.' The right field is titled 'Upload Media' and features a dark button labeled 'Select Image' and a note: 'Upload an image of your artist or group here, not your project!'.

Your bio must be 200 words or less and should demonstrate that you are a practising artist.

Images will appear on the ACF site as both letterbox/horizontal or circles, so please upload an image with the main focus in the centre.

This bio and image will be displayed on your profile page. Make sure they are general, and not specific to a certain project.

Step 5: Save and Submit!



By clicking SAVE PROFILE you are confirming you are ready to go, this will submit to ACF staff who will review, and approve within approx. 3 working days.

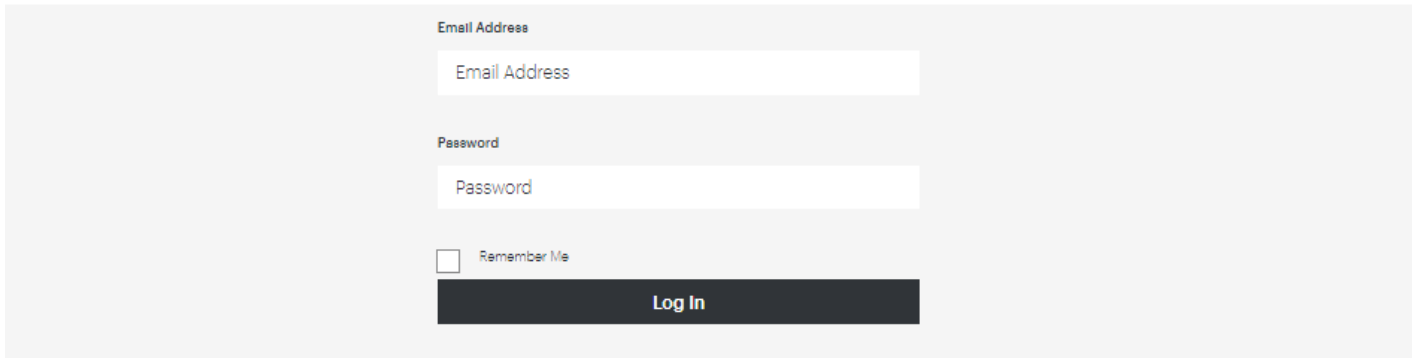
You will receive an email to let you know when your profile is approved.

Setting up a campaign/project on the ACF

Before you do anything: make sure you have read the ACF First Timers Kit!

<https://australianculturalfund.org.au/blog/acf-first-timers-kit/>

Step 1: LOG IN <https://australianculturalfund.org.au/login/>

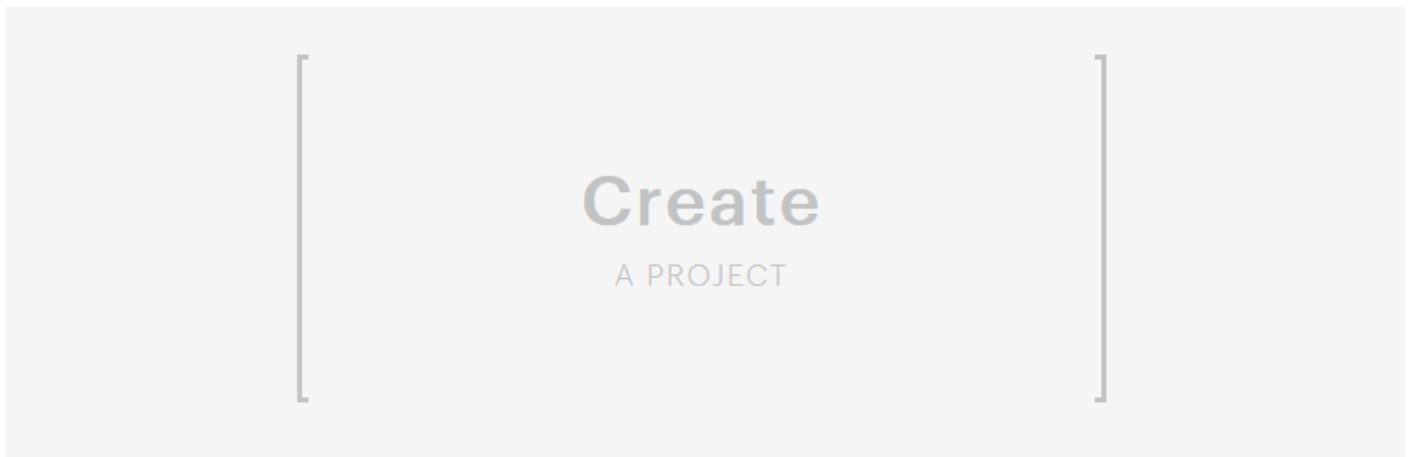


The screenshot shows a login form with the following elements:

- Email Address:** A text input field with the placeholder text "Email Address".
- Password:** A text input field with the placeholder text "Password".
- Remember Me:** A checkbox with the label "Remember Me".
- Log In:** A dark grey button with the text "Log In" in white.

Enter the email and password that you used to set up your profile (this will only work once you have been approved. If you have lost your password you can request a new one from here.

Step 2: Head to **REGISTER AND CREATE** <https://australianculturalfund.org.au/register-and-create/>



Click **CREATE A PROJECT** <https://australianculturalfund.org.au/create-a-project/>

NOTE: You can access previous project drafts by heading straight to your Dashboard:

<https://australianculturalfund.org.au/dashboard/>

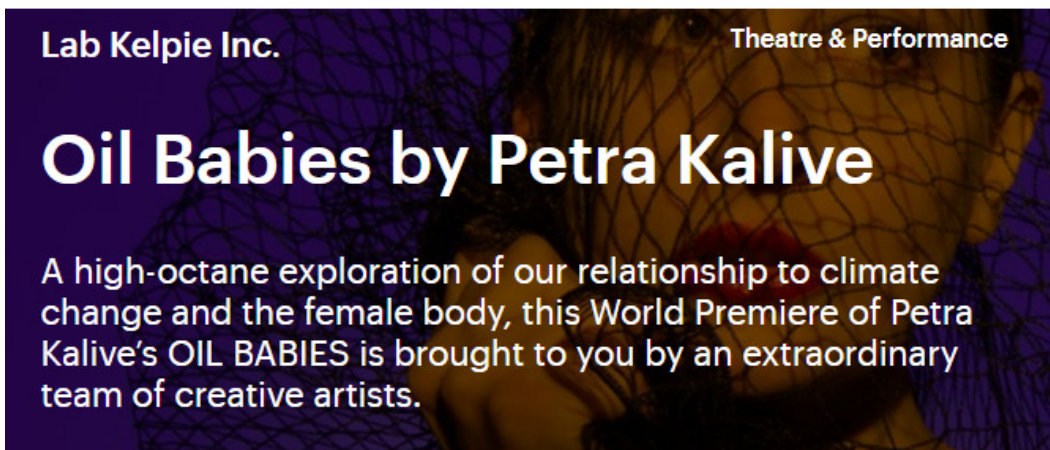


Step 3: Basic project details

Project Title This will be used on your project thumbnail and project page	Project Location Select State
Project Description (short) Summarise your project	

Enter your campaign name, select the state the project will take place in, and enter a short description (up to 200 characters including spaces).

The short description will appear beneath your project title on your project page, example below:



Step 4: Flesh it out

Project Description

Please complete all three sections below to ensure your project description covers the key things potential donors want to know about your project. Please note this will display as one description on your project page.

1. Set the stage

Give a brief explanation of your work.
What is the project you're raising funds for?
Who is your project for?
What is the timeline you're working to?

There are three fields to complete, with recommended elements to include, but you may select to provide information in a different order, as long as you stick to max 1000 characters per field/section (including spaces – approx. 150-170 words).

2. Pull out the big guns

Why is your project important?
Why should people help you?
What are asking for?

3. Bring it home

How will donations be used?
What will the end result be?
Where can people find out more?

Step 5: More details

Categories The first category you choose below will be your project's primary category.	Tags Separate tags with a comma (,)	Official Partners	
Select		Name	URL
Select (optional)		Name	URL
Select (optional)			
Project Start Date This is the start date of your project, not your fundraising campaign	Project End Date This is the end date of your project, not your fundraising campaign		
DD/MM/YYYY	DD/MM/YYYY		

Select the **category/ies** your project should be listed under, enter any **search terms/tags** you would like applied to your campaign, list **official partners** (if any, e.g. sponsors, funders), and tell us **when the project you are fundraising for will happen** (this is not the dates of your campaign, but when you will be delivering the project itself).

Step 6: Target and campaign duration

Fundraising Target	Fundraising Duration
This is your target for fundraising through the ACF	30 Days
\$	

Enter the **target \$ amount** you are aiming to raise (remember you keep what you raise, even if you don't make the target!), and select from the menu the **length of your campaign** (note the launch date will be approx. 1-3 working days from submission of your project). You can enter your own number of days by selecting 'other'.

If you wish to run a campaign for longer than 90 days, please contact hello@australianculturalfund.org.au to discuss with ACF staff.

Step 7: Enter your project budget

Projected Income	Projected Expenditure
Income generated from project	Project and production costs
\$	\$
Confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant contribution	Marketing and promotion costs
\$	\$
Confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Grants received	Administration
\$	\$
Confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Sponsorship and support	Salaries, fees, allowances
\$	\$
Confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Donations through ACF	Logistical and travel costs
\$	\$
Confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Donations - other	
\$	
Confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Total Income	Total Expenditure
\$	\$
This total must equal total expenditure figure	This total must equal total income figure

Check out this **guide to building your budget** which includes a handy excel budget template: <https://australianculturalfund.org.au/blog/how-to-build-your-budget/>

Step 8: Your strategy

Fundraising Strategy	Contingency plan
<p>Explain your fundraising strategy</p>	<p>If you do not reach your fundraising target, what will you do to ensure your project still happens?</p>

Tell us how you will you **connect with donors** for this fundraising campaign.

Watch this handy video on developing a fundraising strategy:

<https://australianculturalfund.org.au/blog/watch-acf-faqs-whats-a-fundraising-strategy/>

Enter your **back up plan** if you don't reach your target.

Step 9: Images and video

Media Upload

Images and video are crucial to your campaign. Read [our tips](#) on choosing great campaign images.

Image Upload The first image you upload will be the main project image. Drag and drop images to reorder.	Video Embed If you upload a video, it will appear first in the image gallery.	Google Analytics Tracking ID Optional for advanced users
<input type="button" value="Select Image"/>	<input type="text" value="YouTube/Vimeo URL"/> <input type="text" value="YouTube/Vimeo URL"/>	<input type="text" value="GA Tracking ID"/> Enter your Google Analytics tracking ID here to give you access to more comprehensive analytics via https://analytics.google.com .

You must hold the rights and/or permission to publish the images and video content provided.

You can **upload up to 5 images**, and enter up to two **videos**, and you will be able to change these later via your Dashboard. Videos need to be YouTube or Vimeo, using the standard URL.

If you have a [Google Analytics tracking ID](#) enter it here (optional!).

Step 10: Terms and Conditions

[Click here to read our Terms and Conditions](#)

I have read and agree to the Australian Cultural Fund Terms and Conditions

Please be sure to [read the T&Cs](#) carefully before checking this box!

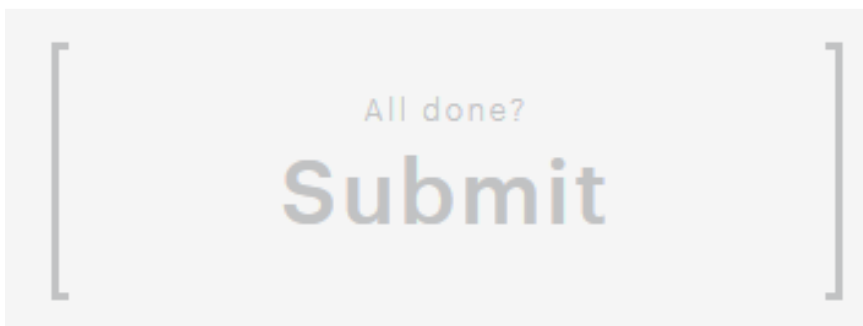
Step 11: Save and Preview



Make sure you **save your work**, especially if you think you might be interrupted! You can return to your draft via your Dashboard: <https://australianculturalfund.org.au/dashboard/>

Before you submit, also ensure you **preview** what your campaign will look like, so you know if you need to tweak anything.

Step 12: SUBMIT!



By submitting you agree that your **campaign is ready to launch**.

This will send your project to the ACF team to review, and they will either approve or be in touch with any clarifications within 3 working days.

You will receive an approval email with your campaign link when approved.

Any more questions? Try these handy resources:

FAQs <https://australianculturalfund.org.au/faq/>

ACF Blog <https://australianculturalfund.org.au/blog/>

Contact Us <https://australianculturalfund.org.au/contact/>