

## Fundraising - The Basics

### WHAT IS FUNDRAISING?

Fundraising is an important source of income for our karting clubs, but fundraising laws can be tricky to navigate at times.

There are different fundraising laws in each state and territory so you will need to consider the laws in your state. Before you get started with any ideas, check your state rules for fundraising. You might need to search for "charitable collections" to find the information.

The resources on [this page](#) will help you work out whether your fundraising is covered by fundraising laws, and whether you need to get a licence or approval for your fundraising.

### LOCAL COUNCIL/GOVERNMENT

Often it is not what you know, but WHO you know that opens doors. Make sure that your committee knows local council members who are privy to funding opportunities that are available or in the pipeline. Building strong relationships with local, state and federal politicians can be of huge benefit to clubs when it comes to funding opportunities and/or support.

### WHAT IS THE BEST OPTION?



Experience shows that the perfect mix of fundraising is a balance of large events held infrequently, smaller events or product sales held regularly, and background fundraising running continuously. This is true regardless of whether you are raising revenue for a specific project or to build funds for your club.

Passive fundraising works because it ticks along in the background, meaning that your community are constantly making small, ad hoc purchases. Therefore, the best type of passive fundraisers are those with products or services that are required at least annually and by a large proportion of your members.

### WHAT TO NEVER FORGET?



Make it a priority to thank anyone who has given of their time, expertise or any other product/service. A short note of thanks will go **FAR** when it comes to creating positive memories for your supporters.