



The sports club and athlete
fundraising vehicle

Campaign checklist

Club/Athlete Name	
Campaign name	

1. Define your goals

How much money do you need?	\$
How much of that money do you think you can raise using Team Bus?	\$
Deadline	/ /20
Where is the money going?	
What will you do if your target isn't reached?	

Tip: By having a well defined target and a single objective for your project, supporters are more likely to buy into your campaign.

2. Define project structure

Decide how you would like to structure the rewards for your campaign:

- Traditional crowdfunding:** Supporters receive different types of rewards or sponsorship packages depending on how much they contribute
- Reverse crowdfunding:** Instead of choosing rewards, donors select where money goes
- Player sponsorship campaign:** Allow supporters to directly sponsor individual athletes
- Event sponsorship:** A campaign where supporters can purchase tickets, VIP access, merchandise and sponsorship opportunities to an event

Tip: You may like to try multiple types of campaign across the year.

3. Content

Develop the material to tell your story and engage your community:

- Campaign Video
- A story containing detailed background information
- Find an ambassador (Bus Driver) for your campaign
- Be transparent with your supporters by sharing your budgets, itineraries or maps relating to your campaign

Tip: Don't put creating a video in the too hard basket. The fact is that campaigns with an effective video raise more money. Anyone can create a video- even if you only have a phone video camera.

4. Rewards

Create items at different price points to engage different types of supporters. Rewards vary for each campaign, but here are some guidelines to help you get started:

- \$50 is the most common donation amount, so make sure you have something interesting at this price point
- Create a range of rewards at price points between \$30-\$200
- Try to make sure rewards aren't going to cost you too much to fulfill
- Include multiple sponsorship packages at higher price points
- Most importantly, be creative!

Tip: Check out our [Rewards ideas page](#)

5. Verification

There's a few things we need to verify your campaign. We may ask you for the following:

- Bank account details (we need these to give you your money!)
- Photo ID of the campaign creator
- A letter from your club president or governing body
- Link to the campaign on your website

Tip: Check our [review process page](#) for more details.

