



Online Fundraising

Online fundraising is a major advancement in securing additional funds for schools, sporting clubs and early childhood centres. Connect with family and friends in Australia and abroad by a simple click. We highly recommend using online fundraising.

Thornleigh West Public School raised over \$45,000 with 550 students using our School Run 4 Fun Program.

“The Online Fundraising component certainly was an asset for families who didn’t have time to door knock. Having the instant payment option for online also made it easier for those who sponsored to pay for their sponsorship immediately. Just over 100 kids raised just over \$16,000 with the online service - we were blown away!” Vanessa Erickson, Thornleigh West Public School.

Online fundraising is a common and popular means of securing funds by charities for fundraising events. This facility is now available for schools, clubs and early childhood fundraising activities.

Online fundraising runs in conjunction with the standard sponsorship forms that we supply to your participants. It enables your participants to easily reach out to a much greater circle of potential donors. The average raised per participant using online fundraising is a staggering \$120.

Who is your online fundraising provider?

We have developed an online fundraising system with GoFundraise, a reputable online fundraising provider and Australia’s leading online fundraising crowd funding platform. They are experienced with online fundraising collections Australia wide for schools, community groups and charities.

Since 2007, GoFundraise has helped charities and fundraisers connect through technology to fundraise. They work with over 1,000 charities, ranging from small Australian not-for-profits through to large charity organisations with a global reach to all countries and people in need. They are passionate people and donors have contributed over 1 million donations through the GoFundraise platform.

What are the benefits of using online fundraising?

- Additional source of income that compliments the cash donations from the traditional sponsorship brochures.
- Participants and their parents can reach out to many more people in a wider community locally, interstate and even internationally to request sponsorship donations.
- Parents don’t have to solely contribute to the fundraiser.
- The more money raised by the participants the better prizes they can choose.
- Less cash to count.

How does it work?

- Once your organisation has registered to use online fundraising, a fundraising page is set up on GoFundraise. It’s an easy process.
- Participants link to your organisation’s online fundraising page via our website and they can create their very own individual online fundraising page.

- Once they create their fundraising page, the participant/parent can share their unique fundraising page link via email and social media requesting support for donations from family and friends, locally, interstate and even overseas.
- Sponsors donate immediately through the fundraising page which is collected on behalf of GoFundraise through their secure portal.
- All funds raised online are direct deposited into your bank account less their fees.
- The fundraising co-ordinator can easily log into GoFundraise's administration section on their website to obtain reports on monies raised by each participant.

Donor pay button

On average, 85% of people who donate online through GoFundraise select the donor pay button, therefore this will absorb a big part of your online fundraising costs. A big win, win!

For example, if you donate \$100 to your child and select the donor pay button, GoFundraise's 6% service charge is added to the \$100, therefore you are charged \$106 at checkout.

The school is still required to pay the GST (0.6%) + credit card fee + the transaction fee on the donation however.

What fees are involved?

With all funds raised online, GoFundraise, our online fundraising provider charge 6% + GST + a credit card fee + a \$0.20 transaction fee on each donation made online. The donor pay button will absorb a big part of these costs.

Overview of costs

We prefer to be totally transparent on fees associated with our fundraiser and online fundraising fees. Below, is an overview of our fundraising costs including online fees for donations made in cash and online.

School Run 4 Fun / School Spell-a-thon / School Read-a-thon / Obstacle-a-thon

- Funds raised in cash: We charge 30% + GST
- Funds raised online: We charge 30% + GST + GoFundraise's charge of 6% + GST + a credit card fee + a \$0.20 transaction fee. The donor pay button will absorb most of your online fundraising costs.

School Colour Explosion – Grand Option

- Funds raised in cash: We charge 35% + GST
- Funds raised online: We charge 35% + GST + GoFundraise's charge of 6% + GST + a credit card fee + a \$0.20 transaction fee. The donor pay button will absorb most of your online fundraising costs.

School Colour Explosion – Super Grand Option

- Funds raised in cash: We charge 40% + GST
- Funds raised online: We charge 40% + GST + GoFundraise's charge of 6% + GST + a credit card fee + a \$0.20 transaction fee. The donor pay button will absorb most of your online fundraising costs.

For more information, please don't hesitate to contact our office on 1300 133 022.

Happy Fundraising

