End of financial year (EOFY) is a great time to make the most of the tax-deductible status of donations made via the Fundraise Yourself platform. All donations, over $2, made by your supporters is tax-deductible. This is a great incentive for community members and businesses to receive a tax break when they complete their tax return for the 2019/20 financial year. Spread the word by using our templates below.

**Social Media**

Social media platforms are a powerful way to communicate with your school community and provide them with the opportunity of tax-deductible donations.

* Facebook Template 1:

When to post: Between 10 June to 17 June 2020  
  
[Start post]

Did you know that all donations over $2 to <**Insert School Name**> made via the link below are tax-deductible? With tax-time just around the corner, today is your opportunity to make a difference in the lives of our students. Your donation will go towards our **<Insert Project Name>.**

**<Insert your Schools Plus Fundraise Yourself URL>**

[End Post]

* Facebook Template 2:

When to post: Between 18 June & 30 June

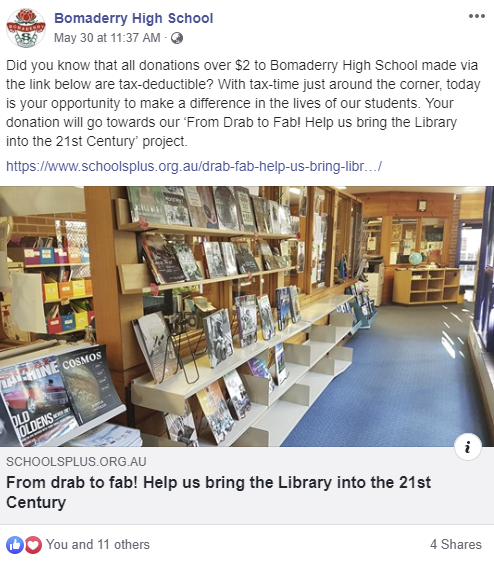
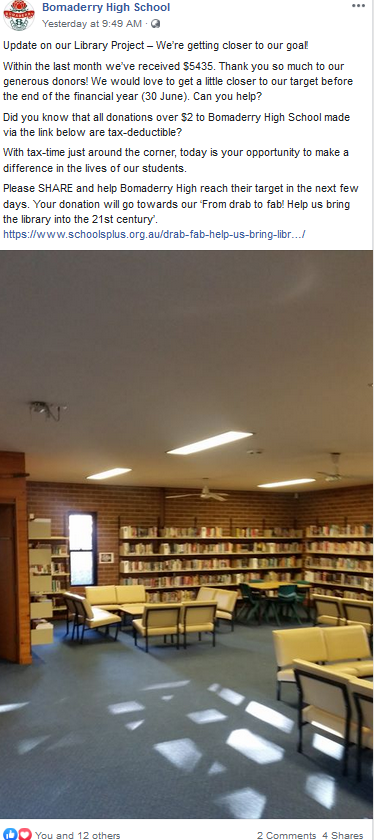
[Start post]

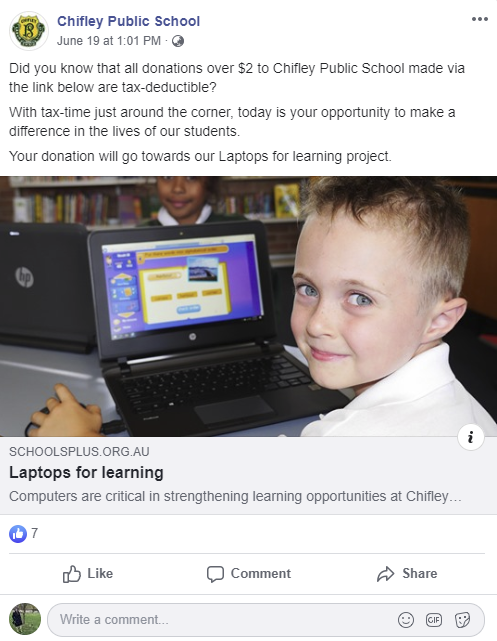
We’re just days from the end of the financial year. Don’t miss your opportunity to support <**Insert School Name>** students and receive a tax-deductible receipt for donations over $2, made via the link below! Your contribution will fund our **<Insert Project Name> .**

**<Insert your Schools Plus Fundraise Yourself URL>**

[End post]

Here are some examples of how schools utilised Facebook to bring in additional donations last EOFY:





**Tax-time Email Template**When to send: Between today & 30 June

**Subject line:** Did you know you can make a tax-deductible donation to **<Insert School Name>**

[Start email]

Dear <**Recipient Name**>,

Please allow me to introduce myself – my name is **<Insert your name>** and I’m a **<Insert your title>** at **<Insert School Name>.** I’m writing to you today because our students need your support.

**<Insert Project Name>** is about **<Insert Short description of your project**>. Our students and teachers would greatly benefit from this initiative so we’re working hard to make it a reality. But for this vision to come to life, we need your help.

Donating to **<Insert School Name>** is made easy through our connection with Schools Plus – a charity that connects Australian schools in need with generous donors. With the end of the financial year fast approaching, I thought you might like to know that all donations over $2 and made via our online fundraising page are tax-deductible: **<Insert your Schools Plus Fundraise Yourself URL>**

Here is how your generous donation can help our students:

* $**<insert amount>** helps to cover the cost of <**Insert item>**
* $**<insert amount>** helps to cover the cost of <**Insert item>**
* $**<insert amount>** helps to cover the cost of <**Insert item>**

Any support will be highly appreciated by our students and staff. If you have any questions, please feel free to contact me on **<Insert phone number you are happy to share**> or reply to this email. Thank you for time and consideration.

Sincerely,

**<Insert your name>**  
**<Insert your title & contact details**>

[End email]

Notes:

* I highly recommend picking up the phone calling individuals you believe have the capacity to donate. You can use the email above as a draft for a call script when calling.
* Don’t forgot to follow up anyone you don’t hear from. Silence isn’t a no! If someone is interested in giving they will be thankful for a little nudge.
* Hand written letters are a nice way to stand out from the crowd.
* Don’t forget to thank and provide updates to your donors after they give!

Good luck 😊