

Heritage Branch Heritage Incentives Program

Kick Start Fund Raising Appeal - Guidelines for recipients

On receipt of Kick Start letter of offer

1. Return signed acceptance form to Heritage Branch
2. Follow up with Heritage Branch and discuss Kick start launch proposals

Establish Tax Deductible status

3. Set up/ confirm Charitable Tax Deductibility status
4. Consult with the National Trust Appeals Officer David Child re Establishment of Charitable Tax Deductible Fund Status, or Australian Tax Office for DGR status

Preparation for Kick Start Fund Raising Appeal Launch

Once you have been notified about your successful grant, you will need to **start preparations immediately** for the Kick start fund raising launch.

Prepare a **fund raising strategy** and do not wait for the official launch to get your appeal underway.

Decide on tentative launch date and location and liaise with the Heritage Branch

5. Discuss with Heritage Branch and determine tentative Launch date/s and location. Allow some flexibility with dates to ensure Heritage Branch representative is able to attend
6. Prepare launch running sheet - arrange for both dry and wet venues, as appropriate
7. Prepare guest list and send out invitations

Finalise launch dates and confirm with the Heritage Branch

8. Confirm Launch dates with Heritage Branch
9. Inform Heritage Branch of any special requirements eg clothing and shoes for site visits, access requirements, parking requirements, provide map of where launch to be held and map of how to get there
10. Keep Heritage Branch updated with any changes to plans

Prepare media coverage

11. Talk to Media Unit Department of Planning phone 9228 6213 about your project and media plan
12. Prepare media releases and other advertising information in consultation with Media Unit Department of Planning phone 9228 6213
13. Prepare information about Kick Start appeal and fund raising for your website
14. Contact local media (TV, Radio and newspapers)

Contribute to Heritage Branch Speech notes

15. Provide details of people (include names and titles) of those to be acknowledged in the Heritage Branch speech
16. Provide confirmed details about Aboriginal traditional owners for acknowledgement



Prepare Kick Start project signage

17. Prepare signage for the Kick Start launch in accordance with Heritage Branch signage policy
 18. Get copies of Heritage Council and Department of Planning logos for signage by email
 19. Get Heritage Branch Approval for proposed signage
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Immediately following the Kick Start fund raising launch

20. Send Media Unit Department of Planning phone 9228 6213 and Heritage Branch copies of media coverage and other publicity relating to the appeal
 21. Prepare article for your website – this could include regular tracking and updates of funds raised during the appeal
 22. Continue media coverage to ensure ongoing support for appeal
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\$25,000 successfully raised

23. Required funds must be raised within 4 weeks of the launch
 24. Send Heritage Branch copies of media coverage and other publicity relating to the appeal
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At end of Kick start fund raising appeal \$50,000 successfully raised

25. Confirm that \$50,000 must be raised within 12 months of the Kick start funding raising appeal launch
26. Once money is raised submit final project report with completed annual reporting outcomes and evaluation form, and evidence of \$50,000 raised confirmed in a letter and a copy of bank statement or statutory declaration
27. Send Heritage Branch copies of media coverage and other publicity relating to the appeal