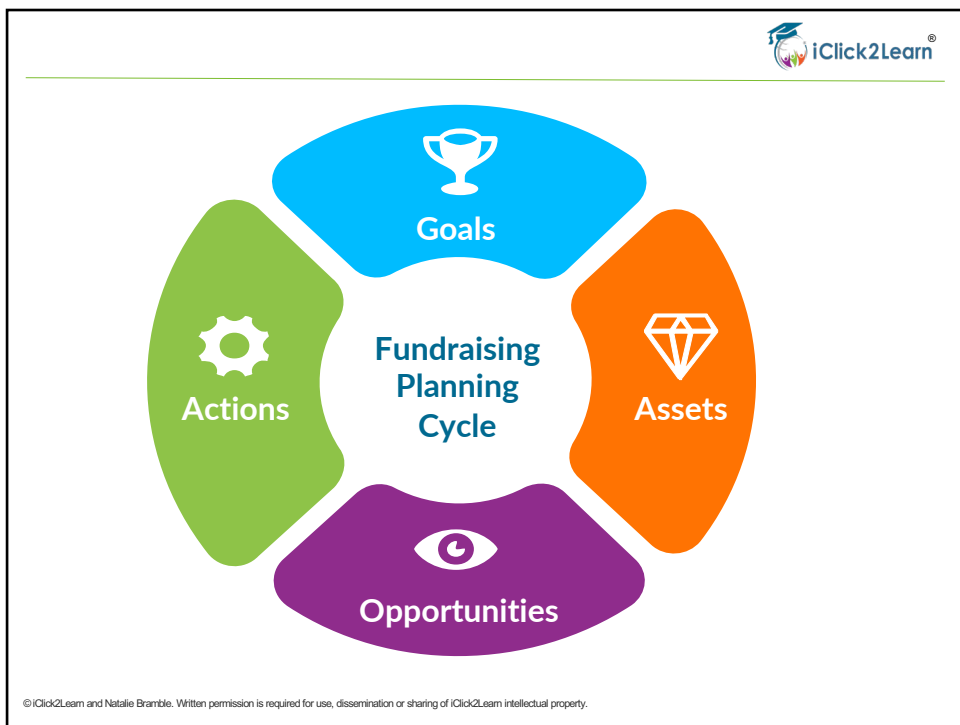






1



2

Set the goal 

 **We will raise \$10,000**



By 15th November 2022

In order to run a breakfast program

So that children 8-12 will improve their education potential at school.

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

3

 **Set the goal** 

We will raise \$10,000 ← **Measurable goal**



By 15th November 2022 ← **Time-limited**

In order to run a breakfast program for Term 1 ← **What the money is for / being spent on**

So that disadvantaged children 8-12 are provided with opportunities for improved education outcomes ← **Be clear on impact and alignment to purpose incl. strategic plan**

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

4

 **Set the goal** 

We will raise \$10,000 ← **Measurable goal**

From local businesses ← **Clear on target funder/s**



By 15th November 2022 ← **Time-limited**

In order to run a breakfast program for Term 1 ← **What the money is for / being spent on**

So that disadvantaged children 8-12 are provided with opportunities for improved education outcomes ← **Be clear on impact and alignment to purpose incl. strategic plan**

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

5

 **Your turn** 

We will _____

From _____

By _____

In order to _____

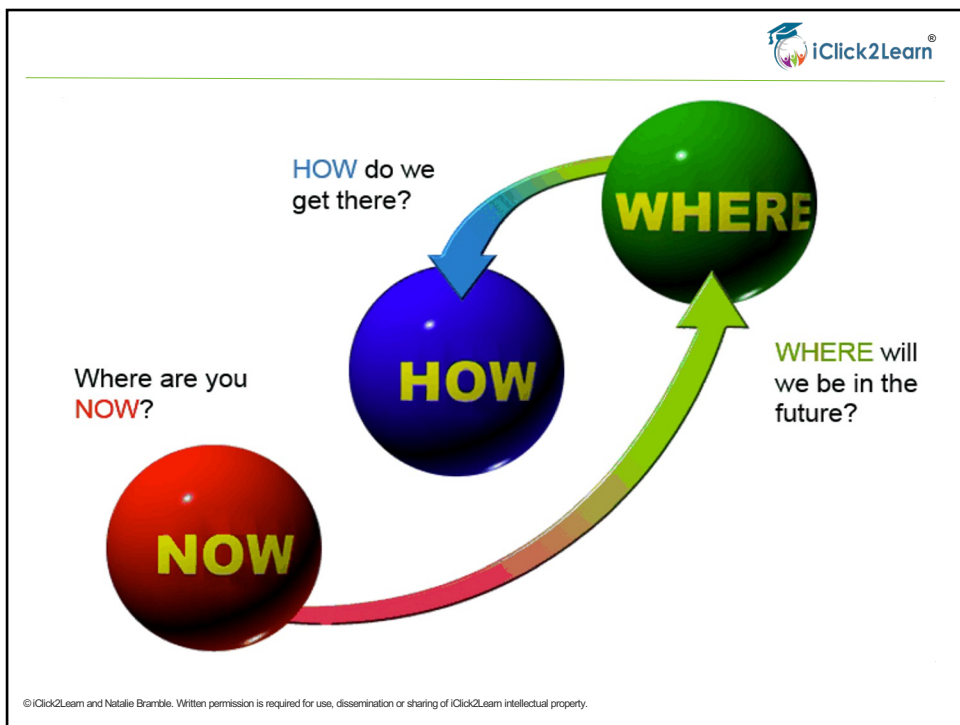
So that _____

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

6

Breakout Groups

7



8





Review your current status

7 Ps – Asset review

1. **Purpose** – Stats and facts
2. **Project** – Evidence of need, demand and impact
3. **People** – Give them the tools they need
4. **Partnerships** – Help spread the word/work
5. **Prospects** – Clear on who and number
6. **Proof** – Build trust
7. **Promotions** – Collateral, stories, budget

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

9

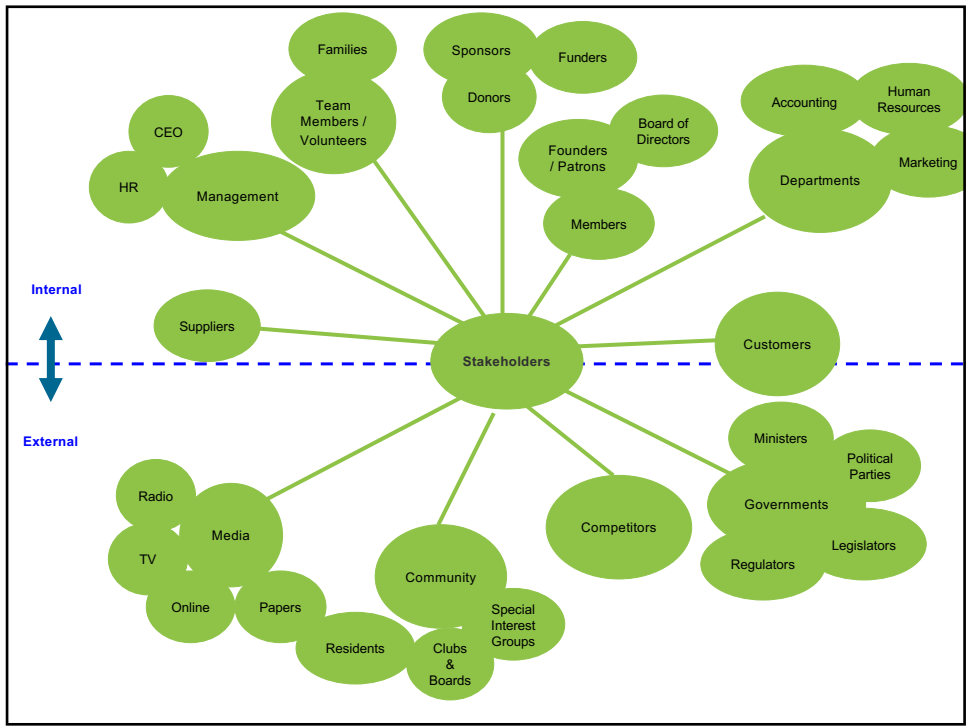


Some food for thought that we want you to decide up front...

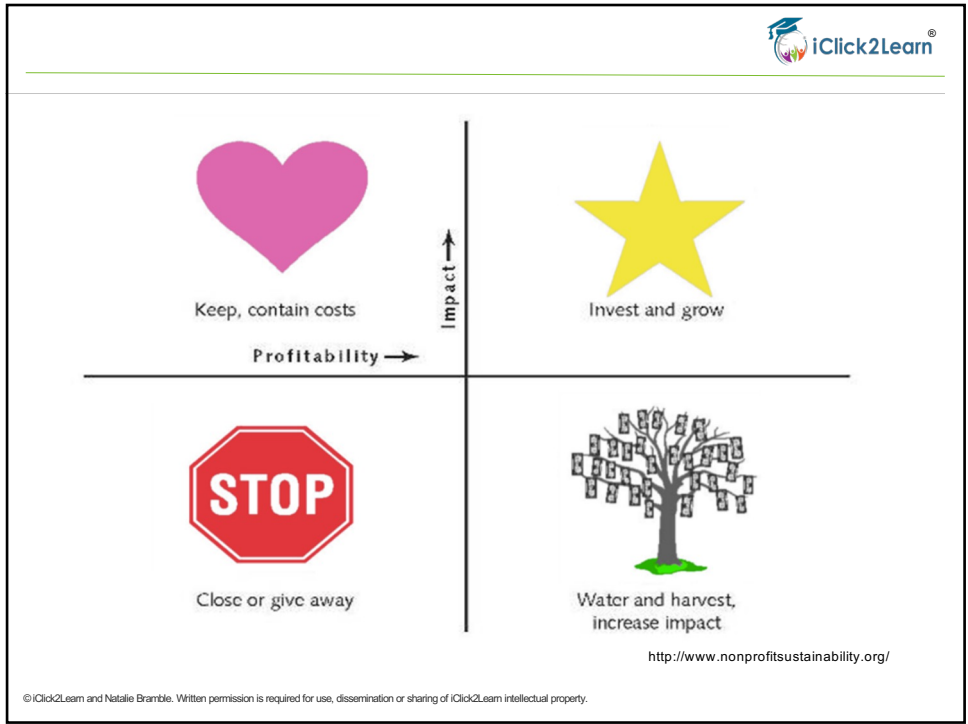
...who **wouldn't** you take money from?

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

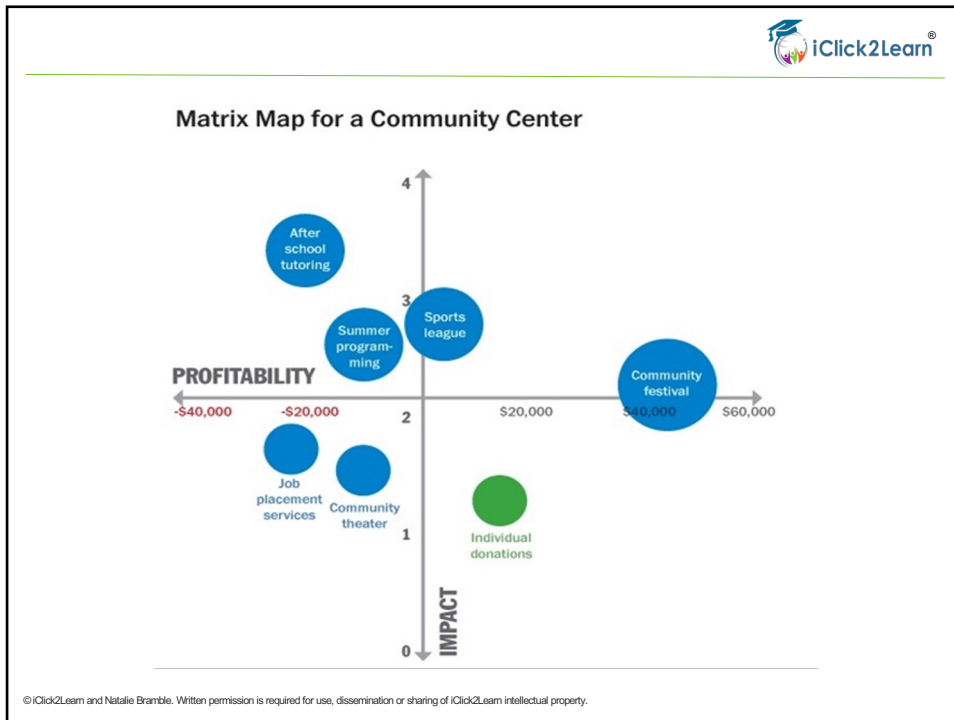
10



11



12



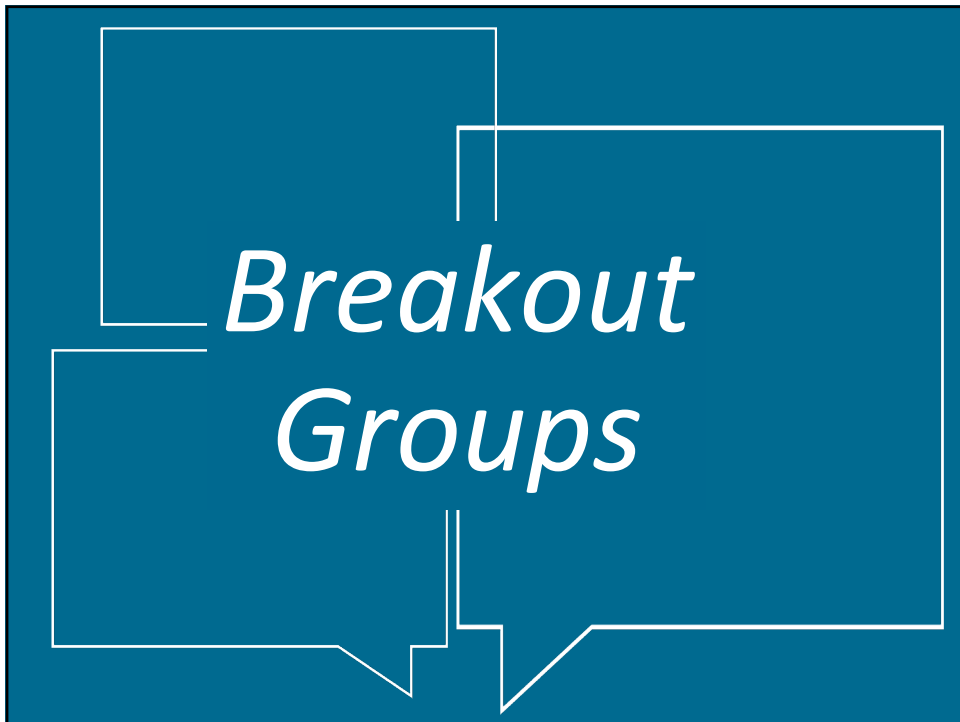
13

Business Line	Quadrant	Imperative	Action
Community Festival	★	Invest & grow	Formed a committee to explore ways of expanding and committed resources to growth.
Sports League	★	Invest & grow	Expanded sports offerings and developed marketing plan for more participants.
After School Tutoring	♥	Keep. Contain costs.	Set limit of number enrolled to maintain average time with each student.
Summer Programming	♥	Keep. Contain costs.	Set limit of number enrolled to maintain student/teacher ratio.
Job Placement Services	STOP	Close or give away	Transferred services to local organization.
Community Theater	STOP	Close or away	Stopped production. Some productions picked back up as all volunteer effort.
Individual Donations	🌳	Keep watering. Increase Impact.	Focused message on impact. Refreshed annual ask.


<http://www.nonprofitsustainability.org/>

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

14



15


Trends and impact 

Trends			Competitive position
	- Impact	+ Impact	
Social			
Technological			
Economic			
Environmental			
Political			
Legal			
Ethical			

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

16


Strengths and weaknesses



	HELPFUL	HARMFUL
INTERNAL ORIGIN	S STRENGTHS	W WEAKNESSES
EXTERNAL ORIGIN	O OPPORTUNITIES	T THREATS

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

17




The organisation	Strengths – S 1. Existing brand 2. Existing customer base 3. Existing distribution	Weaknesses – W 1. Brand perception 2. Intermediary use 3. Technology/skills 4. X-channel support
Opportunities – O 1. Cross-selling 2. New markets 3. New services 4. Alliances/Co-branding	SO strategies Leverage strengths to maximise opportunities = Attacking strategy	WO strategies Counter weaknesses through exploiting opportunities = Build strengths for attacking strategy
Threats – T 1. Customer choice 2. New entrants 3. New competitive products 4. Channel conflicts	ST strategies Leverage strengths to minimise threats = Defensive strategy	WT strategies Counter weaknesses and threats = Build strengths for defensive strategy

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.


18

Breakout Groups

19



Set the goal



We will raise \$10,000 ← Show track record; motivate for collective effort


By 15th November 2022 ← Sense of urgency

In order to run a breakfast program


So that children 8-12 will improve their education potential at school. ← Impact stories; Need stories; case studies

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

20



Seek opportunities




Understand

1. Your advantages
2. Why people give
3. Who they are and how to connect







© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

21


Why do people give?



Givers are altruistic and trust matters most

TOP 3	BOTTOM 3
 <div style="display: flex; justify-content: space-between; align-items: center;"> Know & trust the charity <div style="width: 60%; background-color: white; height: 10px; position: relative;"> 71% </div> </div>	 <div style="display: flex; justify-content: space-between; align-items: center;"> Responsibility to share <div style="width: 60%; background-color: white; height: 10px; position: relative;"> 28% </div> </div>
 <div style="display: flex; justify-content: space-between; align-items: center;"> See the need <div style="width: 60%; background-color: white; height: 10px; position: relative;"> 62% </div> </div>	 <div style="display: flex; justify-content: space-between; align-items: center;"> Religious faith <div style="width: 60%; background-color: white; height: 10px; position: relative;"> 20% </div> </div>
 <div style="display: flex; justify-content: space-between; align-items: center;"> To make a better world <div style="width: 60%; background-color: white; height: 10px; position: relative;"> 56% </div> </div>	 <div style="display: flex; justify-content: space-between; align-items: center;"> Social pressure <div style="width: 60%; background-color: white; height: 10px; position: relative;"> 15% </div> </div>

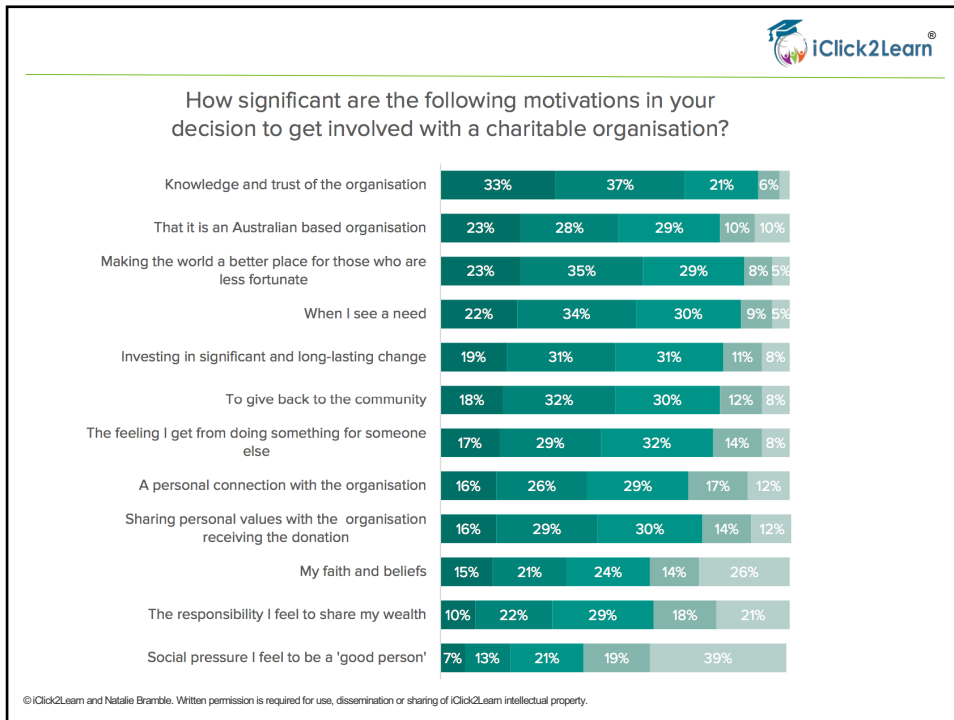
Q. How significant are the following motivations for you in deciding to get involved with a charitable organisation?



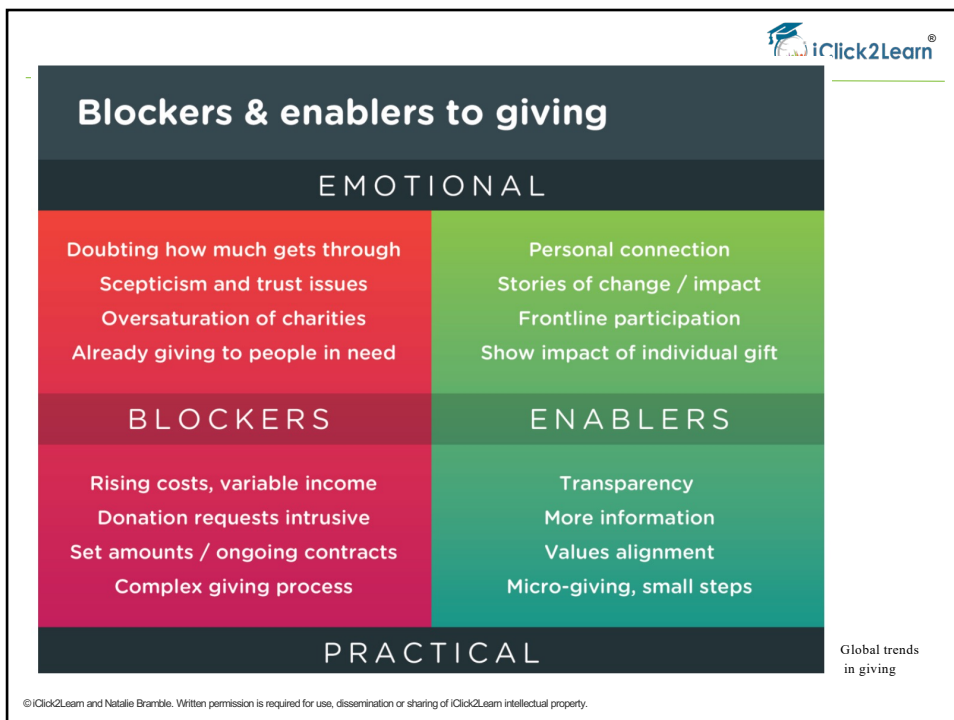
SOURCE: http://www.slideshare.net/markmccrindle/australian-community-trends-report-national-study-summary-by-mark-mccrindle/13?utm_source=slideview&utm_medium=ssemail&utm_campaign=share_clip

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

22



23



24



Although discerning individual motives or clusters of motive is essential, there has been surprisingly little academic research on the topic – at least in the context of events. In their paper in 2003, New Philanthropy Capital neatly summarize what they see as being key motives for event participation in its broadest sense:

1. Philanthropic - the donor believes in the underlying charitable cause
2. Prestige - person wishes to be seen at the event as it provides either a signal of wealth or of social grouping
3. Leadership - to encourage others to give, show of generosity
4. Relationship with the charity - donor has direct personal experience of relevant cause, for example losing a friend or family member to cancer
5. Warm glow - donor takes enjoyment from giving to charity
6. Associated warm glow - supporting friends or associates who are organising the event
7. Peer pressure - friends and committee members encourage attendance. In practice, we believe a significant reason why people attend fundraising

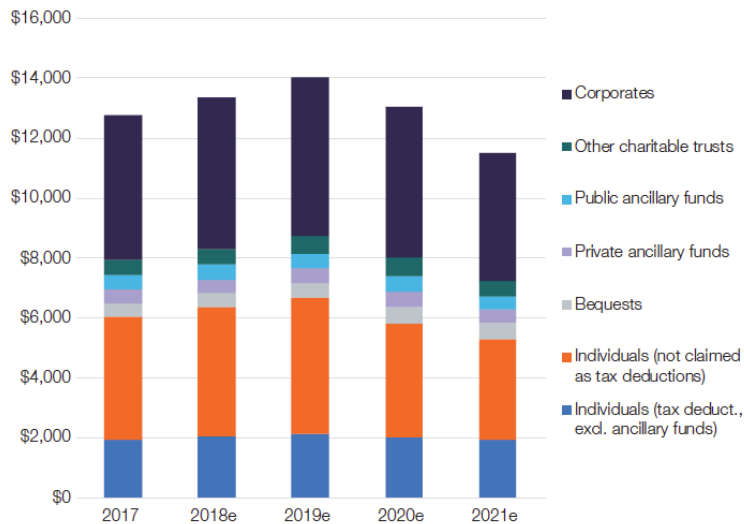
© iClick

New Philanthropy Capital (2003)

25



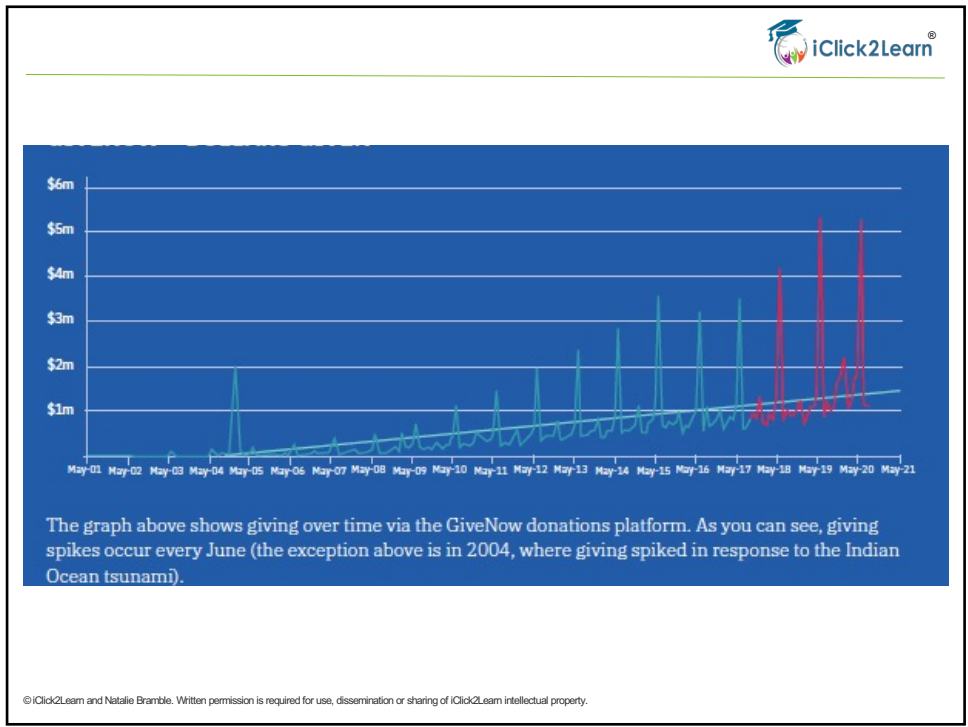
Australian Philanthropy outlook (\$m)



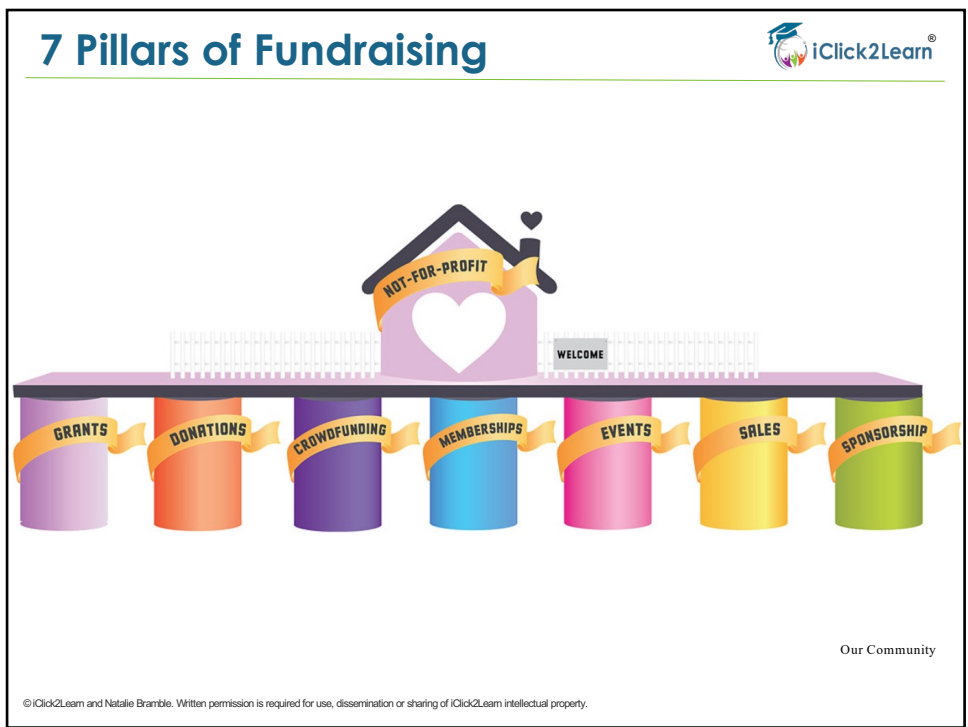
© iClick2Learn

Source – JBWere Philanthropic Services

26



27



28

Donor expectations regarding transparency and accountability continue to increase year on year

The Big Rethink

Show you care about ethics and accountability
Show where the money goes
Inform and educate e.g. Link to 'Choice article'
<https://www.choice.com.au/shopping/everyday-shopping/ethical-buying-and-giving/buying-guides/donating-to-charity>

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

29

“Digital is now the leading driver of sector growth.


Online has been the leading channel of recruitment of new donors since 2016.”

James Herlihy, Pareto Fundraising Digital. Strategy Director



© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

30



To increase trust in your fundraising

- Increase transparency
- Demonstrate your ethics and values
- Showcase testimonials and impact stories
- Share case studies
- Demonstrate value for money
- Share the 'ripple effect' of their giving

trusting donations

- best charities to donate to australia
- donating charities
- donate to charity australia
- donation organisations australia
- australia charity donations statistics
- ethical donations
- donations australia
- donation to charity

Report inappropriate predictions

People also ask


Do just giving donations go straight to the charity? ▼

How do I know if a charity is legit? ▼

How much of your donation actually goes to charity? ▼

What are the best and worst charities to donate to? ▼

Feedback



© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

31





7 Gifts from others

1. **Money**
2. **Time**
3. **Expertise**
4. **Products**
5. **Information**
6. **Voice**
7. **Influence**

© iClick2Learn and Natalie Bramble. Written permission is required for use, dissemination or sharing of iClick2Learn intellectual property.

32



33