



Strategic Fundraising

**MND Victoria's approach to
fundraising and engagement**



MND Victoria: background

30 June 2014

- **362 people with MND registered**
- **201 new, 125 deaths, worked with 496**
- **Three basic support services – complex case coordination (Regional Advisors), loan of disability aids and equipment, information and research**
- **Administration, volunteers and strategic fundraising**



Finances - year ended 30 June 2014

- **Income - \$4,724,574**

from – government (25%), fundraising (75%)

- **Expenditure - \$4,337,211**

on - Service delivery (53%), aids and equipment (25%), fundraising (8%), research (10%) and administration (4%)

- **Bumped up by one very large bequest**
- **Usual income around \$3 million**



Why fundraise?

- **To support service delivery**
- **To ensure sustainability**
- **To create and deliver value-add support and services**
- **To support and encourage research**
- **To strengthen our ALS/MND community**
- **To generate awareness and hope**
- **To remain working until we are no longer needed**



Fundraising budget

- **Budget for what you know and expect**
- **Use historical outcomes/influences**
- **Adjust budget to reflect “new expected” and “new known”**
- **Ice bucket challenge**





Our strategy

- **Multiple sources of income**
- **Minimal expenditure**
- **Coordinate, not do**
- **Support and guide**
- **Inform and report**
- **Nothing is too small**
- **Some things are too big**
- **Grasp opportunities and take advantage**



Multiple sources of income

Government – purchase services for clients

Donors and donor development

Philanthropy – Trusts and Foundations

Investments – interest and dividends

Special events – run by others

F-IRE

Merchandising



Government

- **May not be relevant to most other countries but important to us**
- **Government purchases services on behalf of people with disabilities**
- **Buy part of our complex case coordination, equipment and information**
- **Be aware of opportunities**
- **Core funding - contract**



Donors and Donor Development

- **Ask for funds – twice per year**
- **Parallel telephone donor campaign**
- **4 page “donor update” - Mar/April and Sept – how we spent money and a soft ask**
- **Regular giving by credit card – monthly pledge**
- **Bequest program – money in Wills**
- **Promote unsolicited donations – funeral gifts/in memory**



More Donors

Acquisition

- **Hardest part of donor development?
Getting a donor in the first place**
- **Everyone who gives is a potential future donor, pledge or bequest**
- **Consider specific donor acquisition via mail and phone - expensive**
- **Value every donor – they are future income when well managed**



You can't have too many **Donors**

Strategy

Every person who gives

- **is asked to give again**
- **receives the Update**
- **is informed about leaving a bequest**
- **is told about our F-IRE program**
- **encouraged to extend their engagement**

Second gift indicates commitment



Philanthropy

Trusts and Foundations

- **Project orientated**
- **Capacity building**
- **Direct investment – aids and equipment**

Strategy

- **Have projects and opportunities ready for discussion and presentation**
- **Not recurrent or core funding**



Investments

- **Funds not immediately required must be invested**
- **Investment with a purpose**
- **Best returns within legal ability/capacity**
- **Consider establishing a Foundation – either external or internal**



Special Events

Two types

- **Public events – London Marathon, City to Bay, Walk Melbourne, ‘Round the Bay in a Day**
- **MND Events – to benefit our (your) organisation – F-IRE**

Both have the same key attributes – run by others who hold the risk



Special Events - Public

- **Promote – social media**
- **Generate interest in participation**
- **Remind people they can help us through participation**
- **Easy fundraising using online tools/services**
- **Reward with clothing to wear – singlets for runners, t-shirts for walkers, cycle tops for riders – promote our cause!**
- **Recognise participation**



F-IRE

- **Run and managed by volunteers**
- **Range of low to medium cost**
- **“Drink ‘T’ for MND”, “Walk to d’feet MND”, “Melbourne to the Mallee”, “Open Garden”, “sausage sizzle”, etc**
- **Support with insurance, hints, event plans, collateral, social media**
- **Remember costs – collateral, credit card, on-line services – measure and recover**



Merchandise

- **Double benefit of raising funds and awareness**
- **Wristbands, pins, flowers, cards, clothing, pens, dogs, celebration cards/calendars**
- **Don't over invest – keep volumes low to match sales**
- **Close management of income and expenditure**



Support your fundraisers

- Encourage, but don't take over their event
- Develop and share event guides to help show the way – eg Alliance walk guide
- Collateral, promotion, social media
- Protection by authorising event, insurance, donation tax benefits
- Payment support via on line or in office
- Above all we try to **MAKE IT EASY**



Take Home Messages

- **Develop a fundraising strategy**
- **Coordinate, don't do**
- **Identify multiple options to generate income**
- **Every person you contact is a potential donor**
- **Keep people informed**
- **People don't give if they are not asked**