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