

FUNDRAISING MASTERCLASS

Wednesday 18th September



Agenda

This masterclass is designed to help you get the most out of GiveOUT Day and give you the tools and confidence to fundraise all year round.

Welcome + intros (Leonard) (5 mins)

1. Overview of GiveOUT Day (Leonard) (5 mins)
2. Donor segments and motivation (David) (10 mins)
3. Crafting a compelling ask (David) (10 mins)
4. Marketing tips - where to reach donors (Lexi) (10 mins)
5. Other things you should know (Leonard) (5 mins)
6. Discuss your plans as a group! (10 mins)

Introductions

In the chat, can you write:

- Your name and pronouns
- Your organisation and what you are fundraising for on GiveOUT Day
- What you want to get out of today

What is GiveOUT Day?



Overview of GiveOUT Day

- **GiveOUT** is an LGBTQIA+ led organisation focused on **increasing** funding to rainbow communities.
- **GiveOUT Day** (17 October 2024) is Australia's annual day of giving to LGBTQIA+ non-profit organisations and initiatives.
- **GiveOUT Day** provides LGBTQIA+ organisations with the opportunity to raise funds for vital services, build awareness of their causes, engage with supporters and expand their networks
- Last year, **GiveOUT Day** raised over **\$400k** for **91 organisations**.

How does it work?

Give Out (Us)	Participating Organisations (You)
Provide up to \$1750 worth of matched funding for each organisation.	Complete an organisation profile on the website
Drive communication and messaging	Promote as much as you can through socials, networks, emails, volunteers and partners
Manage the fundraising platform (Raisley) and provide tech support	Host an event (GiveOUT can support you with this - see our event guide on resources hub)
Create assets and resources including templates for participating organisations to use	Engage two supporters to become Fundraising Champions
Run a fundraising workshop to help you get the most out of the campaign!	Take part in our giveaways and get money boosted to their profile
Engage with ambassadors, influencers and partners	Most of these are optional but the more you put in the more you raise.
Create raffles, competitions, events and additional funding	

Let's talk about Donors...

Who are they? Why do they donate?



Reflection time...

Recall, the last time you made a donation to a charity or non-profit....

why did you donate?

Put your answer in the chat box.

Donor and Giving Trends in Australia

Giving Trends and Opportunities

Total giving

\$13.1 billion

Structured giving

\$2.4 billion

Structured giving entities

>5,400

Tax-deductible giving from individuals

\$3.8 billion

Percentage of individual tax-payers that claimed a tax-deduction

29%



Top reasons for giving - Individuals



Top reasons for giving - Philanthropists



Why?

- Reduced reliance on a single funding source.
- Mitigating risks associated with funding fluctuations.
- Enabling long-term sustainability and growth.

But, first...

- Define your organisation's mission and objectives.
- Determine short-term and long-term financial needs.
- Identify specific projects or programs requiring funding.

Diversified fundraising streams

- | | |
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| <ul style="list-style-type: none">● Government Grants● Trusts and Foundations● Community Fundraising & Events
● Corporations/ SMEs<ul style="list-style-type: none">○ Corporate Giving - funds or foundations○ Employees - Workplace giving○ Customers - Cause marketing e.g. round-ups○ Suppliers - introductions | <ul style="list-style-type: none">● Individual Giving<ul style="list-style-type: none">○ Major Gifts○ Regular Giving○ Annual Giving Campaign○ Bequests/ Gifts in Wills
● Fee-for-service<ul style="list-style-type: none">○ Training○ Merchandise
● In-kind Contributions |
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Donor Commitment Continuum

Donor Perspective

	Ignorance	Awareness	Interest	Experience	Participation	Ownership
Description	<ul style="list-style-type: none"> I may or may not recognize the name of the organization. I am not familiar with what the organization does. 	<ul style="list-style-type: none"> I have heard of the organization. I recognize the name of the organization. I have a rough idea of what the organization does. 	<ul style="list-style-type: none"> I share the values of the organization. I believe the organization's cause is a good one. I am likely to read/scan the organization's promotional literature. I may contribute occasional small gifts relative to my financial capacity. 	<ul style="list-style-type: none"> I have seen/heard/felt the results of the organization's work. I know the people in the organization. I attend the organization's activities and events. I believe the methods the organization uses to accomplish its mission are good. I believe in the organization's leadership. I am likely to contribute repeated and/or annual gifts relative to my financial capacity. 	<ul style="list-style-type: none"> I participate in the organization's activities and events. I take on leadership roles when asked. I serve on committees and boards when asked. I go beyond giving money to contribute time and energy to the organization as well. I trust the people in the organization. I feel like part of the organization. I contribute repeated and/or annual gifts relative to my financial capacity. If my finances allow, I may contribute major gifts for special projects when asked. 	<ul style="list-style-type: none"> I volunteer to take on leadership roles when I see a need. I volunteer to serve on committees and boards. I continually seek new ways to advance the mission of the organization. My membership in/affiliation with the organization is an important part of who I am. I consider the organization's mission to be my own personal mission. I am likely to make repeated major gifts for special projects when asked. The organization receives the mass majority of all my philanthropic giving.
Donor Deliberations		<ul style="list-style-type: none"> Do I know what the organization does? Do I agree with what the organization does? Do I want to learn more about this organization? 	<ul style="list-style-type: none"> Does this organization share my values? Is this organization's cause important to me? Do I trust the development professional? Do I believe in the leadership of the organization? 	<ul style="list-style-type: none"> Is this organization doing a good job? Do I approve of the methods used to accomplish the mission? Do I believe in the leadership of the organization? Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)? Am I willing and able to give more to this organization? Are my contributions appreciated? 	<ul style="list-style-type: none"> Are we doing a good job? Are we using the best methods to accomplish the mission? Are my contributions appreciated? Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)? Do I feel valued and valuable? Do I enjoy my association with the organization and its people? Do I believe in the leadership of the organization? Can I afford to give more? Can I make the greatest contribution in this organization? 	<ul style="list-style-type: none"> Am I proud of the job we are doing? Are we using the best methods to accomplish the mission? Are my contributions appreciated? Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)? Do I feel valued and valuable? Do I enjoy my association with the organization and its people? Can I afford to give more? Can I make the greatest contribution in this organization? Can I ensure that the organization continues the work after I'm gone? Do I want to leave behind a legacy?

As constituents move to the right on the Commitment Continuum, they must be engaged by a wider range of people from the organization.



Motivations for donations on GiveOUT Day

From previous GiveOUT Day donor surveys

- The particular cause is close to my heart
- The lack of funding to LGBTQIA+ causes particularly to smaller orgs
- I already support / follow the organisation I donated to
- I am part of LGBTQ+ community and motivated to give back
- The donation matching incentive

Framing an impactful ask...

People are motivated more by stories than facts and figures



Structuring a case for support

- What is the problem this priority is seeking to overcome?
- What are the consequences if this problem is not solved
- What is our solution?
- How can the donor be involved
- Why us?

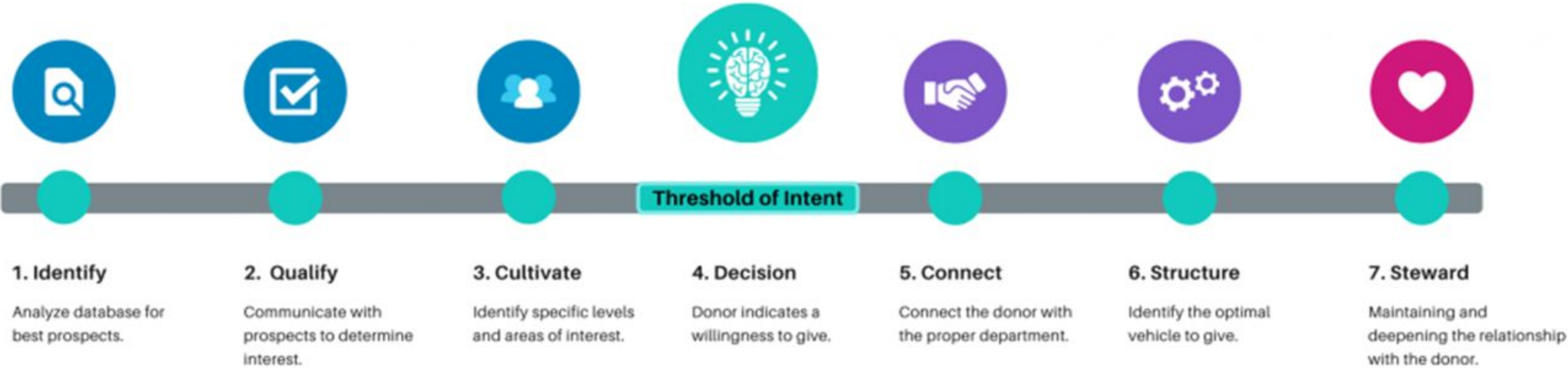
Issue: what is the problem the organisation is addressing??

Action: What is the organisation doing about it?

Impact: are the interventions proving to be successful?

How do we manage our donors...

MOVES MANAGEMENT Moving Your Donors through the Giving Journey



The power of sharing IMPACT

We want \$5,000 to purchase a Nikon camera and lenses to make a documentary.

VS.

We want to reduce harm experienced by the trans community by sharing their lived-experience though a documentary for which we need \$5,000 for film equipment.

Be clear on the **WHAT** and **OUTCOMES** of funding

Few organisations do both. Keep it personal, people are motivated more by stories than facts and figures.

From previous GiveOUT Day donor surveys:

I donated because the info provided gave me confidence in how my modest donation would help to achieve something useful.

Some organisations had really clear, concise descriptions of their work and their GiveOUT Day project. Others were unclear.

Let's talk tactics....

Leveraging Technology

Creating a Fundraising Calendar

Developing a Budget and Financial Plan

Receipts

Use your Receipts

Personal Calls

Paper mail & Email Newsletters

Events or Discovery Visits

Volunteer

Monitoring and Evaluation



Beyond Bricks & Bars

Money raised will cover:

- specialist social work support for trans and diverse people who are incarcerated or leaving prison
- material costs to support someone leaving prison – e.g. crisis accommodation, phone credit, gender affirming clothes, photo ID.

We aim to reduce the rates of trans and gender diverse people being incarcerated, prevent further criminalisation, and support trans and gender diverse people's survival while inside prisons.



WHAT the money will be used for



BENEFITS the money will achieve

Other tips to improve your 'ask'

Include photos that bring your work to life



Draft an engaging hook



Queer Family are rebuilding after the floods and creating the very first Queer Arts & Community Centre in the Northern Rivers. Can you help us furnish and set up our new community space?

Marketing Tips

Where to reach donors



You should aim to reach existing and new donors

From our past donor survey:

- 50% give to an org they have never donated to before
- 35% give to an org they have donated to / supported before
- 15% donated to both of the above

Donor Profiling

When creating content it's important to think about who you are talking to as if they are right in front of you.

Creating a profile for each part of your donor audiences can help you to humanise your content.

Think about name, age, job role, current pain points, lifestyle (this can help to know where to reach people)

Individual donors to your GiveOUT Day campaign



Your members,
employees,
Board,
volunteers



Patrons and
Ambassadors



People who
have donated
to you before



Social media
followers and
newsletter
subscribers



People who
attend your
events



Friends and
family of
people who
benefit from
your work



Employees and
supporters of
orgs working in
similar spaces



Employees of
companies that
you partner
with



Local
businesses



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Channels for new and existing donors

Social Media	Instagram, FB Groups & events, LinkedIn, TikTok
Newsletter	Email newsletters
Direct Outreach	Text, phone call, email, word of mouth, group chats
Print media	Flyers, posters, letters
Local Media	Radio,
Reshare	Businesses

Find a system that works for you and stick with it. If writing notes in your phone first then copying it over to Instagram works, go for it. Creating a system for yourself will allow for authentic and intuitive posting.

Top GiveOUT Day Marketing tips

1. Faces and stories resonate the most - jump in front of the camera and record a quick heart-felt video. Imagine the person you are talking to is behind the camera lens.
2. Always tag @GiveOUT_au - include hashtag #GiveOUTDay24 and a link/URL to your fundraising profile page
3. Quality over quantity. One piece of content that is informative and authentic is better than three posts that don't make sense. Video is king! Find out where your donors are most active and create content for that platform. Use a Chat GPT to help you make a plan and then use a platforming schedule to save time.
4. Keep it simple and direct - tell your network exactly what you need and how they can help you today. Don't be afraid to speak to your challenges/pain and ask for money directly. Generate your captions from your unique tone of voice and make sure it resonates with the audience you are talking to.

Other notes



Other things to help you succeed

1. Resources hub on the website
2. Champions (they can help you raise more than double the amount!)
3. Events
4. Share your voice competition (share with your supporters and win \$1000)
5. Cash giveaways
6. Thank your donors

Steps

1. Thank your **donors** as soon as you receive it on your GiveOUT Day page
2. Thank your donors via email after **GiveOUT Day** (we will send their details)
3. Send an update 3-6 months after **GiveOUT Day** providing an update on activity and impact of funds received from **GiveOUT Day**



**In break out rooms, share what you
plan to do for your campaign**

Thank you!

