

Victorian Safe Communities Network

Getting The Dollars

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30 minutes – 20 + slides ??? Questions

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We need it !!!

How are we going to pay for it?

BUT

Where is the money going to come from?

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Who else wants
what we want?

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- The Nonprofit Sector in Australia
- Size
- There are as many as 700,000 nonprofit organisations in Australia, most of which are small and entirely dependent on the voluntary commitment of members
- Approximately 380,000 nonprofit organisations are incorporated in some form or another (meaning that they have a legal identity independent from their members)
- About 35,000 nonprofit organisations employ staff
- There are approximately 20,000 organisations with Deductible Gift Recipient status in Australia. Most of these are nonprofit organisations
- Source: Philanthropy Australia: www.philanthropy.org.au

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Some fact:

- 29 Australians for each Not For Profit.
- 58 Australians for each Incorporated Not For Profit organisations
- 1000 Australian for each Tax Deductible Gift Recipient Not For Profit Organisation
- There are over 90 fundraising events each week in Melbourne
- **WHAT MAKES YOUR ORGANISATION DIFFERENT?**

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- **Sources of Income for the Not for Profits**
- In 1999/2000 the nonprofit sector's main sources of income were as follows:
 - 58% - sale of goods and services
 - 30% - government grants and contracts
 - 9% - household transfers
- Source: Philanthropy Australia: www.philanthropy.org.au
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- **Philanthropy**
- In 1997, 8.6 million Australians donated \$2.8 billion to nonprofit organisations
- Not all donations can be claimed as a tax deduction; in 1996/97, \$550 million was claimed
- In 1999-00 the total amount claimed as gift deductions had increased to \$700 million
- In 2000/01, Australia's business sector provided \$1.4 billion to nonprofit organisations as gifts and sponsorship
- Australia's nonprofit sector contributed \$42 billion to the national economy. This is a larger economic contribution than the mining industry
- Source: Philanthropy Australia: www.philanthropy.org.au

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OK

HOW ARE WE GOING TO GET IT?

WHAT ARE THE STEPS?

WHAT IS THE PROCESS?

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1. Knowing what we want?
2. Building Relationships
3. ASKING

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- **UNDERSTANDING THE ASK:**
 1. Know what you are asking for?
 2. Knowing how much it will cost?
 3. Keep it simple.
 4. Keep it credible.

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THE THREE MOST IMPORTANT FUNDRAISING QUESTIONS

1. Who to ask?
2. Do they believe in the cause?
3. How much to ask them for?

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ASKING FOR \$ - ???????

THINK

FUNDRAISING

OR

FUNDSAVINGS

IT IS ALL MONEY

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PEOPLE GIVE TO PEOPLE

PEOPLE GIVE TO PEOPLE
WITH CAUSES

RELATIONSHIP BUILDING IS A KEY ESSENTIAL IN
GIVING

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UNDERSTANDING FUNDRAISING

FUNDRAISING TECHNIQUES

FUNDRAISING TOOLS

What is the difference?????

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FUNDRAISING TECHNIQUES

- Annual Giving
- Capital Giving – For capital works
- Major Giving – For any specific purpose
- Bequests / Legacies
- Special Event

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FUNDRAISING TOOLS

- Fundraising Operational Techniques & Tools Plan:

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- **Annual Giving**

- Direct Mail Appeals
- Acquisition mailings
- Credit Card Direct Deductions
- Direct Giving - Face to Face
- Friends Donor Clubs / Societies
- Internet Fundraising
- News Letter Appeals
- Payroll Deductions
- Phone - Mail Appeals
- Renewal Programs
- Partnership Proposals
- Stewardship
- Matching Gifts
- Monthly Giving
- Telemarketing

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FUNDRAISING TOOLS

– Capital Giving

1. Appeal Ambassadors
2. Grant Applications - Trusts and Foundations
3. Patrons
4. Personal Solicitations
5. Pledge Gifts
6. Stewardship
7. Matching Gifts

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FUNDRAISING TOOLS

– Major Giving

1. Appeal Ambassadors
2. Endowment Campaigns
3. Grant Applications - Trusts and Foundations
4. Patrons
5. Personal Solicitations
6. Pledge Gifts
7. Stewardship
8. Matching Gifts

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FUNDRAISING TOOLS

– Bequest & Planning Giving

1. Endowment Campaigns
2. Grant Applications - Trusts and Foundations
3. Personal Solicitations
4. Pledge Gifts
5. Stewardship

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FUNDRAISING TOOLS

– Special Events

1. Direct Giving - Face to Face
2. Internet Fundraising
3. Open Days
4. Sponsorship Presentations
5. Partnership Proposals
6. Stewardship

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GETTING THE DOLLARS IS ALL ABOUT

1. KNOWING WHO TO ASK

2. BUILDING RELATIONSHIPS

&

3. ASKING

YOU KNOW WHOM YOU CAN ASK IF YOU REALY
WANTED SOMETHING

