



*Making 'Cents' of  
Fundraising &  
Sponsorship*

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# Fundraising in Australia

- Australians and businesses are giving and volunteering more than ever before, contributing more than \$11 billion in 2004.
- 87 per cent of all adult Australians, 13.4 million people, donated an average \$424 each in the year to January 2005.
- Business giving has more than doubled since 2000-01, with more than 525,000 businesses, or 67 per cent of all businesses, giving \$3.3 billion in money, goods, services and time during 2003-04.
- Melbourne and Sydney were responsible for nearly half of all individual donations (47.5 per cent), but Adelaide had the highest giving rate with donations from more than 90 per cent of adults.
- The number of hours donated by volunteers has risen 16 per cent since 2000, with 41 per cent of adult Australians volunteering 836 million hours.

Source: *Giving Australia: Research on Philanthropy in Australia*, 2005;  
<http://www.partnerships.gov.au/philanthropy/research/index.htm>

# What is fundraising?

- **Fundraising** – purpose: to build a base of donors, if you do that, you will raise money.
- **3 Principles of Fundraising:**
  - 1) Fundraising programs must build on a diversity of resources
  - 2) People give for a variety of reasons that relate to their self-interest
  - 3) Anyone can participate in fundraising

Source: Kim Klein, *Fundraising for Social Change*, 1995.

# What is sponsorship?

- Sponsorship is the giving of product or service (in kind) or money in exchange for company recognition for the purpose of promotion & marketing. Such an exchange is: value for value.
- The sponsor earns popularity this way while the sponsored can save a lot of money. This type of sponsorship, known as cause-related, is prominent in the sports, arts, media and charity sectors. \*

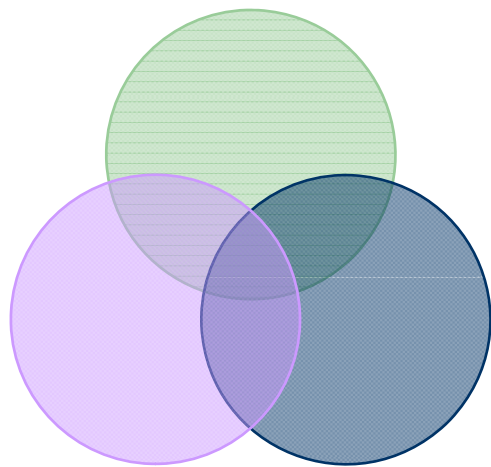
\*Source: Wikipedia.org

# Discussion

- What types of fundraising do you do?
- Does your organization have key sponsors?

**Fundraising + Sponsorship = Development**

# 3 Development Circles



- Research
- Strategy
- Capacity

# Research

- Who funds your need?
- Who are their decision makers?
- What are their giving criteria for the fund or sponsorship?
- Does *their* criteria fit *your* criteria?

# Strategy

- **Acquisition strategies:** to get people who have not given to your group before to give for the first time. Direct mail.
- **Retention strategies:** seek to get donors to give consistently. Monthly giving.
- **Upgrading strategies:** aim to get donors to give more than they have previously. Personal solicitation.

# Capacity

- What will you do with the money?
- How will the funding improve your situation?
- Who do you need to help?
- How do you know you have succeeded?

# Discussion

- Pick an organization
- Decide what your funding need is
- What kind of research do you need to do?
- What is your strategy to get there?
- Share a bit about what your capacity building will be as a result.