



Going from 'who are you' to 'I must give' – building a fundraising brand with meaning for your supporters.

Gavin Coopey
More Strategic

Marcus Gehrig
Minda Incorporated

FIA CONFERENCE 2015

Proudly
Sponsored by

MARCH
one

fia
Fundraising Institute Australia
conference

“I think any money spent on brand awareness by a charity *with a view to increasing fundraising income* is absolutely and completely wasted”

Sean Triner

“Communication departments do not understand the information needs of donors to complete the donor pyramid”

Richard Radcliffe

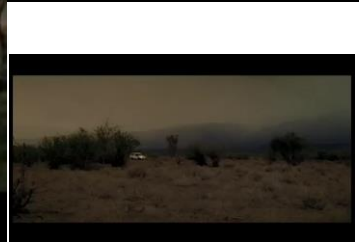
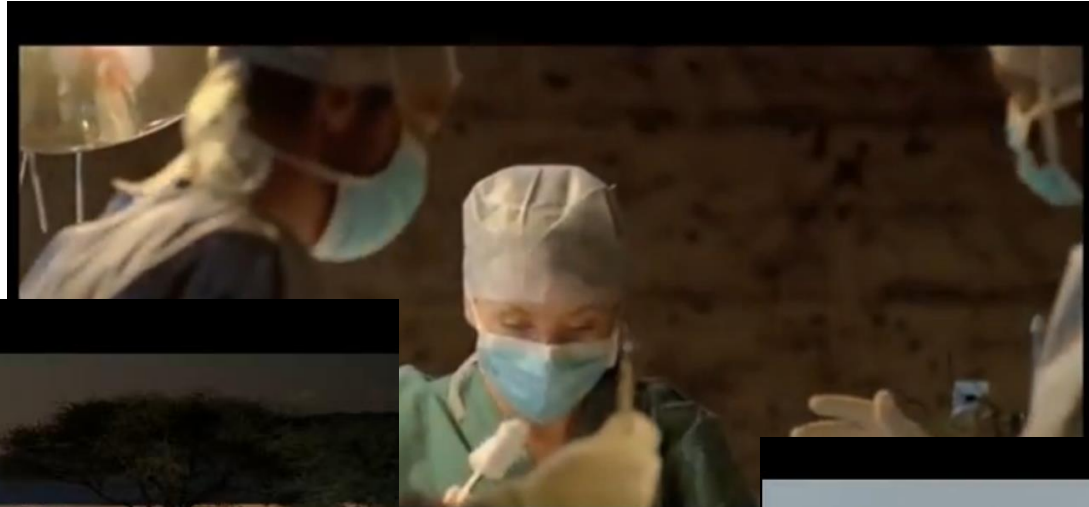
MARKETING FOR FUNDRAISING SUCCESS

“Virtually every professional in fundraising who has worked with a variety of non-profit organizations shares my fear of branding. We've all watched branding disasters hurt our organizations and clients”

Geoff Brooks

MARKETING FOR FUNDRAISING SUCCESS

<https://www.youtube.com/watch?v=Tm9D3MatgKw&sns=em>



MARKETING FOR FUNDRAISING SUCCESS



Today How to make your brand support fundraising:

1. Creating 'Cut through'

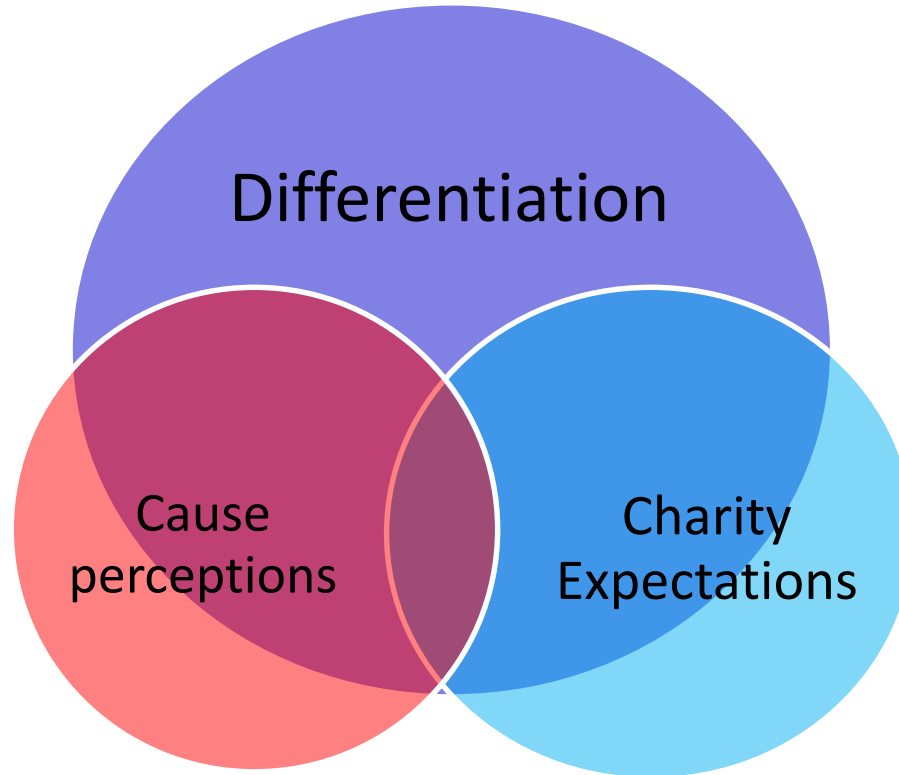
- Understanding the 'who' and 'why' of your fundraising supporters
- Identifying what makes your brand different *for them*

2. Developing a strong Fundraising Proposition (Ask)

- Creating the '*I MUST give NOW*' response

Gaining Cut through

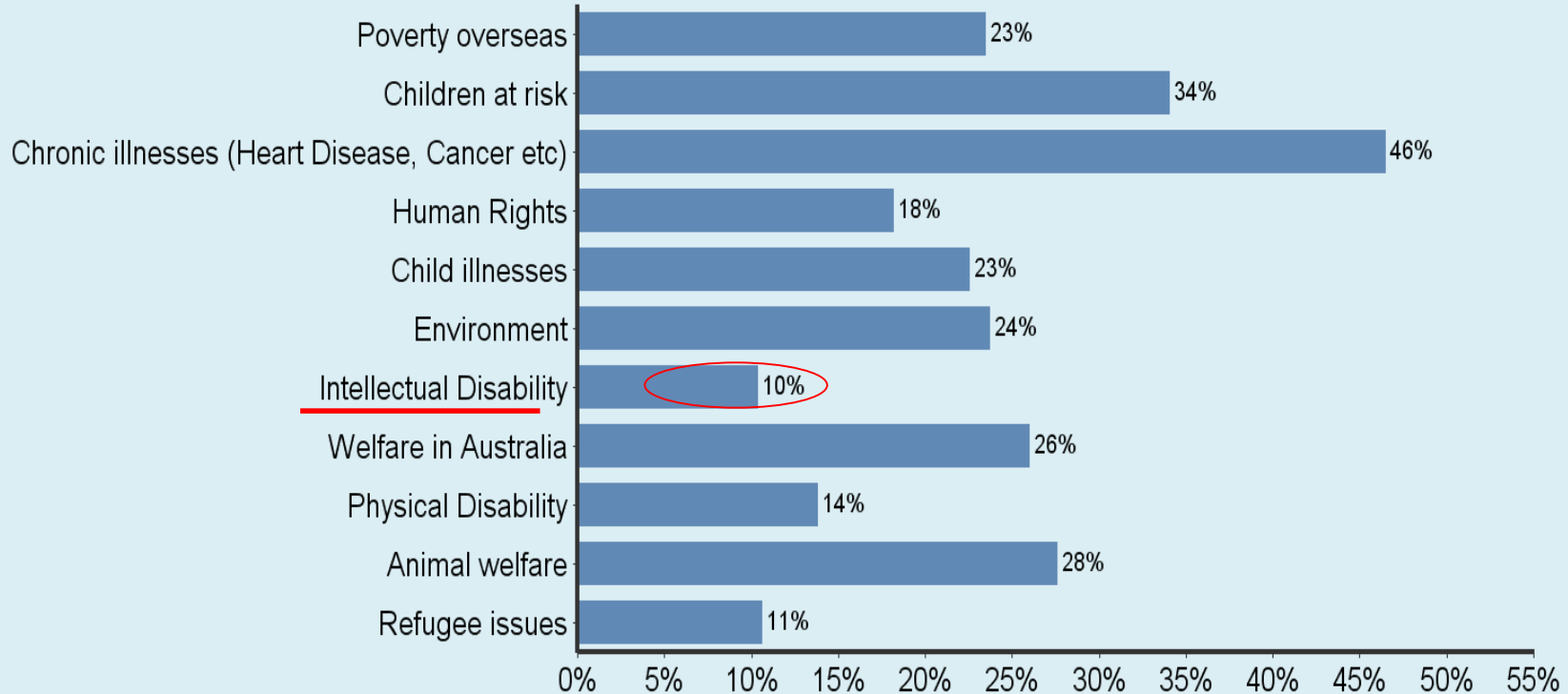
MARKETING FOR FUNDRAISING SUCCESS



Thanks to Adrian Sergeant

MARKETING FOR FUNDRAISING SUCCESS

Intellectual Disability does not rank highly in general importance amongst other social issues



Q1 - Thinking about all the social challenges facing the world, which are of the greatest concern to you? Please select the two items that are of greatest concern to you.



Who is Minda?

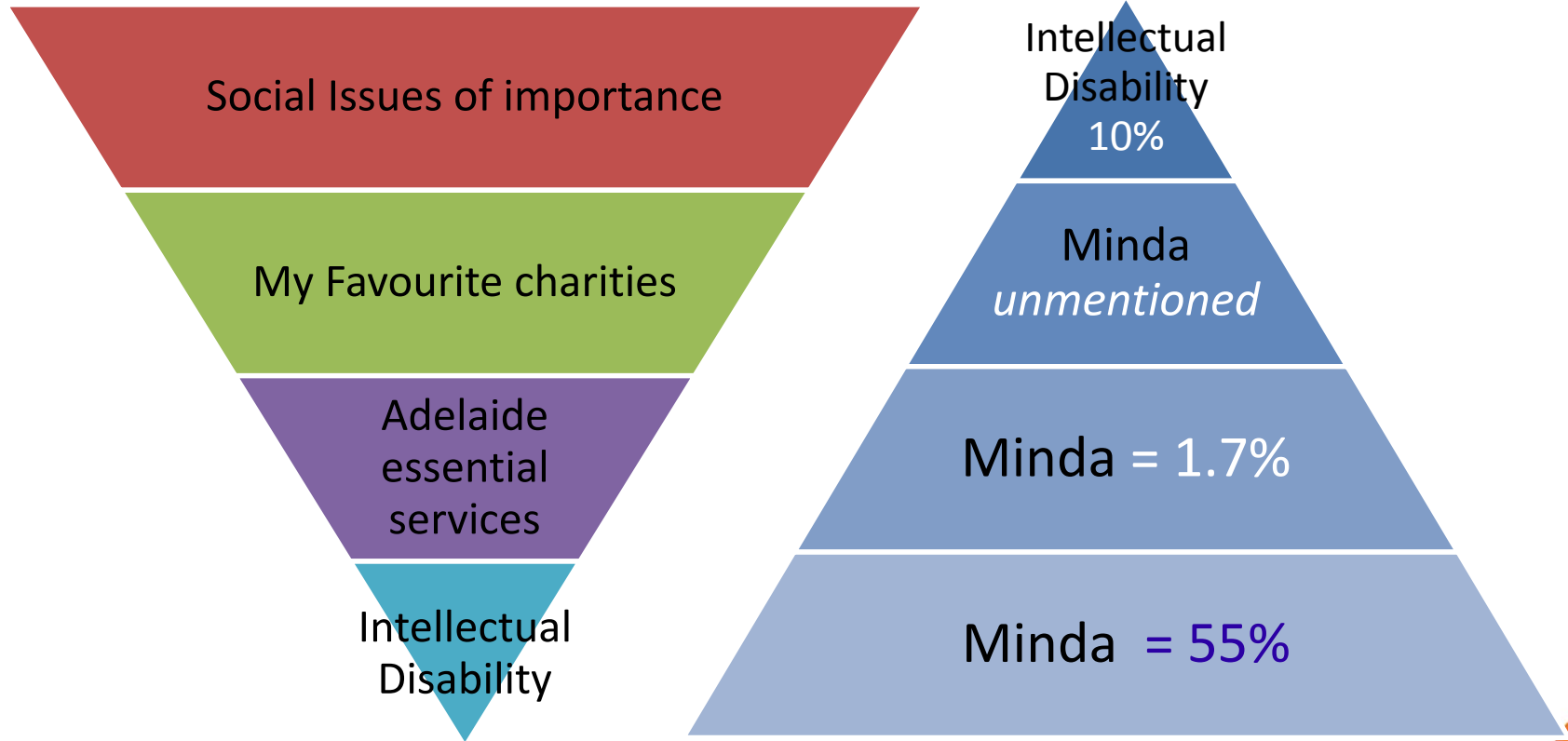


LLEYTON HEWITT



Who are we really Today

MARKETING FOR FUNDRAISING SUCCESS



Know the word or term Minda = 86%

MARKETING FOR FUNDRAISING SUCCESS

- I am Connected through those I love
- It is important to my values
- I know someone with that or affected by that
- I have seen the issue/impact

Pull Factors



- Do I know of them?
- Do I know what they do?
- What have I heard about them (who is introducing them to me)?


**Do I know them
(enough)?**

DECISION: Is it in a cause I am interested in enough v value of the ask v reputation?

- Other peoples job – Government or connected audience
- Wrong ask wrong place wrong time – (for that organisation)
- What is their cost ratio anyway – this must be costing them

Donate or Defend

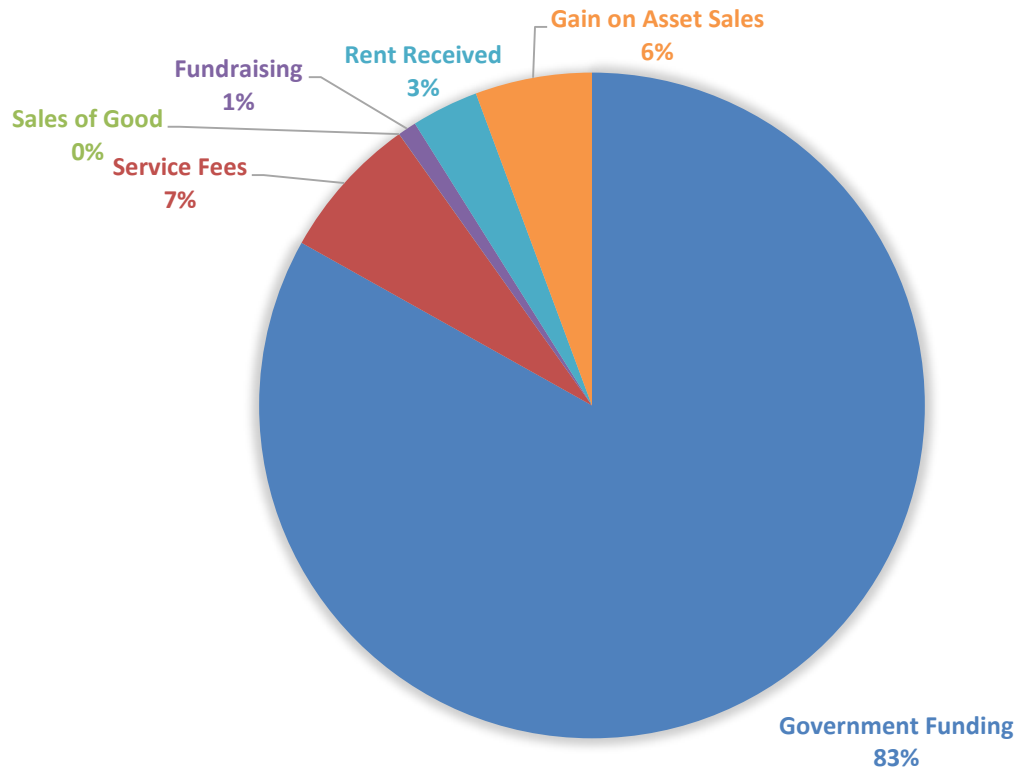
“We all don’t know enough about these charities - none of us know all their workings - I am sure there would be something wrong at each (if we were inclined to look)!”

Laundry
by 



The brand challenge ahead

Minda's Income



The opportunity



Christmas ecard 2014 >

National Child Protection Week >

Become a carer >

Commitment to reconciliation >

More than 40,000 children in Australia are in out of home care. These children need someone who truly believes in them. This could be you.

BECOME A CARER >

Donate Today

Thousands of vulnerable children depend on our services every day. Your donation will help ensure they have the long-term care and support they urgently need.



Sponsor a vulnerable
Australian child today

Join now >

Barnardos Australia helps to stop child abuse. We find safe homes for abused children and young people, work with families to prevent abuse and use our knowledge to improve the future of disadvantaged Australian children

BIG PACKED LUNCH

Get together with friends and colleagues for a lunch for a lunch remember September

> Find out more



Please give what you can to help us answer every call about a child at risk

Donate Now

Make a donation, make a difference. The NSPCC receives 90 per cent of its funding from generous people like you, who care about the safety of children.

£ enter amount

- Monthly donation
- Single donation

Make a donation

Working to end child cruelty across the UK

Everything we do protects children, prevents abuse and transforms society so it's safer for all children. Find out more about [what we do](#) and [how you can help](#).

Celebrate & Give

Anniversary, birthday, retirement or Christmas - add a unique touch to your celebration and fundraise for the NSPCC.

> Celebrate & Give



Protect and Respect

Our service helps children and young people who have been sexually exploited.

> Protect and Respect



Are you a child?

Do you need to talk? ChildLine on 0800 11 visit us online.

> Get some help

Worried about child?

Don't wait until you're our trained helpline on 24/7 help, advice and

> Report a concern

The Underwear Rule

The Underwear Rule is a simple way that parents can help keep children safe from abuse.



Charity Christmas cards

Snap up your Christmas cards early! We've got traditional festive and fun ones to choose from



Contact the helpline

0800 11 11 11

Events

Capital Corporate Get Involved | NSPCC

Monthly Donations

A regular donation will help us plan our services for vulnerable children more effectively.



> Donate £10 a month

£10 a month could pay towards therapy to help a child overcome the effects of abuse.



> Donate £5 a month

£5 a month could help the NSPCC run its 24-hour helpline for anyone concerned about a child's welfare.

Single donation

A single donation will go towards protecting more children immediately.



> Donate £50

£50 could cover the cost of the ChildLine Schools Service to teach four primary school children about abuse.



> Donate £25

£25 could cover the cost of a trained practitioner to deliver one hour of support through the NSPCC Helpline.

Be Share Aware

Straightforward, no-nonsense advice to help parents keep their children safe online

Be Share Aware

Abuse ruins childhood, but it can be prevented

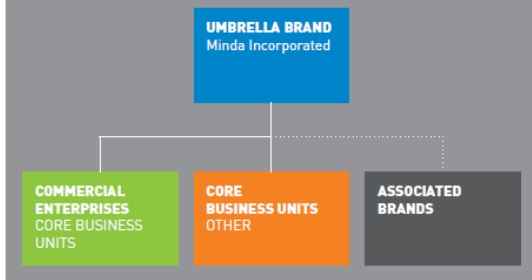
That's why we're here. That's what drives all our work, and that's why – as long as there's abuse – we will fight for every childhood.



Bullying and cyberbullying

Bullying can happen anywhere – at school, at home or online. It's usually repeated over a long period of time and can hurt a child both physically and emotionally.

[Read more about bullying and cyberbullying](#)



UMBRELLA BRAND

Minda is an Aboriginal word meaning place of home or shelter. Minda is a South Australian icon, supporting people with intellectual disability since 1898.

LOGOS



TAGLINES

Respect | Inclusion | Choice

We Can Do It

Together, we are doing it.

Note The multiple taglines and the way they are used could cause brand confusion. We would suggest reviewing the way in which the taglines are used.

COMMERCIAL ENTERPRISES (CORE BUSINESS UNITS)

Minda maximizes supported employment for over 900 people with disability through viable business outlets. Supported employment offers the opportunity for people to contribute their skills and abilities as part of the workforce.

TRAK FURNITURE



Manufacturing & assembling a range of timber furniture sold.

Notes
Logo linked to umbrella brand through use of colour and the tagline 'a minda enterprise'.

Uses
Catalogue

PACKAGING SOLUTIONS



Undertaking a range of packaging contracts for numerous commercial entities.

Notes
Logo linked to umbrella brand through use of colour and the tagline 'a minda enterprise'.

Uses
??

ENVIROCARE



Providing general garden maintenance for Minda properties as well as small business and private dwellings.

Notes
Logo linked to umbrella brand through use of colour and contains the Minda wordmark.

Uses
??

CRAIGBURN NURSERY



Growing and selling ferns and other plants; Craigburn Nursery is one of SA's largest fern wholesalers.

Notes
Logo linked to umbrella brand through use of colour. Does not contain any reference to the name Minda.

Uses
Catalogue

MINDA LAUNDRY

NO LOGO

Professional laundering of clothing and linen for internal and external customers.

Notes
No visual link to umbrella brand.

Uses
??

MINDA CATERING SERVICES

NO LOGO

Preparing fresh food and meals for Minda's residential areas, Isabel's Cafeteria, the South Australian Learning Centre. Also caters for internal and external events.

Notes
No visual link to umbrella brand.

Uses
??

MINDA CLEANING CREWS

NO LOGO

Undertake cleaning contracts for Minda houses and work sites, as well as external customers.

Notes
No visual link to umbrella brand. May be incorporated into Envirocare in future.

Uses
??

CORE BUSINESS UNITS OTHER

DISABILITY CHOICES



Consultancy and advisory service for families to navigate the disability sector.

Notes
Logo linked to umbrella brand through use of colour and contains the Minda logo.

SA LEARNING CENTRE



Minda's Registered Training Organisation, the South Australian Learning Centre, provides a variety of training courses to Minda staff and external students.

Notes
No visual link to umbrella brand.

MJP



A division of Minda that offers placement and training service for people with disability who want to work in open employment (ie businesses not owned by Minda).

Notes
No visual link to umbrella brand.

ASSOCIATED BRANDS

TUTTI



An inclusive arts organization, dedicated to providing opportunity to people with disability or disadvantage. Tutti Arts is co-funded by Minda.

Notes
No visual link to umbrella brand.

BRIGHTON DUNES



The commercial luxury retirement village/apartments to be built by Minda as part of its Master Plan. These apartments will generate income to ensure sustainability for Minda.

Notes
No visual link to umbrella brand.



minda

disability
choices



minda

my
choices



minda

my
options



minda

my
day



minda

my
funding



minda

my
job



minda

my
health & skills



minda

my
home



minda

our
time out



**commercial
enterprises**



**laundry
services**



**trak
furniture**



**cleaning
services**



**packaging
solutions**



**catering
services**



**craigburn
nursery**



**envirocare
services**

MARKETING FOR FUNDRAISING SUCCESS

I am a gardener.
I am Minda.

David, 42



Let's own "Minda"
positively again!

I am a carpenter.
I am Minda.

Jack, 46



I am an artist
I am Minda.

Denise, 52



*Understand your
supporter audience*

Too often we only know the tip of the Iceberg

WHAT our supporters have done

Donate, Volunteer, Advocate

Data on actions and activities

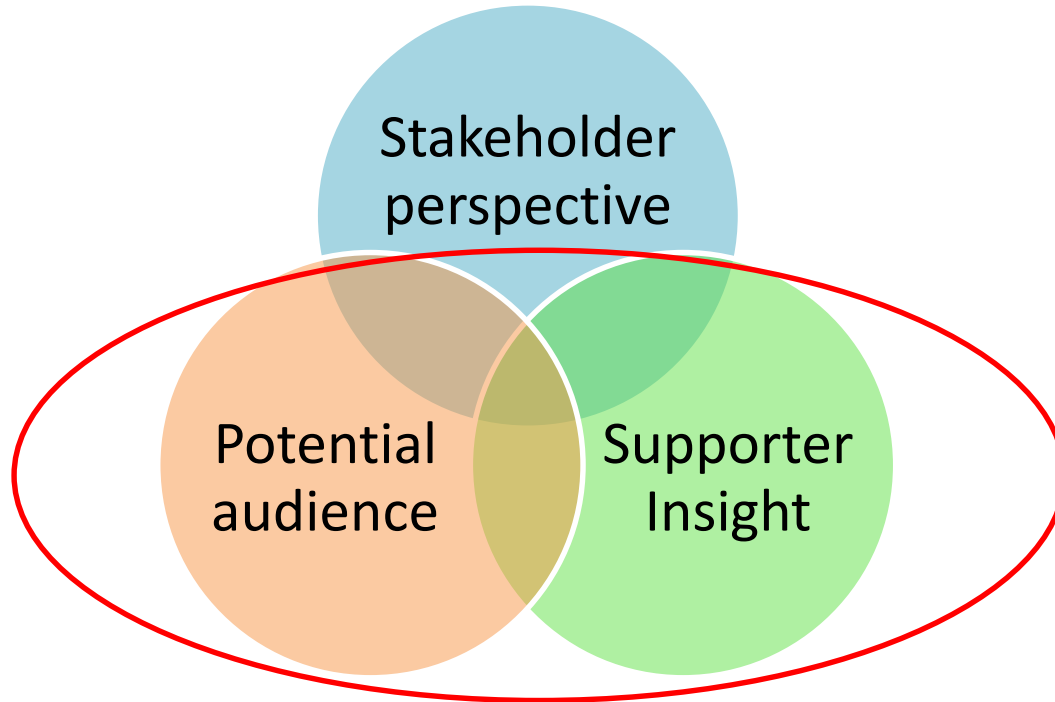
WHO they are

WHY they support us (and others)

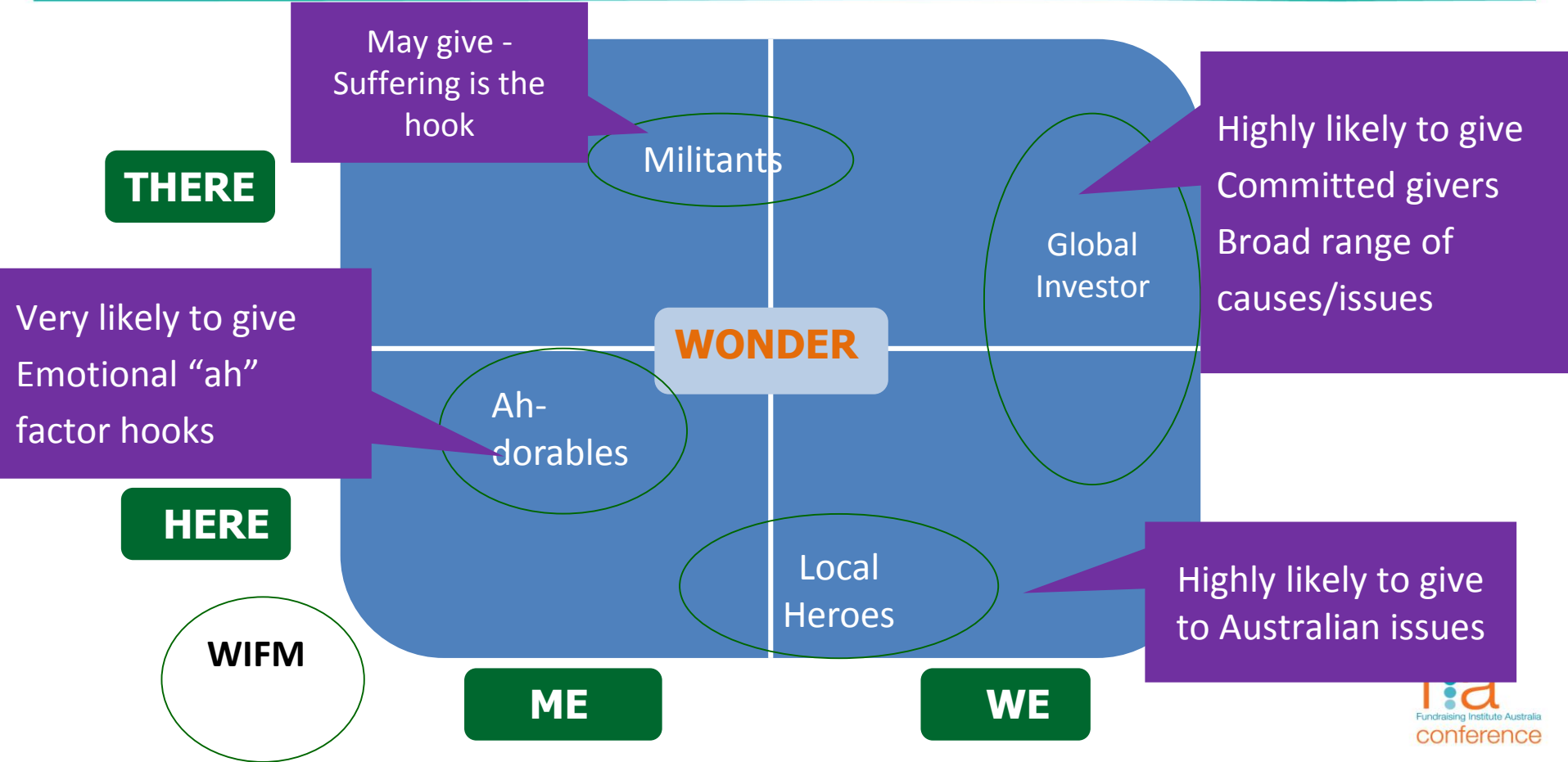
ATTITUDES

MOTIVATIONS AND VALUES

MARKETING FOR FUNDRAISING SUCCESS



MARKETING FOR FUNDRAISING SUCCESS



MARKETING FOR FUNDRAISING SUCCESS

| GUILT | v | GRATITUDE |
|---|---|---|
| <p>Did we do the right thing? What are parents supposed to do when thy can't cope?</p> | | <p>They do a wonderful job He has independence and a life</p> |
| INSTITUTION | v | INDEPENDENCE |
| <p>In reality - Minda has been kind to him - fantastic as some people need that security</p> | | <p>In principle - Institutionalising people makes them develop bad habits and behaviours</p> |
| FAMILY | v | CARERS |
| <p>He shares our blood – he is very special to us – we are very special to him – it's a relationship no-one else can have</p> | | <p>They do a phenomenal job and understand him like virtually no one else They can walk away anytime – when it gets too difficult</p> |
| PARENTS | v | SIBLINGS |
| <p>Have given, will give, want security and see their help as essential to Minda</p> | | <p>We have done enough. Saw the sacrifices of parents and what they gave up</p> |





I am living
positively.
I am Minda.



I have the
support to
succeed.
I am Minda.

*The Ask... Defining your
Fundraising proposition*

Minda punching below its weight

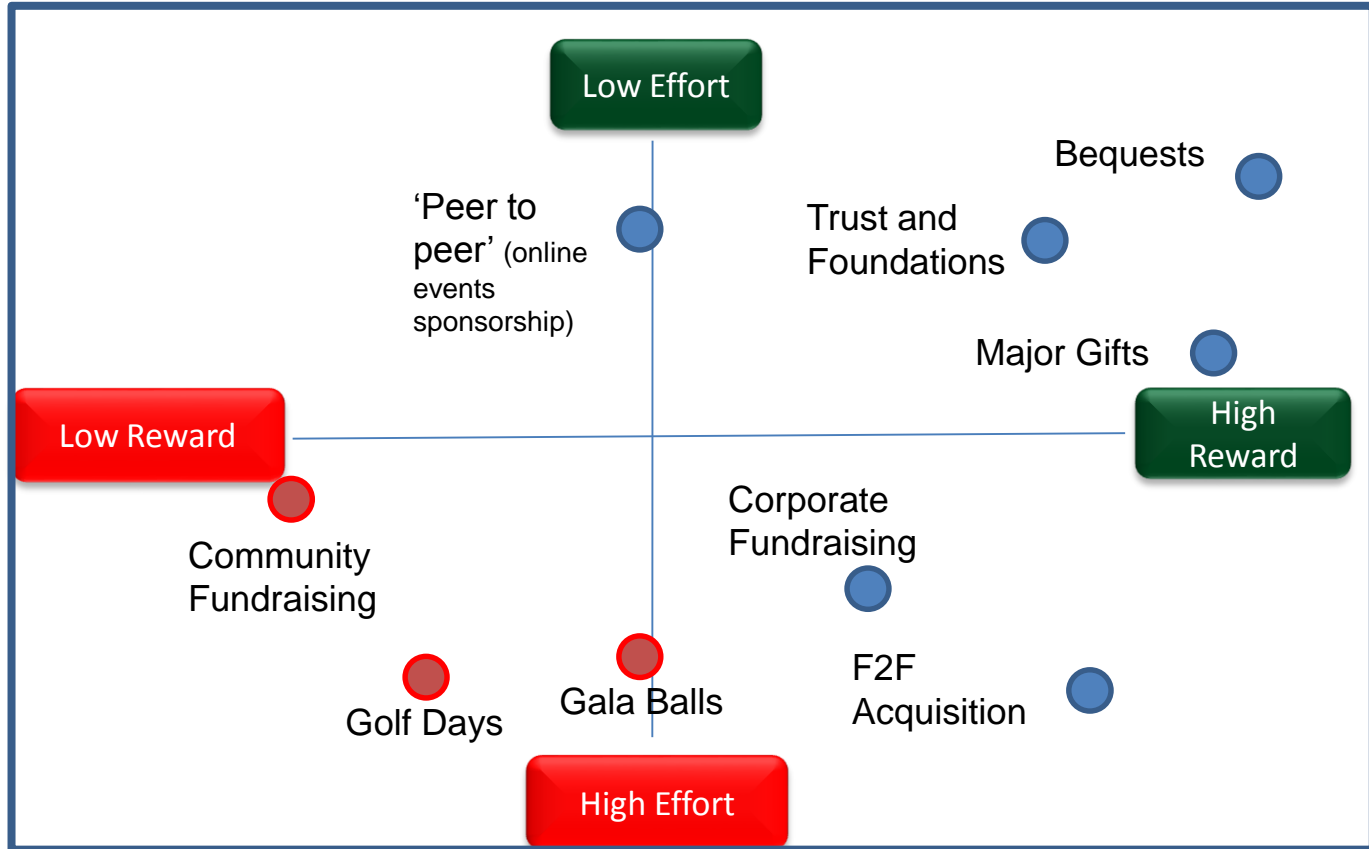


Draw for Cash
\$20,000 CASH
Visit the new building from an Sunday Boulevard at Andinga Beach Golf & Country Club
Prize donated by Donor's Names, Number of Donors Beach and Club
TICKETS \$5
Buy a bottle and receive a free ticket and a chance to win \$2,000 off a Green's gift!
DUNES LIVE GOLF
Minda



MARKETING FOR FUNDRAISING SUCCESS

Effort VS Reward



A photograph of two women in a laundry room. The woman on the left is wearing a red polo shirt with a blue collar and a white stripe on the sleeve. The woman on the right is wearing a black polo shirt with red trim on the collar and sleeve. Both shirts feature a logo with two stylized figures and the text 'minda LAUNDRY'. They are both smiling and looking towards the right. The background shows metal shelving units filled with stacks of white linens. The text 'The starting point' is overlaid on the left side of the image.

The starting point

MARKETING FOR FUNDRAISING SUCCESS

Making the ask



Mirrors

What will motivate people to give or volunteer?

I = take responsibility

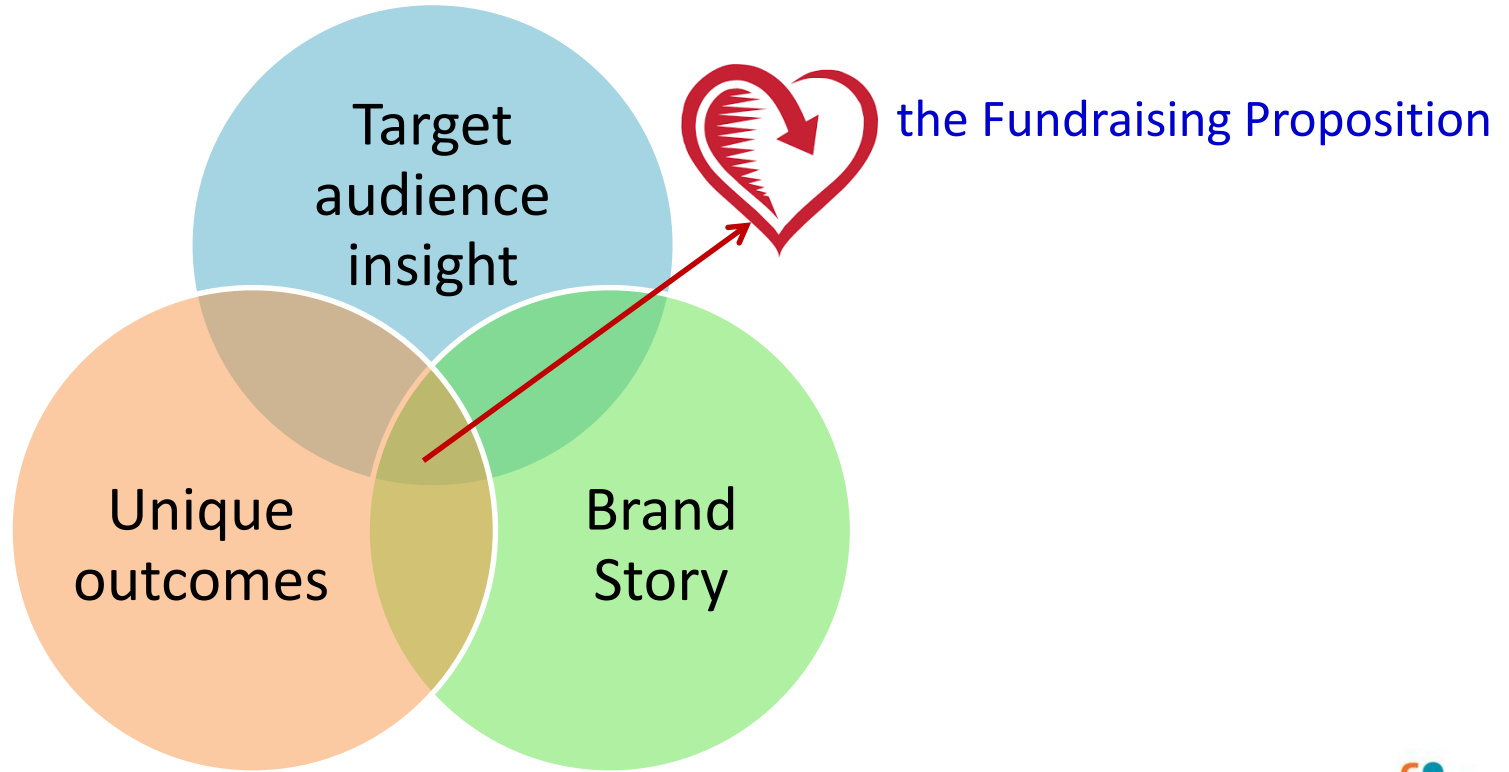
MUST = compelling case

ACT = *clear on the action you want*

NOW = urgency, no time to waste

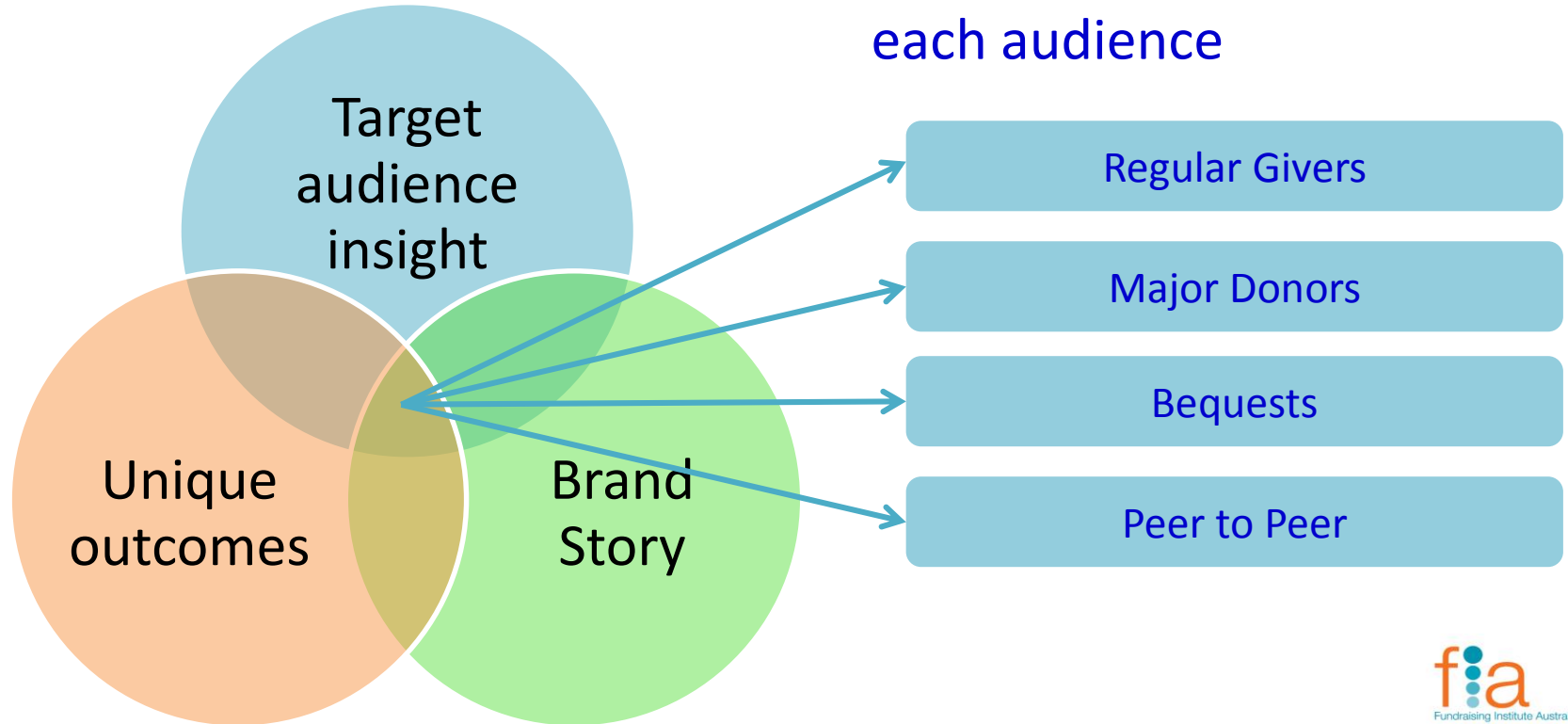


MARKETING FOR FUNDRAISING SUCCESS



Thanks to Dan Geaves (Marlin Communications)

MARKETING FOR FUNDRAISING SUCCESS



MARKETING FOR FUNDRAISING SUCCESS



Musician



Craftsman

Regular gifts empower people to lead the lives they want to live

Making it Simple

A regular gift should feel like it empowers people living with a disability

- We need to remove the association between '*disability*' and '*not being able to achieve*'
- And then attach 'achievement' to the idea that a regular gift supported someone to achieve what they set out to achieve
- Regular gifts reveal that you want to empower people to achieve what they want

Move away from pity to empowerment

I am a chef.
I am Minda.



Are you
with me?

David, 28
Making
dinner for 60
of his friends.



I am an artist.
I am Minda.



Are you
with me?

Ethel, 52
Member
of Minda
since 1991





Why do people give?

Market feedback

Mix results internally

- Love/Hate
- Breaching peoples human rights to Empowering people
- Did not want to be associate with the word Minda

Externally

- Positive results
- Glowing feedback from general public

Thank you for supporting us.

We are Minda.



CONTACT DETAILS

First name: _____ Surname: _____
 Title: _____
 Street Name: _____
 Suburb: _____
 Telephone (0): _____
 Mobile: _____
 Date of Birth: _____
 Occupation: _____
 Email: _____

BUSINESS DETAILS

Business Name: _____
 Industry: _____
 Your Tax Deductible Contribution: \$ _____
 Issue: _____
 Frequency: _____

Donor Check List (Please answer questions and sign)
 I confirm that I am at least 21 years of age.
 I understand that I may receive a correspondence from Minda.
 I do not have any outstanding debts to Minda.
 I understand that my donation is for the purpose of supporting Minda's work.
 I have read and agree to the terms and conditions of the Minda donation program.
 I have read and agree to the Minda privacy policy.

CAMPAIGNER NAME _____
CAMPAIGN LOCATION _____
DIRECT DEBIT REQUEST Yes No
FINANCIAL INSTITUTION _____
ACCOUNT NAME _____
BSB NO. _____
ACCOUNT HOLDER SIGNATURE(S) _____
CREDIT CARD DEBIT REQUEST Yes No
CREDIT CARD TYPE VISA MASTERCARD AMEX
CREDIT CARD NO. _____
CARDHOLDER NAME _____
CARDHOLDER SIGNATURE(S) _____
 OFFICE USE ONLY
 CONFIRMATION CALL



We are Minda.



We are Minda.

Your support means that we can empower more people to make choices about the life they want to live. Thank you.

Your support means that we can empower more people to make choices about the life they want to live.

Are you with us?

Yes, I would like to help by:

- Giving a regular donation of \$ _____ per month
- Giving a once-off donation of \$ _____
- Joining the Minda mailing list to be notified of upcoming campaigns

PLEASE SIGN THIS CARD
 NAME OR CARD

Card Number: _____
 Expiry Date: _____
 Signature: _____

Please fill in your address details in the reverse of this card.



Thank you

Jonathan, 28



We are Minda.

15 January 2015

Miss Jane Sampla
123 Sample Street
SAMPLETON SA 5005

We are Minda.

Dear Jane

I sincerely appreciate your commitment to Minda. Your generosity means we have access to the support they need to succeed.

Enclosed with this letter is further information about the arrangements for your donation. We will be happy to help you with your contribution.

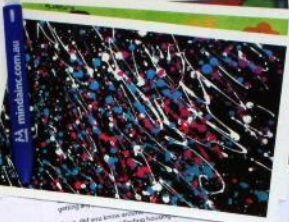


We will donate \$30.00 to Minda on a monthly basis. Your generosity means we have access to the support they need to succeed.

Cathy Miller
Chief Executive Officer

Welcome

From the moment he came into our care, Dale required full time support.



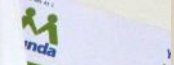
When Dale was 18 months, it was clear the report describing an impacted hip was having serious implications for him and other children his age. After further tests, the new diagnosis was Global Developmental Delay.

When the report came into our care, Dale required full time support. We had to look for a full time support worker to care for Dale, and the full time support worker that we had was highly active, always on the go, which was exhausting, both physically and emotionally.

Help paint a brighter future for someone with intellectual disability. We Can Do It. Includes a photo of Dale and a Minda logo.



We are so lucky to have been given the opportunity to watch Dale grow into the wonderful young man he is today.



Form with checkboxes: My choice of 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 months.

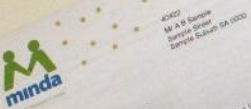
Form with fields: Card Number, Name on Card, Structure.

Form with fields: My name, My address, My phone number.



Form with fields: Name, Address, City, State, Zip.

A collage of Minda newsletters and forms. Includes a letter from Mr. & Mrs. Sargent, a photo of boys David and Allen, and various donation forms with checkboxes and fields.



Dear Mr. Sargent, your son and wife are, but I hope you do not know me, but I have met you and your wife...

My name is Albert Cooper. In 1983, James and I found a wonderful home here in Dallas with James and I have a new, wonderful, and growing family here...

In December, 1987, our first son, Allen, was born and then in January, 1989, our second son, David, was born...

As our sons grew a little older, we noticed that they were having difficulty with reading and writing...

We take so much joy in seeing our boys and their friends at the school and in the community...

From the birth of our son, Allen, we have been blessed with a wonderful family...

I feel it is a great joy to be able to help other people who are struggling with intellectual disability...

Thank you for your support. We are so lucky to have been given the opportunity to watch Dale grow into the wonderful young man he is today.



Please let me introduce you to my two boys David and Allen. Like most siblings, they are completely different in the way they don't make friends...

When I'm at home with the boys, James goes out to work. She works very hard at her job and at home and she's always exhausted...

I don't know where we would be if we didn't have the awesome people here at Minda. We would be lost for 6 years...

The only real chance we have to recharge and be together as a couple is when the boys go to Minda's respite care home for two nights, every fortnight...

I don't know where we would be if we didn't have the awesome people here at Minda. We would be lost for 6 years...

Allen is proud of... The only real chance we have to recharge and be together as a couple is when the boys go to Minda's respite care home for two nights, every fortnight...

Thank you for your support. We are so lucky to have been given the opportunity to watch Dale grow into the wonderful young man he is today.



Please let me introduce you to my two boys David and Allen. Like most siblings, they are completely different in the way they don't make friends...

When I'm at home with the boys, James goes out to work. She works very hard at her job and at home and she's always exhausted...

I don't know where we would be if we didn't have the awesome people here at Minda. We would be lost for 6 years...

The only real chance we have to recharge and be together as a couple is when the boys go to Minda's respite care home for two nights, every fortnight...

I don't know where we would be if we didn't have the awesome people here at Minda. We would be lost for 6 years...

Allen is proud of... The only real chance we have to recharge and be together as a couple is when the boys go to Minda's respite care home for two nights, every fortnight...

Thank you for your support. We are so lucky to have been given the opportunity to watch Dale grow into the wonderful young man he is today.

Thank you for your support. We are so lucky to have been given the opportunity to watch Dale grow into the wonderful young man he is today.

Thank you for your support. We are so lucky to have been given the opportunity to watch Dale grow into the wonderful young man he is today.



Year This Christmas, I want to help David and Allen who live with intellectual disability with a regular donation.

Yes, I want to help Minda and South Austrians who live with intellectual disability with a simple gift of...

Form with fields: Name on card, Card Number, Name on Card, Structure.

Form with fields: My name, My address, My phone number.

Form with fields: My name, My address, My phone number.

Form with fields: My name, My address, My phone number.

Form with fields: My name, My address, My phone number.

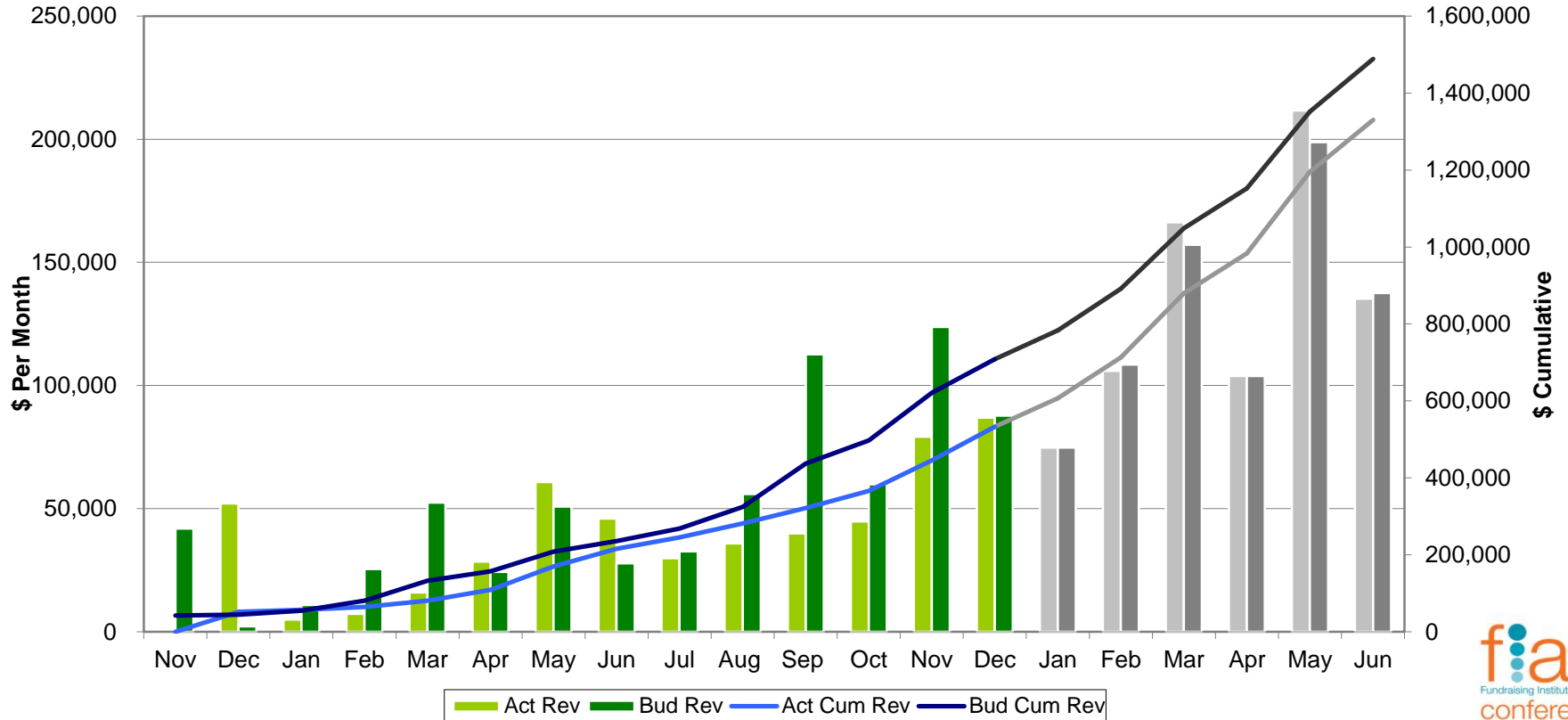
Form with fields: My name, My address, My phone number.

Form with fields: My name, My address, My phone number.

*The Results... Bringing
it all together*

MARKETING FOR FUNDRAISING SUCCESS

Mass Fundraising Revenue Trend



Acquisition Packs



4126 - New Donors
 4.57% - Response Rate
 \$36.68 – Average Gift
 ROI – \$0.63

Thank you for supporting us. We are Minda.

CONTACT DETAILS Please ensure all information is printed in BLOCK CAPITALS

DATE: / /

TITLE: MR MRS MISS

FIRST NAME: [] SURNAME: []

UNIT/STREET No.: [] STREET NAME: []

SUBURB: []

TELEPHONE (H): []

MOBILE: []

DATE OF BIRTH: / /

OCCUPATION: [] PERSONAL: [] BUSINESS: []

EMAIL: []

BUSINESS DETAILS

BUSINESS NAME: [] FREQUENCY: [] MONTHLY

INDUSTRY: []

YOUR TAX DEDUCTIBLE CONTRIBUTION

YOUR CONTRIBUTION: \$ []

Donor Check List (Please answer questions and sign)

I confirm that I am at least 21 years of age.

I have not made a donation to Minda within the last 12 months.

I understand that I may not receive any correspondence throughout the year.

I understand that no verbal agreements are valid.

I have stated what occupations were used for my contribution.

I have indicated how I would like to receive updates.

I have indicated how I would like to receive updates.

CAMPAIGNER NAME: []

CAMPAIGN LOCATION: []

DIRECT DEBIT REQUEST

FINANCIAL INSTITUTION: []

ACCOUNT NAME: []

BSB NO.: []

ACCOUNT HOLDER SIGNATURE: []

CREDIT CARD DEBIT REQUEST

CREDIT CARD TYPE: [] VISA []

CREDIT CARD NO.: []

CARDHOLDER NAME: []

CARDHOLDER SIGNATURE(S): []

OFFICE USE ONLY

CONFIRMATION CALL: []



Your support means that we can empower more people to make choices about the life they want to live.



Yes, I would like to help by:

- Giving a regular donation of \$ [] per month
- Giving a once-off donation of \$ []
- Joining the Minda mailing list to be notified of upcoming campaigns

PLEASE DEBIT THIS CARD FROM MY CARD

CARD NUMBER: []

EXPIRY DATE: []

SIGNATURE LINE: []

Please fill in your address details on the reverse of this card.



Your support means that we can empower more people to make choices about the life they want to live. Thank you.



15 January 2015

Miss Jane Gampie
123 Sample Street
SAMPLETON SA 5555



Dear Jane

I sincerely appreciate your commitment to Minda on a monthly basis. Your generosity means we have access to the support they need to live their lives. Enclosed with this letter is further information about the achievements of our organization and how proud as I am of the role you play throughout the year. We will be happy to support you in any way we can in the disability sector. I hope you will support our organization and help us to help an eye out for our community. Your support is appreciated by all of us.



Please donate \$30.00 to Minda on a monthly basis. Your contribution will help ensure that people with a physical disability can continue to live their lives.

Yours faithfully,
Cathy Miller
Chief Executive Officer

Welcome



2804 new RG
28.2% Attrition
\$31.38 Ave Gift

Things to come



The lessons from Minda



So: How to make your brand support fundraising:

1. Creating 'Cut through'

- Understanding the 'who' and 'why' of your fundraising supporters
- Identifying what makes your brand different *for them*
- **Is the donors perspective in how the brand is communicated?**

2. Developing a strong Fundraising Proposition (Ask)

- Creating the '*I MUST give NOW*' response
- **Will it connect with why you know people give?**



Gavin Coopey
More Strategic
0437 385 313
gavin@morestrategic.com.au

Marcus Gehrig
Minda Incorporated
0410 221 556
Marcus.gehrig@minda.asn.au

FIA CONFERENCE 2015

Proudly
Sponsored by

MARCH
one

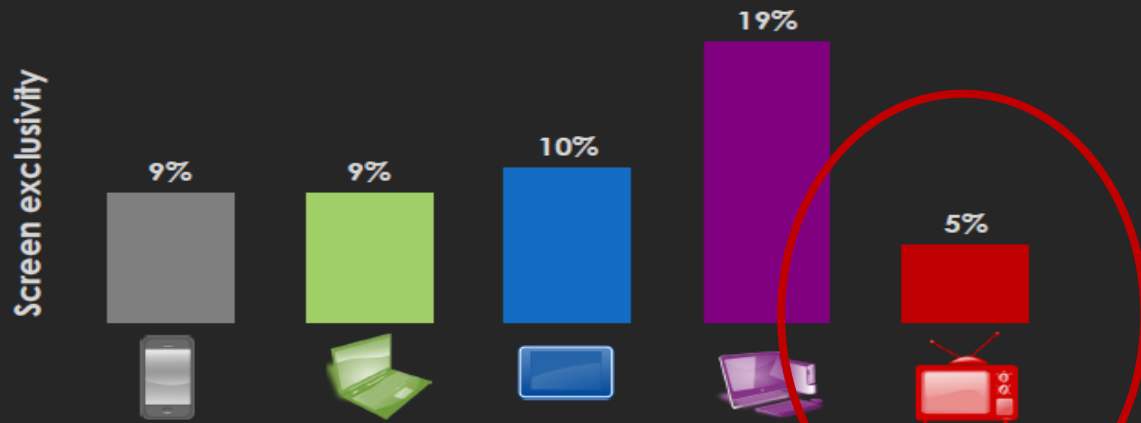
fia
Fundraising Institute Australia
conference



Most people 'do' multi screen behaviour (75%)

iab.
australia

And only **5%** of those people watch TV without any other screens



QB12-16 When using your SCREEN, how much of the time do you spend using each of the following devices? (Base: Smartphone n=1,347, Laptop n=1,663, Tablet n=649, Desktop n=1,453, TV n=1,860)*

The TV screen is the least likely screen to capture people's undivided attention