



DONOR ACQUISITION

Submission Guide





NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

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NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

About the Awards

The FIA Awards for Excellence in Fundraising are a key component of Fundraising Institute Australia's commitment to champion best practice in fundraising.

The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. They celebrate the hard work and successes across the year, provide an opportunity for acknowledgement by your peers, and promote the role of fundraising in improving our society.

Donor Acquisition

The Donor Acquisition Category includes programs, campaigns or projects to acquire new donors to support the ongoing work of the organisation.

The focus of the award is on the effectiveness of the campaign, based on the campaign's objectives.

The Donor Acquisition Category is split into two divisions. The divisions are:

- Organisation's with annual fundraising revenue* of \$5 million or less (excluding bequest income)
- Organisation's with annual fundraising revenue* of more than \$5 million (excluding bequest income)

*Fundraising revenue is considered income that has been raised by the fundraising team / fundraiser via fundraising programs, in other words it is income derived from charitable giving. Therefore, by its nature it excludes government grants, investments, fee for service, interest etc.

Award Requirements

This submission must be completed and signed by a member of FIA and the CEO/Financial Controller or equivalent. If you are not a current member or are unsure of your membership status please call 1300 889 670.

Campaigns must be conducted during the last 18 months (1 March 2017 to 31 August 2018) to be eligible for an award.



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How to Enter:

Step 1: Complete Submission form (*please see link below*)

Step 2: Complete Metrics (*only needed for organisation awards categories*)

Step 3: Click [here](#) to submit online nomination form, and upload submission with supporting documents.

Nomination Form

You will need to fill in the following [submission form](#).

Please see below for a list of information you will need to prepare and questions you will need to answer in order to complete the nomination form. All questions listed require answers.

The cost to submit your nomination is \$100 inc gst.

Applications close on Monday the 10 September, 2018.

Need help?

If you need assistance with your nomination, please contact FIA on 1300 889 670, or email training@fia.org.au

Submission Form Questions

CONTACT PERSON DETAILS

- Contact First name
- Contact Last Name
- Contact Email Address
- Position
- Organisation
- Phone number
- Address details

CEO/FINANCIAL CONTROLLER OR EQUIVALENT DETAILS

- Full name
- Position
- Phone number and email address
- Number of full time fundraising professionals on staff
- Organisation's annual fundraising revenue (excluding bequest revenue)



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CERTIFICATE OF RECOGNITION

Please include the names of up to six key personnel or key contributors (agencies/suppliers etc) involved in the program/campaign/project submitted for this entry. Only the personnel/contributors listed will be issued individual award certificates as per this form. Please ensure that the names below are spelt correctly. FIA will not reprint certificates if these names are spelt incorrectly.

PERIOD OF CAMPAIGN

Campaigns must be conducted during the last 18 months: 1 March 2017 to 31 August 2018.

Date Campaign Commenced:

Date Campaign Concluded:

CAMPAIGN TITLE

Please use the exact title that you wish to appear in all documentation including, but not limited to, media releases, certificates and trophies. Spelling will be taken as it appears.

CAMPAIGN INFORMATION REQUIRED

As a general rule it is expected that no more than 300 words would be required in each section but feel free to go over that suggestion if required.

- **Executive Summary**

Provide a comprehensive summary of your acquisition campaign. Specifically include campaign objectives, strategies deployed, results achieved and **how it added value to your overall fundraising program and organisational objects**. This information will be used for all introductions, publications and media releases for winning entries.

Points available 10/100

- **Campaign Objectives**

What were the campaign objectives, how were they determined and how did the acquisition relate to your overall fundraising program and organisational objectives.

Points available 10/100

- **Strategy Development**

Outline your campaign strategy, who did you target, how were the strategies developed, what options did you consider, and how did you decide on the final



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approach. Outline any creative or innovative strategies considered or used.

Points available 20/100

- **Campaign Deployment**

Outline your campaign deployment. What tools/techniques/resources (human/physical; internal/external etc) did you use and why? What was the timing of activities and how were they integrated? Were there any unique challenges and how were they overcome?

Points available 15/100

- **Campaign Measurement**

Please tell us how you measured the campaign's performance? What were the key metrics? What were the results vs your expectations. What did you learn from these results?

In addition, please complete the metrics spreadsheet ([download here](#)). Complete only those sections that apply to your campaign; and only complete the highlighted cells as formulas have been entered into the non-highlighted cells to calculate metrics based on your information. If the tables provided do not adequately allow you to show your key metrics please feel free to provide your own metrics table.

Points available 15/100

- **Campaign Successes**

What were the key successes of the campaign? How did you measure success? How did the results add value to your overall fundraising strategy and assist in achieving your organisations objects?

Points available 10/100

- **Campaign Hindsight**

What strategies worked, which didn't, and what would you do different in hindsight? What are your future plans for the acquired donors?

Points available 10/100

- **Final Outcome of Campaign**

Provide a summary of your campaign results, in terms of financials, key metrics and program outcomes.

Points available 10/100



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SUPPORTING DOCUMENTS

- A maximum of three pieces of supporting material for your submission.
- A video, audio, Powerpoint presentation or other media suitable for showing at FIA's Conference Gala Awards Dinner. This could be one of the three pieces of supporting material or an additional piece.
- The logo of the organisation the nominee represents (high res EPS or JPG minimum 600dpi).
- At least two images suitable for the 2019 Awards publication.
- List of key suppliers, contractors, supporters and personnel.

Please note that these materials may be used in Powerpoint presentations and other published materials related to the Awards. FIA reserves the right to reproduce entries in all FIA publications and in other promotional materials, including the FIA website and media releases.

Terms and Conditions of Entry

1. Organisations submitting an entry must employ at least one current individual member of FIA (minimum MFIA). Alternatively, the submitting organisation or consultancy must be an organisational member of FIA.
2. If the entry is being submitted by a consultant the CEO/Financial Controller/or equivalent of the submitting charity must endorse the entry form.
3. Entries can be submitted in more than one category. An entry fee applies each time the entry is submitted.
4. Payment of the entry fee must be made before a submission is considered complete.
5. No alterations to entries will be permitted after the closing date.
6. Entries will not be accepted unless they are complete and submitted according to guidelines.
7. Certificates will be presented to the persons named on the submission form to a maximum of six (6) people and an award will be presented to the organisation listing those named.



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8. FIA reserves the right to use any/all submission material entered for promotion of the Awards. FIA may use aggregated data for purposes of research on fundraising benchmarks.
9. Under no circumstances shall FIA be held responsible for the payment of any royalties or other charges for the use of materials provided in support of the awards. All entries become the property of the FIA on submission.
10. Judges reserve the right to withhold awards at their discretion if entries received are not meritorious. The decision of the judges will be final and no correspondence will be entered into. FIA accepts no responsibility or liability for any loss of commercial privilege or any other thing which constitutes loss or damage as a result of an entry in the FIA Awards for Excellence in Fundraising.