Individual Giving

WE CAN DO BETTER THAN TWO APPEALS

Dan Geaves MFIA
Creative Strategy Director – Marlin Communications

FIA CONFERENCE

WHICH PRESENTATION ARE YOU HERE TO SEE?

We can do better than two appeals a year!

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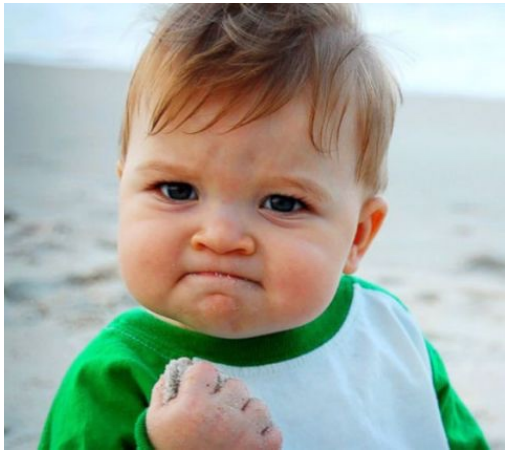
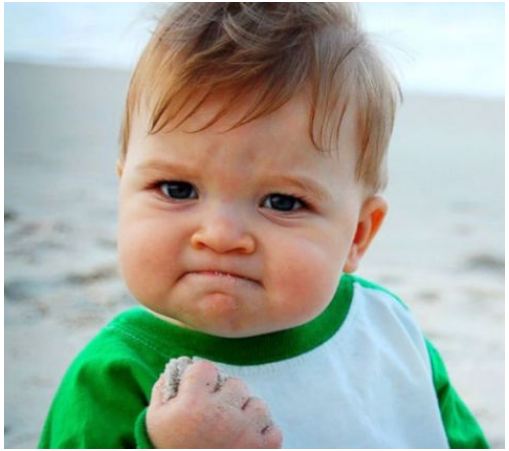


BECAUSE I AM HERE TO GIVE THIS ONE…

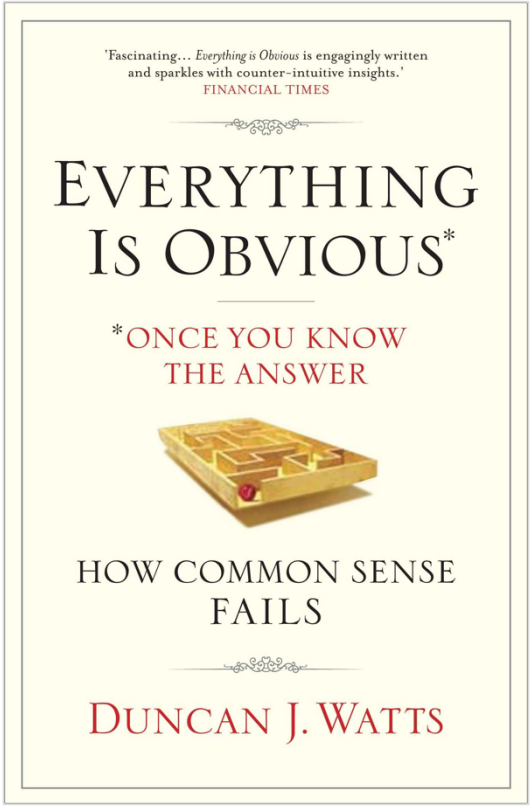
We can do better than two appeals a year.



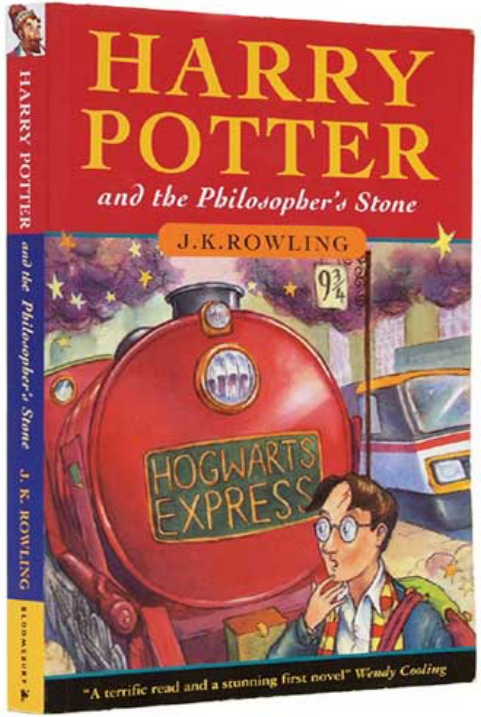
MOVING TO MORE THAN TWO APPEALS

Seems like common sense

BUT COMMON SENSE IS A BIT OF A MYTH



HINDSIGHT IS AMAZING…



Harry Potter sold over 3 billion books
People must have wanted it

HERE'S SOME MORE FUNDRAISING COMMON SENSE

the more you ask,
the more you get

don't treat donors
like ATMs

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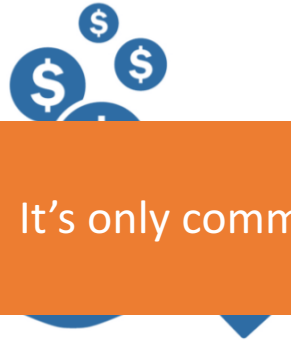
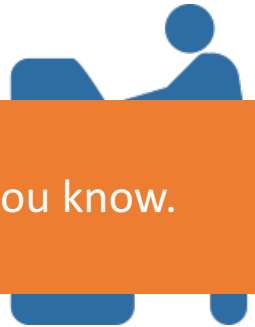




It's only common sense when you know.

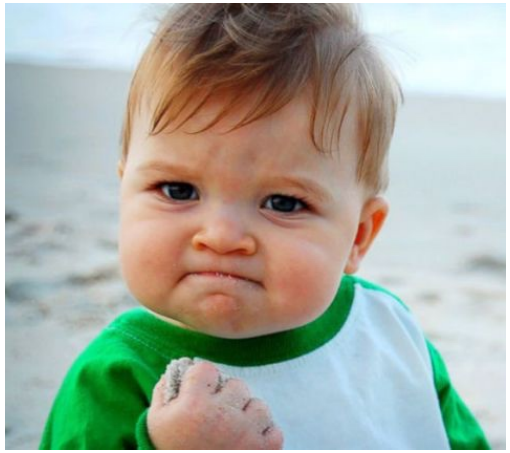
the more you ask,
the more you get

don't treat donors
like ATMs

HOW DO YOU KNOW? HINDSIGHT IS WONDERFUL

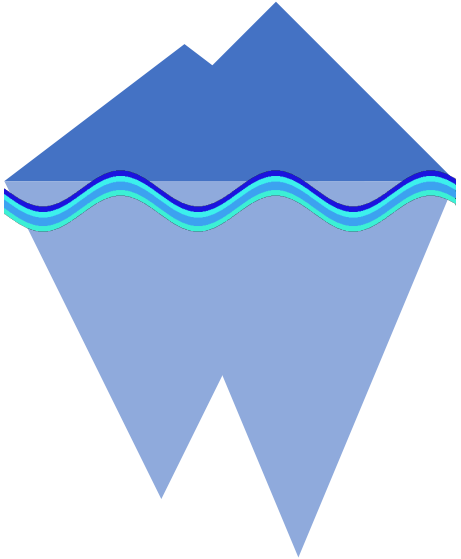
- Hindsight is wonderful - look at what a (successful) charity did
- Understand the journey they took using a framework you can walk away with
- Draw the link between what charity did and the framework

If you want to do more than two appeals a year.

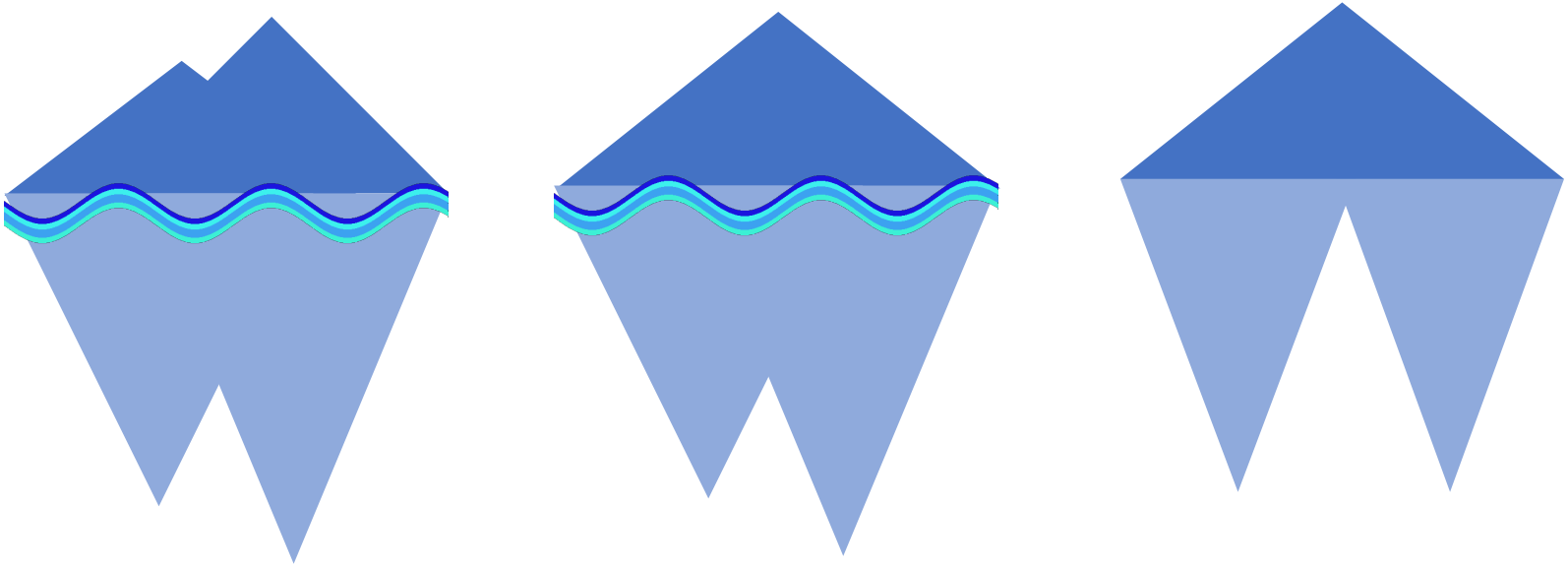


STUDYING CHARITY BEHAVIOUR

- See the things that are visible
- Make sure include what is going on beneath the surface (or behind the scenes)



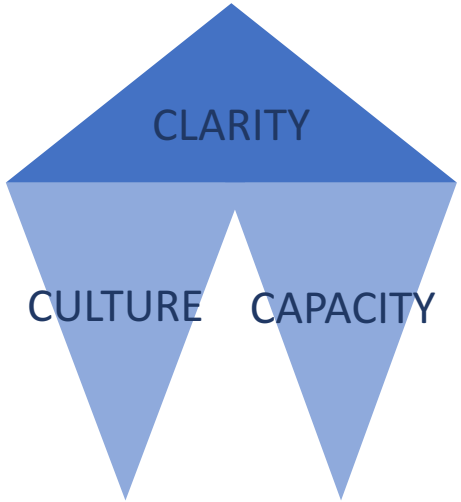
I FOUND SOMETHING COOL



A FRAMEWORK FOR YOU TO TAKE AWAY

If you want to do more than two appeals a year.

To grow your program you will need to work on three things…



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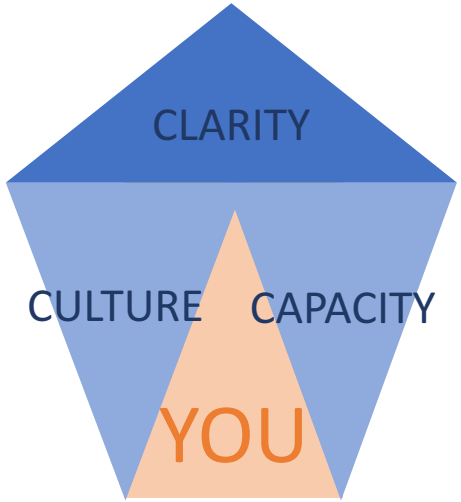


WHO ARE THE “YOU”?

Visionary
CEO

Savvy
Fundraiser

WHO ARE THE “YOU”?

Visionary
CEO

Savvy
Fundraiser

Thank you Helen and Carlene

THIS CHARITY'S SHIFT

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Newsletter		Newsletter		Appeal			Newsletter		Newsletter	Appeal

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
News	Appeal	New Donor Care		Appeal (2 waves)			Newsletter	Appeal			Appeal (2 waves)

START AT THE BEGINNING

START AT THE BEGINNING

Jesus was born…

JESUITS

St Ignatius was founder of Society of Jesus.

Jesuits..

- Take a vow of poverty.
- Encourage toleration for other religions.
- Teach other theology in their institutions.
- Believe in free education for all.

JESUIT MISSION

In 1951, six young Australian Jesuits said goodbye to family and friends and set sail into the great unknown.

They travelled to the margins to find those most in need – travelling to India.

EXAMPLE COUNTRY

16 years ago, Timor-Leste gained its independence.

It was a violent struggle.

- Over 90% of schools were severely damaged or destroyed.
- 40% of the population is living below the poverty line.
- 6 in 10 young people are unemployed.

same distance from Melbourne as Perth

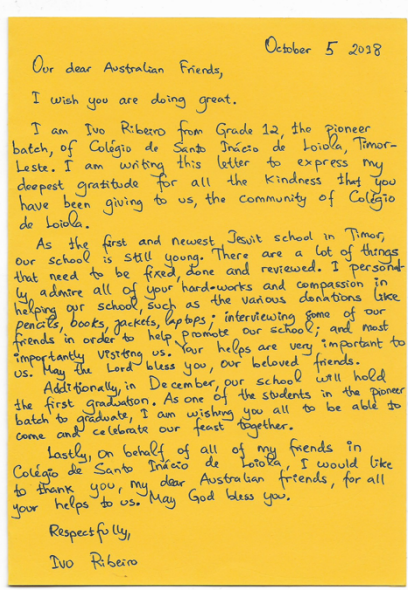
EXAMPLE PROJECT

Teacher Training Institute

Loyola College

Rebuilding the country’s secondary school system.

EXAMPLE STORY



October 5 2018

Our dear Australian Friends,

I wish you are doing great.

I am Ivo Ribeiro from Grade 12, the pioneer batch, of Colégio de Santo Inácio de Loiola, Timor-Leste. I am writing this letter to express my deepest gratitude for all the kindness that you have been giving to us, the community of Colégio de Loiola.

As the first and newest Jesuit school in Timor, our school is still young. There are a lot of things that need to be fixed, done and reviewed. I personally admire all of your hard-works and compassion in helping our school, such as the various donations like pencils, books, jackets, laptops; interviewing some of our friends in order to help promote our school; and most importantly visiting us. Your helps are very important to us. May the Lord bless you, our beloved friends.

Additionally, in December, our school will hold the first graduation. As one of the students in the pioneer batch to graduate, I am wishing you all to be able to come and celebrate our feast together.

Lastly, on behalf of all of my friends in Colégio de Santo Inácio de Loiola, I would like to thank you, my dear Australian friends, for all your helps to us. May God bless you.

Respectfully,

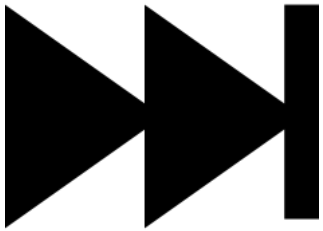
Ivo Ribeiro

Ivo in 2013

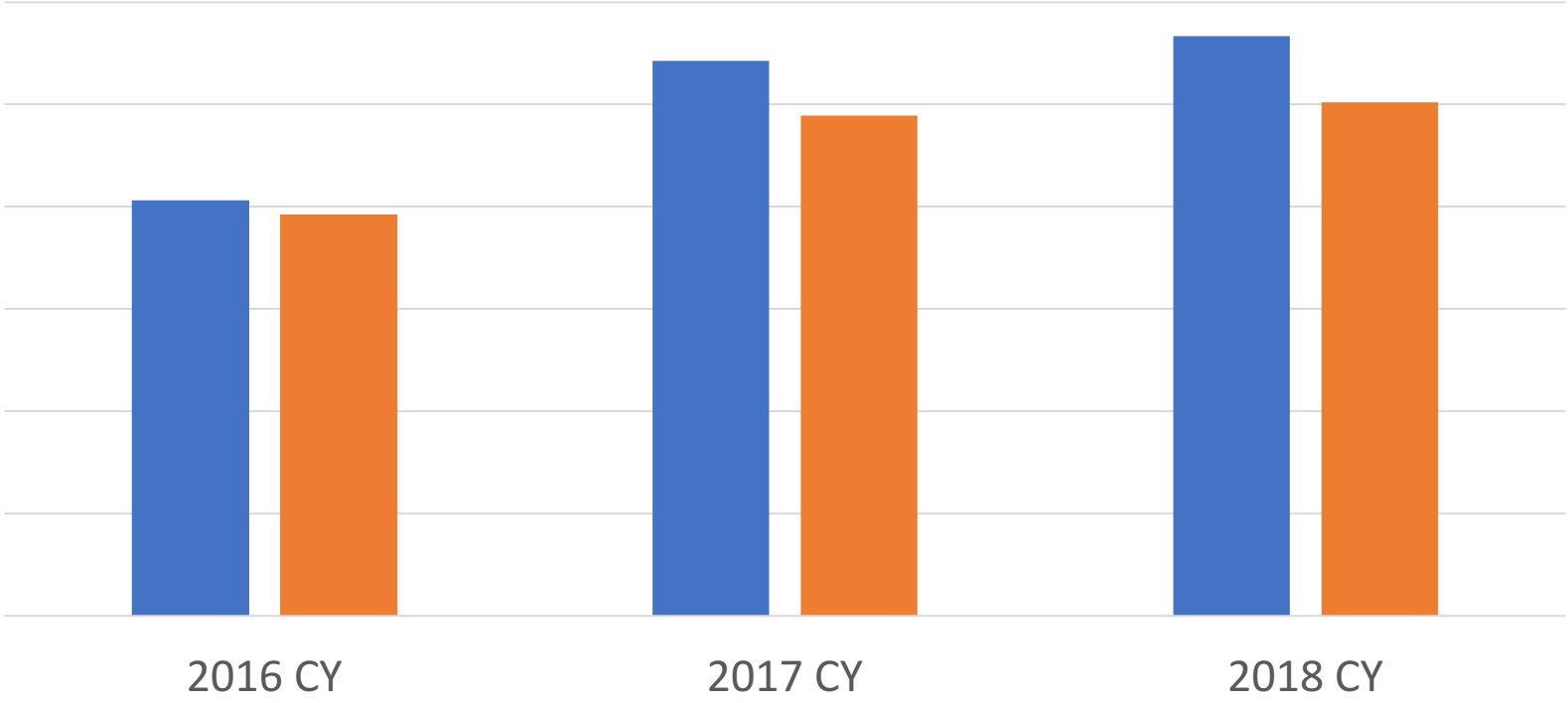
Ivo in 2018

SKIP TO THE END

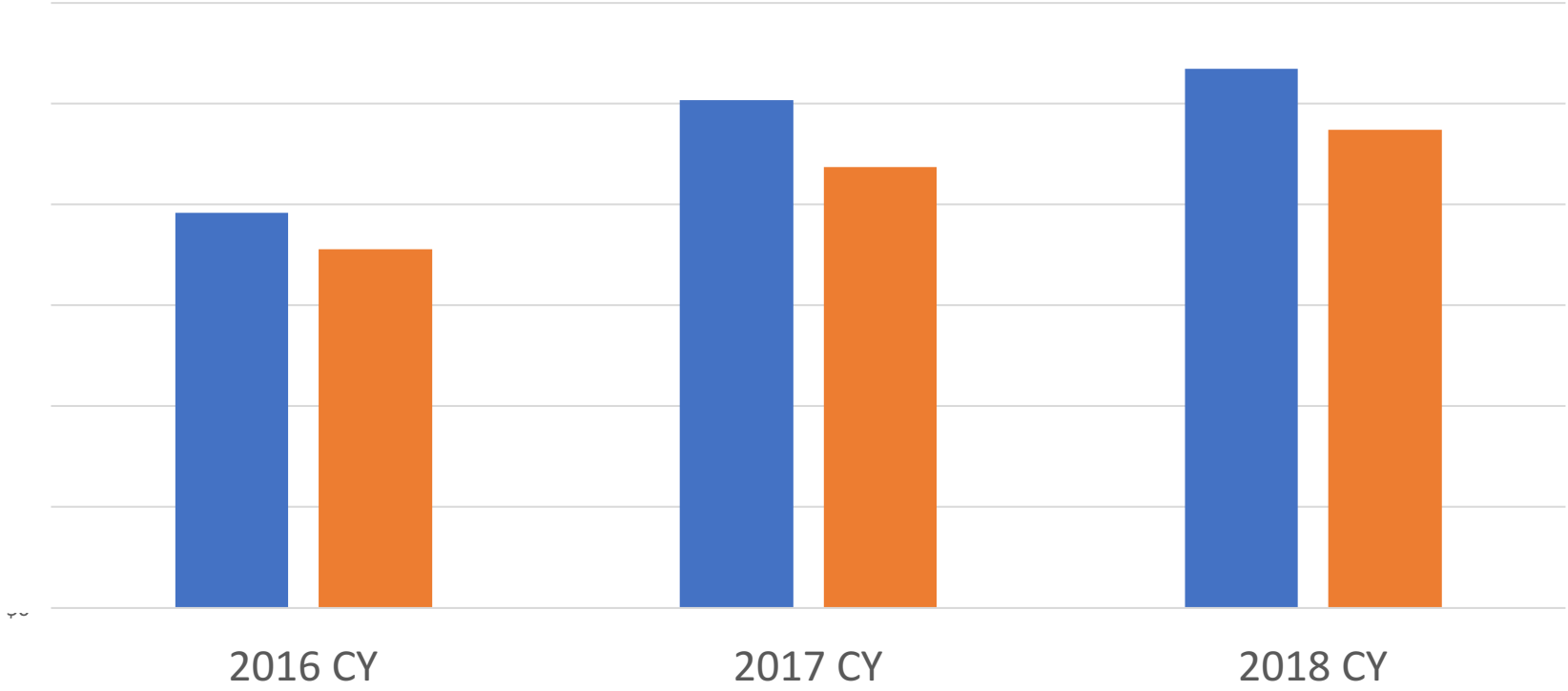
What were the results from doing more than two appeals?



INCOME FROM NEWSLETTERS AND APPEALS – 28% INCREASE TO NET INCOME



APPEAL INCOME – 33% INCREASE TO NET INCOME



RECOGNITION

Helen and Carlene are leading a very lean team to inspire supporters to give more

Organisation’s entire gross income has risen by $1m between 2016 and 2018
Increase from appeals and newsletter program is an important contribution

CEO

Fundraiser

to all these people

ON THE SURFACE – A BEST PRACTISE APPEAL

Clarity about audience

- Define your audience using RFV segmentation
- Discuss and agree what are those audience group's perceptions of the charity?
    - Look at what have they previously given to before?
    - Consider what does giving to the charity say about them and their values?

SIMPLE SEGMENTATION

Segment	Number of contactable supporters
0-12 $5,000 or more	*Removed*
0-12 $1,000 - $4,999	
0-12 $150 - $999	
0-12 $1-$149	
13-24	
25-36	
36+	

Over half had not given for two years.

SIMPLE SEGMENTATION

CLARITY

Segment	Number of contactable supporters
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0-12 $1-$149	
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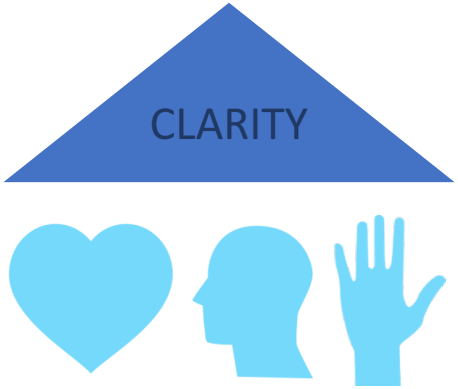
36+	

Good time to consider whether to partner with a professional partner

Thanks to The Greenhouse

Over half had not given for two years.

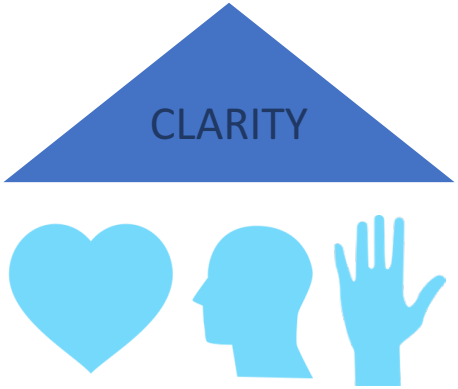
GATHERING CONTENT



HEARTS

- What will inspire them to give because of how it will support their idea of their own identity?
- What story can you share that will move them to want to help?

GATHERING CONTENT



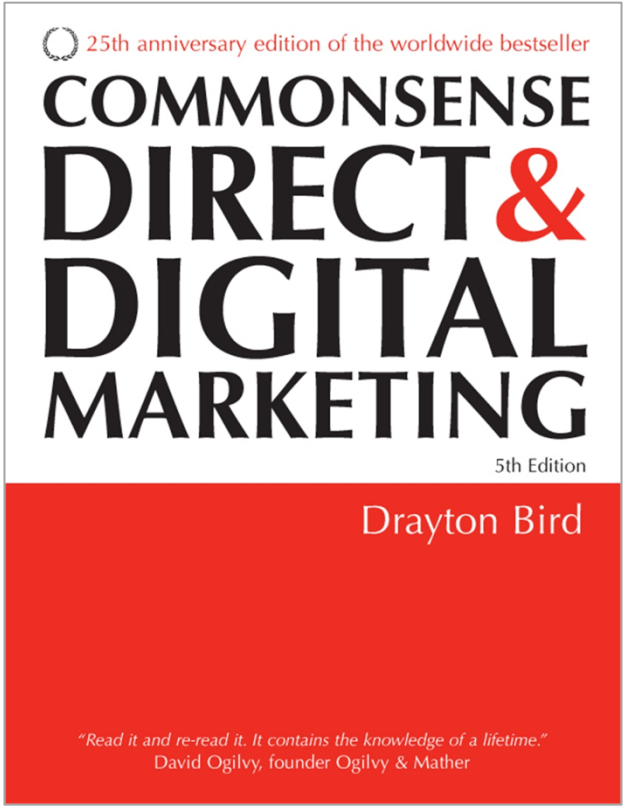
HEADS

- What will help the supporter feel their emotional reaction is OK?
- What will convey that you respect their desire to be engaged in solutions not just problems?

HANDS

- What illustrates the way a supporter's gift will reach the intended beneficiary / area?
- What examples of how money used can be transparently shared?

PUT IT ALL TOGETHER



PUT IT ALL TOGETHER

Attention *You will need to attract this*

Interest

Desire

Conviction

Action

PUT IT ALL TOGETHER

Attention

Interest

Desire

Conviction

Action

You will need to attract this

And create a journey that pulls people to here

PUT IT ALL TOGETHER

Attention

Interest — *You must interest people in what you have to say*

↓

Desire — *And drive a desire for them to want what you offer*

Conviction

Action

PUT IT ALL TOGETHER

Attention

Interest

Desire

Conviction — *They must be convinced (head and hands can nudge donations)*

↓

Action — *Make it as easy as possible for them to act*

PUT IT ALL TOGETHER

Attention

Interest

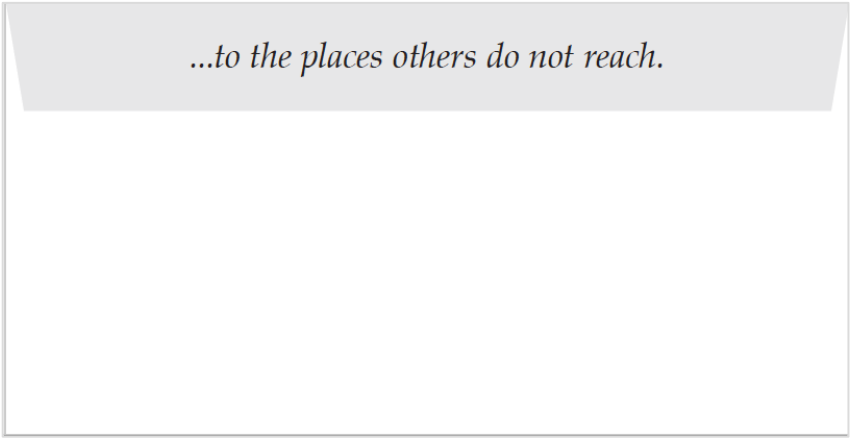
Desire

Conviction — *They must be convinced (head and hands can nudge donations)*

↓

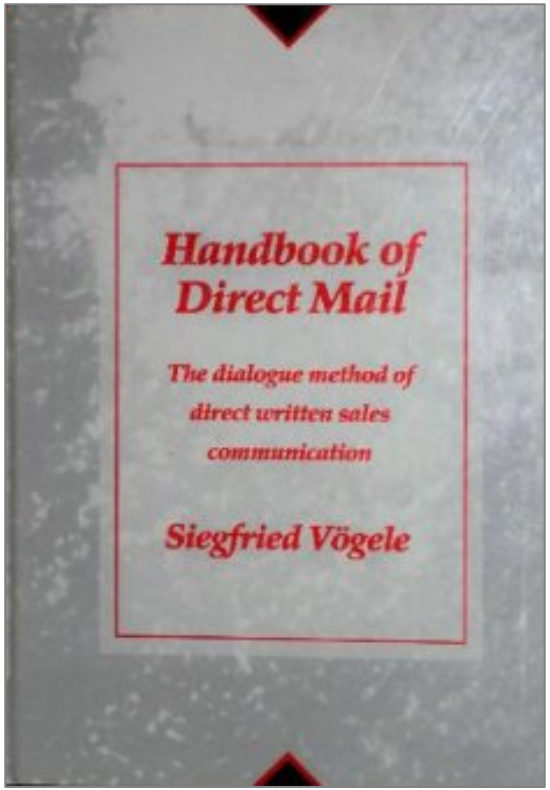
Action — *Make it as easy as possible for them to act*

OUTER ENVELOPE

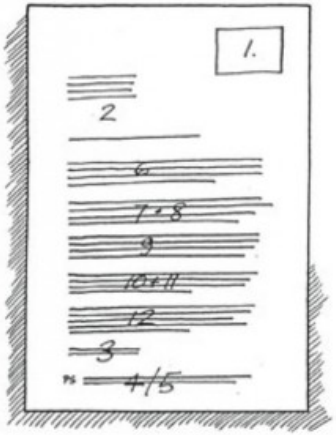


This envelope encourages the recipient to want to engage with communication from organisation they know

ANALYSIS FROM EYE TRACKING

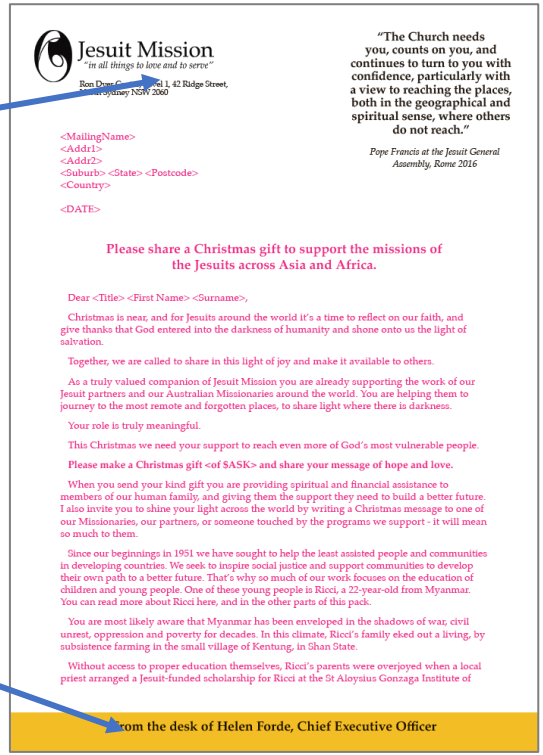


CLARITY



LETTER

"who is this from?"



Jesuit Mission
"in all things to love and to serve"

Ron Dunn C... Level 1, 42 Ridge Street,
North Sydney NSW 2060

"The Church needs you, counts on you, and continues to turn to you with confidence, particularly with a view to reaching the places, both in the geographical and spiritual sense, where others do not reach."

Pope Francis at the Jesuit General Assembly, Rome 2016

<MailingName>
<Addr1>
<Addr2>
<Suburb> <State> <Postcode>
<Country>

<DATE>

Please share a Christmas gift to support the missions of the Jesuits across Asia and Africa.

Dear <Title> <First Name> <Surname>,

Christmas is near, and for Jesuits around the world it's a time to reflect on our faith, and give thanks that God entered into the darkness of humanity and shone onto us the light of salvation.

Together, we are called to share in this light of joy and make it available to others.

As a truly valued companion of Jesuit Mission you are already supporting the work of our Jesuit partners and our Australian Missionaries around the world. You are helping them to journey to the most remote and forgotten places, to share light where there is darkness.

Your role is truly meaningful.

This Christmas we need your support to reach even more of God's most vulnerable people.

Please make a Christmas gift <of $ASK> and share your message of hope and love.

When you send your kind gift you are providing spiritual and financial assistance to members of our human family, and giving them the support they need to build a better future. I also invite you to shine your light across the world by writing a Christmas message to one of our Missionaries, our partners, or someone touched by the programs we support - it will mean so much to them.

Since our beginnings in 1951 we have sought to help the least assisted people and communities in developing countries. We seek to inspire social justice and support communities to develop their own path to a better future. That's why so much of our work focuses on the education of children and young people. One of these young people is Ricci, a 22-year-old from Myanmar. You can read more about Ricci here, and in the other parts of this pack.

You are most likely aware that Myanmar has been enveloped in the shadows of war, civil unrest, oppression and poverty for decades. In this climate, Ricci's family eked out a living, by subsistence farming in the small village of Kentung, in Shan State.

Without access to proper education themselves, Ricci's parents were overjoyed when a local priest arranged a Jesuit-funded scholarship for Ricci at the St Aloysius Gonzaga Institute of

...rom the desk of Helen Forde, Chief Executive Officer

Higher Studies (SAG Institute).

Ricci journeyed to SAG Institute, which is located 400 km from his home. On arriving at the Jesuit-run school, he met an ethnically diverse group of students from across Myanmar. These young people became enlightened as they learnt about one another, and through their education, which is informed by Ignatian values, the students were empowered to contribute to Myanmar's newly democratic future.

Today, Ricci has completed the core elements of a law degree and, with additional training, is set to become a practising lawyer – with big ambitions. *"My intention is to work with the people, to help people,"* he vows. *"I want to know what will happen and how I can help the people… to see what's happening in different places."*

He is grateful for the pivotal role that SAG Institute and Jesuit Mission have played in his life. *"This place (SAG) will change our country,"* he says. *"If the local people have education, they will change by themselves."*

In my role as CEO, I am truly blessed to hear stories like Ricci's each day. SAG Institute represents just one of our many projects across Asia and Africa. With your ongoing help we can grow SAG Institute, reach more people in need and contribute funds towards projects like:

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You can help us reach our target and ensure we are there to help even more people around the world in 2017.

Please make your generous donation <of $ASK> before 31st December.

Thank you so much for being such a kind and generous part of our community. From myself and our Jesuit Mission family, I wish you and your loved ones all the best for a safe, joyous and blessed Christmas,

Helen Forde
CEO, Jesuit Mission

PS: This Christmas help us reach more of the poorest and most vulnerable people in Asia and Africa. Your kind donation <of $ASK> will bring light to the darkness and give hope to more members of our human family.

"who is this from?"

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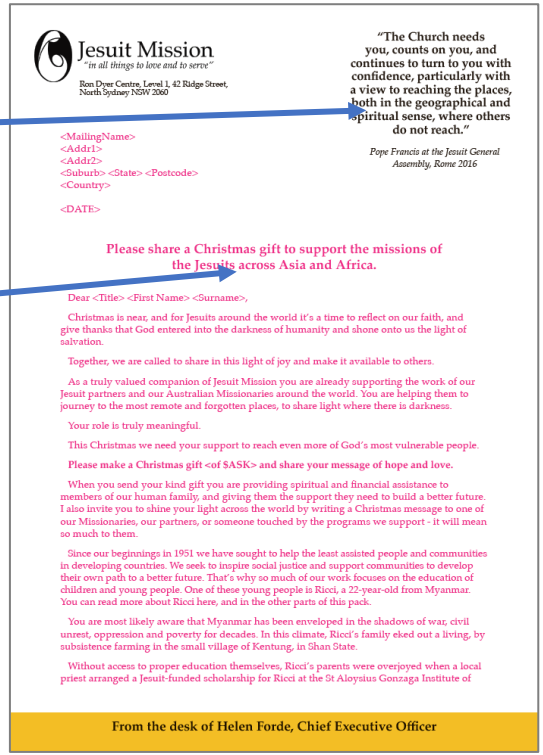
FIA CONFERENCE

INDIVIDUAL GIVING

LETTER

"what do they want?"

"what do they want?"



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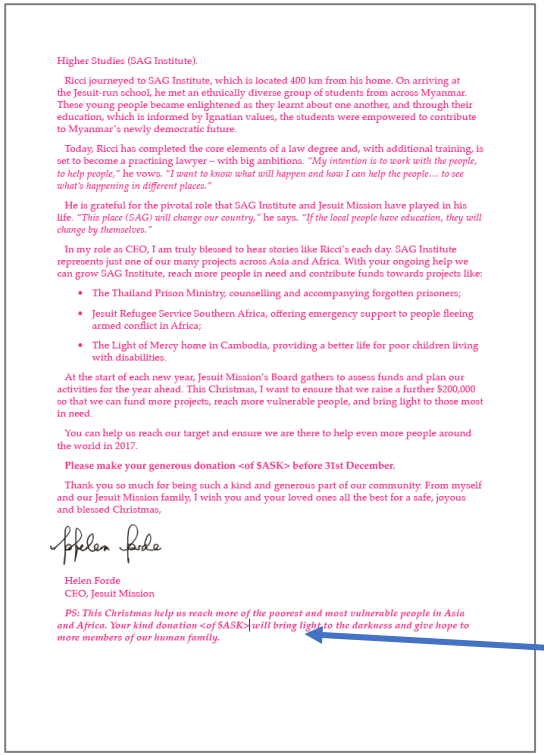

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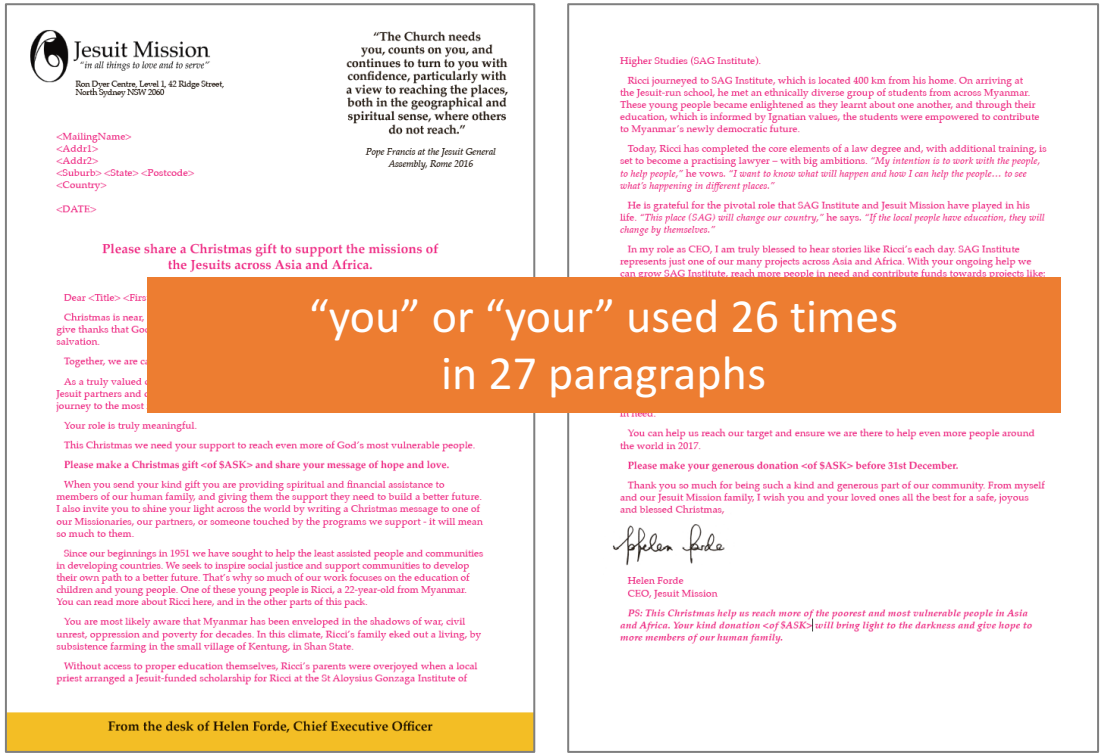

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<Country>

<DATE>

Please share a Christmas gift to support the missions of the Jesuits across Asia and Africa.

Dear <Title> <Firs

Christmas is near, give thanks that Go salvation.

Together, we are c

As a truly valued Jesuit partners and journey to the most

Your role is truly meaningful.

This Christmas we need your support to reach even more of God's most vulnerable people.

Please make a Christmas gift <of $ASK> and share your message of hope and love.

When you send your kind gift you are providing spiritual and financial assistance to members of our human family, and giving them the support they need to build a better future. I also invite you to shine your light across the world by writing a Christmas message to one of our Missionaries, our partners, or someone touched by the programs we support - it will mean so much to them.

Since our beginnings in 1951 we have sought to help the least assisted people and communities in developing countries. We seek to inspire social justice and support communities to develop their own path to a better future. That's why so much of our work focuses on the education of children and young people. One of these young people is Ricci, a 22-year-old from Myanmar. You can read more about Ricci here, and in the other parts of this pack.

You are most likely aware that Myanmar has been enveloped in the shadows of war, civil unrest, oppression and poverty for decades. In this climate, Ricci's family eked out a living, by subsistence farming in the small village of Kentung, in Shan State.

Without access to proper education themselves, Ricci's parents were overjoyed when a local priest arranged a Jesuit-funded scholarship for Ricci at the St Aloysius Gonzaga Institute of

From the desk of Helen Forde, Chief Executive Officer

Higher Studies (SAG Institute).

Ricci journeyed to SAG Institute, which is located 400 km from his home. On arriving at the Jesuit-run school, he met an ethnically diverse group of students from across Myanmar. These young people became enlightened as they learnt about one another, and through their education, which is informed by Ignatian values, the students were empowered to contribute to Myanmar's newly democratic future.

Today, Ricci has completed the core elements of a law degree and, with additional training, is set to become a practising lawyer – with big ambitions. *"My intention is to work with the people, to help people,"* he vows. *"I want to know what will happen and how I can help the people… to see what's happening in different places."*

He is grateful for the pivotal role that SAG Institute and Jesuit Mission have played in his life. *"This place (SAG) will change our country,"* he says. *"If the local people have education, they will change by themselves."*

In my role as CEO, I am truly blessed to hear stories like Ricci's each day. SAG Institute represents just one of our many projects across Asia and Africa. With your ongoing help we can grow SAG Institute, reach more people in need and contribute funds towards projects like:

in need.

You can help us reach our target and ensure we are there to help even more people around the world in 2017.

Please make your generous donation <of $ASK> before 31st December.

Thank you so much for being such a kind and generous part of our community. From myself and our Jesuit Mission family, I wish you and your loved ones all the best for a safe, joyous and blessed Christmas,

Helen Forde
CEO, Jesuit Mission

PS: This Christmas help us reach more of the poorest and most vulnerable people in Asia and Africa. Your kind donation <of $ASK> will bring light to the darkness and give hope to more members of our human family.

"you" or "your" used 26 times
in 27 paragraphs

LIFT

Giving thanks to you

The Church in Myanmar: serving a country at the crossroads

Fr Paul Horan SJ

The Jesuits are working in Myanmar with young people at a time when they can make real change in their country.

Fr Paul Horan SJ (right), with Fr Phil Crotty SJ and Helen Forde, CEO of Jesuit Mission

Greetings, and many thanks for your support for the work of Jesuit Mission. I am based at Jesuit Mission's Melbourne office, advising our team as a former missionary working in Jesuit programs overseas. In the photograph, I am on the right, together with fellow Jesuit Fr Phil Crotty SJ and CEO Helen Forde at the recent Jesuit Mission Indian Bazaar in Sydney; there I was struck, as I have been countless times over the years, by the enormous generosity of our community of supporters.

Myanmar is a place very dear to my heart – I went there in 2010, the year Aung San Suu Kyi was released from house arrest. I worked for five years at Campion, a Jesuit-run educational institute in Yangon, witnessing the growing hope of change. I also witnessed the excitement as the first civilian government was overwhelmingly elected on 8 November 2015, formally ending a five-decade-long military dictatorship.

Myanmar is a country at the crossroads.

The changes since the start of the new regime are being recognised and welcomed. Sanctions imposed by the USA and European Union are being lifted, and diplomatic relations are being restored. Borders are opening to tourists and investors, and businesses are seeing a new market. Myanmar's citizens are now facing all the opportunities of a globalised country – and all the challenges.

The long period of oppression has left a legacy: entrenched, widespread poverty and disease, the displacement of Indigenous people, and under-resourced healthcare and education. The nationalisation of all schools and universities under military rule impoverished the education system. Following the 1988 student uprising, universities were dismantled, with devastating long term consequences. Less than 1% of Myanmar's GDP has been invested in education over the last 50 years.

Jesuit Mission
"in all things to love and to serve"

Many young people, surely the best agents of change, are adrift. Many lack employable skills. The introduction of consumer culture has brought bewildering social change, and institutions of faith and family life are being challenged.

What you can support in Myanmar.

The Jesuits are well placed to help these young people navigate the path ahead. For the past ten years we have run two educational institutions in Myanmar: Campion Institute for English Language, where I taught, and St Aloysius Gonzaga Institute of Higher Studies (SAG). Campion Institute provides a higher education program, taught in English, and offers scholarships for students. Now we serve more than 285 students each year. Exemplifying Ignatian values, we also provide students with opportunities to serve in their own communities. Campion is also preparing to open the Myanmar Leadership Institute, which will offer a three year course for Myanmar's future leaders.

SAG, where Ricci gained his education and is now working, is located in central Myanmar, and embraces students across many of the country's ethnically diverse states. More than 400 students are being enabled to study English, humanities and social science. The Institute has forged partnerships with a number of universities across Asia, and teachers and future leaders are being trained. Younger students, aged 8-14 years, gain learning support through a weekend program and summer school. We offer boarding for some of the poorest students, and a nutrition program for malnourished students.

Both Institutes offer the twin pillars of faith and friendship, bringing together young people to learn and plan for their futures with an education firmly based in social justice, responsibility and a sense of connection with community.

But Campion and SAG need to offer far more support than they currently do. A whole new generation is crying out to be educated to take their place in the rebuilding of the country. We need to build up both Institutes in terms of personnel, pedagogy and resources.

Young people like Ricci represent the future. Their determination to build their country is inspiring, and I see it as an opportunity. Our programs could reach many more people like Ricci through your generous financial support.

Thank you for accompanying us on our mission.

Paul Horan SJ

Fr Paul Horan SJ

SAG education students working with children in a Myanmar school.

Children in a Myanmar village on their way to school.

Ron Dyer Centre,
Level 1, 42 Ridge Street, North Sydney NSW 2060
Tel: (02) 8918 4109
www.jesuitmission.org.au

Jesuit Mission
"in all things to love and to serve"

"who is this from?"

"who is this from?"

RM (HV)

Desire

Share the joy of this Christmas and brighten the future for others.

Help us reach more people living in the shadows of poverty, oppression and injustice.

Please accept my special gift of:

$ .....

Please find enclosed: ☐ Cheque / Money order *(payable to Jesuit Mission)* ☐ Cash

Please debit this card: ☐ Visa ☐ MasterCard ☐ Amex

Debit / Credit Card Number:

Expiry Date: / CVV Number:

Name of Cardholder:

Signature:

Do we have your correct details? Please check, and amend if necessary in the box below.

Updated details *(including mobile number and email address if any)*

☐ I would like to find out more about leaving a gift to Jesuit Mission in my Will.

Post this completed form in the reply paid envelope

Donate online at www.jesuitmission.org.au/donate

Call the Jesuit Mission Office on (02) 8915 4109 to speak to one of our staff about a donation.

Donations over $2 are tax deductible. ☐ I do not require tax deductibility for this donation.

Australian Jesuit Mission Overseas Aid Fund ABN 47 915 006 050

Jesuit Mission respects your privacy and the importance of safeguarding your personal information. We collect information directly and indirectly in order to process donations, issue tax receipts, manage event registrations, set up online fundraising pages, and send updates and appeals. Your details may be supplied to a third party, such as a mailing house or bank, to facilitate this process. By providing your contact details you are agreeing that Jesuit Mission can use them to keep you informed about future activities and events, and that you can contact us if you wish to change what you receive from Jesuit Mission.

Thank you

Jesuit Mission
"in all things to love and to serve"

Share your message of hope and love ...

Please send your light to those overseas.

Write your Christmas message here and return it with your kind donation.
We will send photographs of all the collected messages to Jesuit Missions in Asia and Africa.

Jesuit Mission
"in all things to love and to serve"

"My intention is to work with the people, to help people."

Ricci, 22, Myanmar.

Conviction

Ricci teaches at St Aloysius Gonzaga Institute of Higher Studies. Thanks to a Jesuit-funded scholarship, Ricci has completed the core components of his law degree and is taking his Ignatian values into the world, sharing them, and helping to rebuild his country.

FIA CONFERENCE

INDIVIDUAL GIVING

REPLY ENVELOPE

Relationship

THE FIRST ‘NEW’ APPEAL – FEB 2017

“Should I give?” → *“How much do I care?”*

A Two-Stage Model for Donation Decisions
Dicket, Sagara, and Slovic

THE FIRST ‘NEW’ APPEAL – FEB 2017

“Should I give?” → *“How much do I care?”*

MOOD
(do I need to act to change how I feel?)

A Two-Stage Model for Donation Decisions
Dicket, Sagara, and Slovic

THE FIRST ‘NEW’ APPEAL – FEB 2017

“Should I give?”	*“How much do I care?”*
MOOD (do I need to act to change how I feel?)	EMPATHY (what kind of impact do I wish to have?)

A Two-Stage Model for Donation Decisions
Dicket, Sagara, and Slovic

THE FIRST ‘NEW’ APPEAL – FEB 2017

“The smallest, the weakest, the poorest soften us: they have the ‘right’ to take our heart and soul.

They are our brothers and sisters and as such we must love and care for them.”

Pope Francis, 2015

OUTER ENVELOPE

LETTER

Jesuit Mission
"in all things to love and to serve"

Ron Dyer Centre, Level 1, 42 Ridge Street,
North Sydney NSW 2060

"The smallest, the weakest, the poorest soften us: they have the 'right' to take our heart and soul. They are our brothers and sisters and as such we must love and care for them."

Pope Francis, 2015

<MailingName>
<Addr1>
<Addr2>
<Suburb> <State> <Postcode>
<Country>

<DATE>

Let us share our love by offering support to the missions of the Jesuits. Please make a gift to empower the world's most vulnerable people.

<salutation>,

I am writing to you today with news of how your past support has helped to transform the life of a brave woman. I hope that, like me, you will recognise that her strength, when supported by the resources available to us here in Australia, enabled her to transform her life. It is a good news story, and I hope it inspires you to make another gift in support of more people.

I am asking for more of your support so that we can reach more of God's vulnerable people in 2017. With your gift of <$XXX> we can work in areas that others do not – and support the people who live there.

Mrs Ho Navy grew up in Cambodia, a country ravaged by war. When she was 14 years old she heard an explosion in the mountain behind her house, followed by a cry of pain from her father. Running to him, she stepped on an unexploded landmine. It detonated, blowing off her leg. Later she discovered that her father had lost both legs.

As a young woman, she was devastated at facing the rest of her life with a disability that affected everything – her mobility, her self-image, the way others saw her. But thankfully this tragedy is not the end of her story.

Mrs Ho met her future husband during this difficult time. Mr Ho lives with a disability too — he had lost a leg in a car accident. In conversation with our Jesuit partner in Cambodia, Mrs Ho reflected on her relationship with Mr Ho:

"I did not have much hope. I thought living with a disability was a misfortune. I always felt so guilty, and I was not comfortable talking with other people. I felt a lot of confidence in him, and how he overcame disability to live a normal life. We married, and little by little I began to learn the meaning of life. Now we have four children and a new hope. We wish for our children to grow up healthy and happy. We tell each other to live hard so that at least we can protect them when they are sick."

As I re-read and share Mrs Ho's words with you, her increased happiness makes me smile.

From the desk of Helen Forde, Chief Executive Officer

But though the love of one's family is a powerful force, it isn't enough to overcome every obstacle.

Living with their disabilities still presents Mr and Mrs Ho with challenges. Their mobility is particularly affected; for example, they both fall off their bike when they travel the bumpy roads of their village to go to market. Yet it was not their disabilities that created their greatest discomfort; it was their home.

"Whenever there was strong wind, all our stuff flew away. When it rained everyone had to cling close to each other under an umbrella. With our children, it was hard to sleep at night in such a small space. There was little room."

Fortunately, thanks to supporters' generosity in Jesuit Mission's past appeals, help was on hand. With your support once again today <Personalised>, we will be able to offer the right assistance to more of our brothers and sisters in need.

Your gift today can be used to relieve people from the hardship caused by living in poverty. With a gift of <$XXX>, we will be able to offer further assistance to others such as Mrs Ho who need a helping hand.

For Mrs Ho, that relief came in the form of a well-constructed house that ensures her future safety and health and that of her young children. With support from Jesuit Mission, the Metta Karuna program run by our local partner Jesuit Service Cambodia supported Mrs Ho's family with a sturdy home. The children have space to play, to study, and of course to sleep. Mrs Ho tells of her reaction:

"When they told us they will help with the cost of house construction, I was so happy that I didn't have dinner. I was too excited and already full even though I didn't eat. It meant that we could now sleep with children in a safe and comfortable place. And to look after my children, from this year I will grow small crops in the backyard and take them to the market to sell."

Life for Mrs Ho and family has been transformed, and she is looking forward to a better future. The new house has opened up access to cleaner water supplies too.

I hope that, like me, you feel inspired by this story, which shows that with love and compassion, every person can be supported against the crushing forces that threaten happiness, health and even hope.

With your love and generosity, Jesuit Mission can serve more of God's most vulnerable people in 2017. I invite you to share your heart once again, by making a donation to this appeal. Please give before 1 March, so that we can offer more financial assistance to our Missionary partners overseas, in Cambodia and other countries.

The story of Mr and Mrs Ho reminds me of St Ignatius, who also lived with a disability in his right leg when he was struck by a cannon ball as a soldier. He walked with a limp for the rest of his life. Similarly to Mrs Ho, St Ignatius went through moments of despair in learning to overcome his disability, and make the best use of his God-given gifts and talents.

When St Ignatius sent his good friend St Francis Xavier as a missionary to the Far East, he told him – *"Go and set the world on fire."* It is not the kind of fire that destroys, but a fire of the heart filled with passion and zeal for the Kingdom of God. It also means to set *"hearts on fire"*, a *"fire that kindles other fires"*. This is the example we have seen through Mrs Ho's story. It is through our generous supporters' loving compassion and *"hearts on fire"* that we are able to kindle the fire of Mrs Ho's heart.

Metta Karuna means *"loving compassion at work"*. This program enables our Missionaries to live the Gospel message of loving and serving the poor. In 2017, Jesuit Mission is supporting Metta Karuna programs across five main areas of Cambodia, reaching many of the poorest and most marginalised people living in local rural villages. Metta Karuna programs help program participants improve their quality of life and transform their futures through education and social development projects.

Thanks to the support of our Australian Jesuit family members, such as you <Personalised>, Metta Karuna programs help God's most vulnerable people to access healthcare services, safe housing, toilets and clean water, and to improve their quality of life with much needed support such as wheelchairs, including spare parts and repair services. Metta Karuna also has a strong focus on income-generating activities and initiatives, and education programs for children like Mrs Ho's. We know that education is one of the most effective ways to provide knowledge for future generations, whilst also teaching life-lessons such as responsibility and self-confidence.

Metta Karuna's education programs not only support people living with disabilities, but also train teachers, invest in libraries to provide access to books, and provide bicycles for access to schools from remote villages, and more.

When you donate to Jesuit Mission, your gifts can provide many things to give families like Mrs Ho's increasing confidence and a better future.

I hope that you choose to show your love and support today for brothers and sisters in countries such as Cambodia. Your support will be gratefully received.

If you have any questions about the work of Jesuit Mission and our Jesuit partners and missionaries overseas, then please contact me or my team, using the details provided in this pack. We will do our very best to serve you.

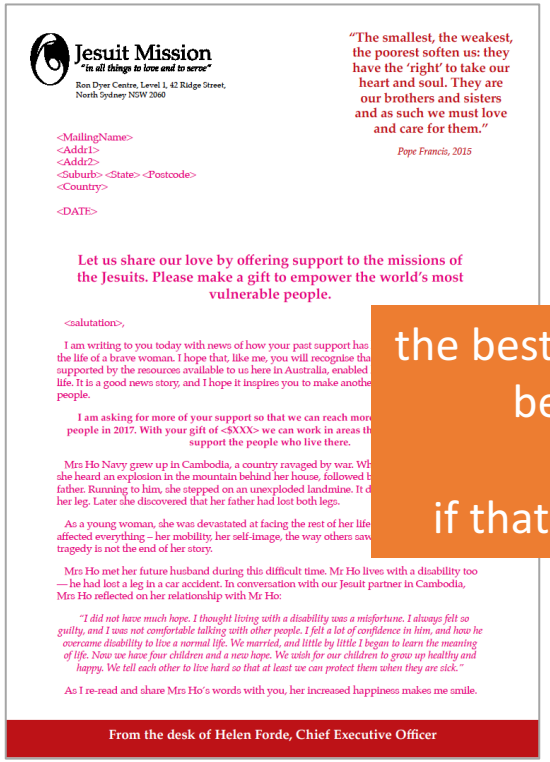
Thank you so much for being such a kind and generous companion of Jesuit Mission.

<Signature>

Helen Forde
CEO, Jesuit Mission

PS: You can love and care for our most vulnerable and poor brothers and sisters. Please give <$XXX> so that we can continue our work in the regions where others do not.

LETTER



Jesuit Mission
"in all things to love and to serve"

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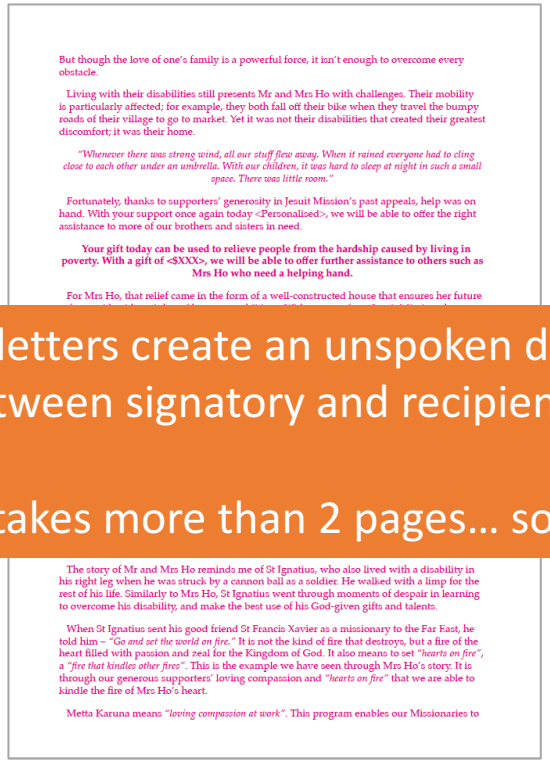

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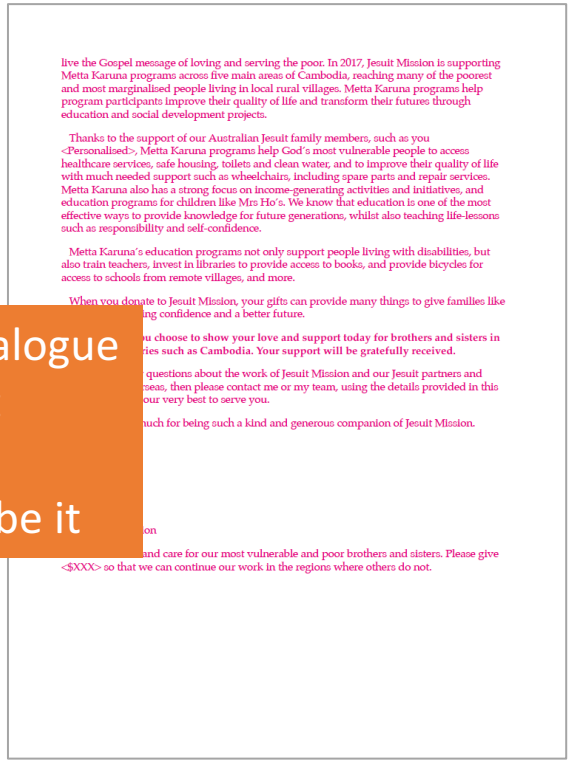

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on

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<$XXX> so that we can continue our work in the regions where others do not.

the best letters create an unspoken dialogue between signatory and recipient

if that takes more than 2 pages… so be it

CREATE CONNECTION TO SOMEONE WITH SPIRIT

Show audience that spirits can be restored,
and because of it an entire family's life unfolds

SHARE YOUR LOVE - WRITE A MESSAGE TO THE FIELD

REPLY ENVELOPE

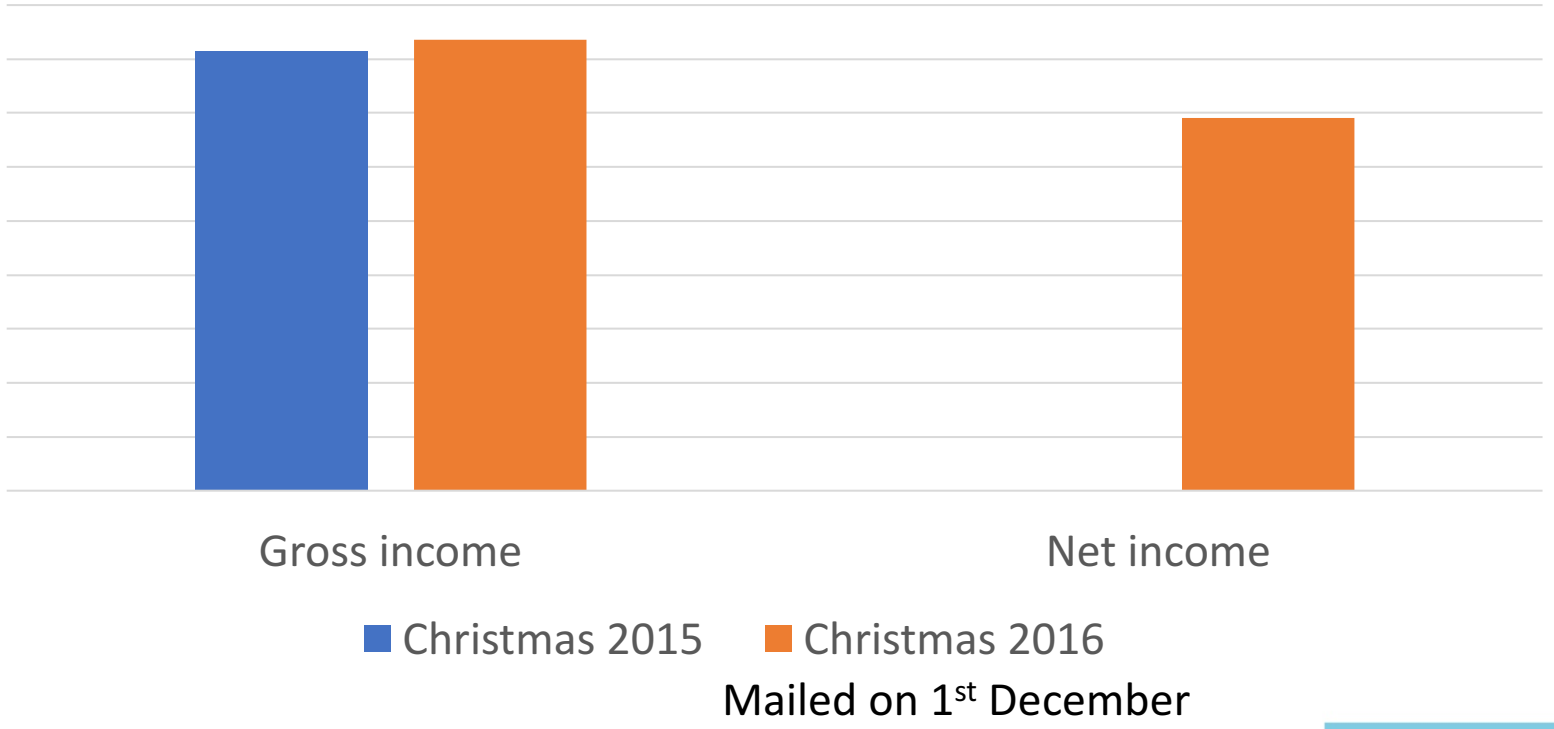
Delivery Address:
PO Box 193
North Sydney NSW 2059

By using a stamp on this envelope, you will help Jesuit Mission save on postage costs. Thank you.

No stamp required
if posted in Australia

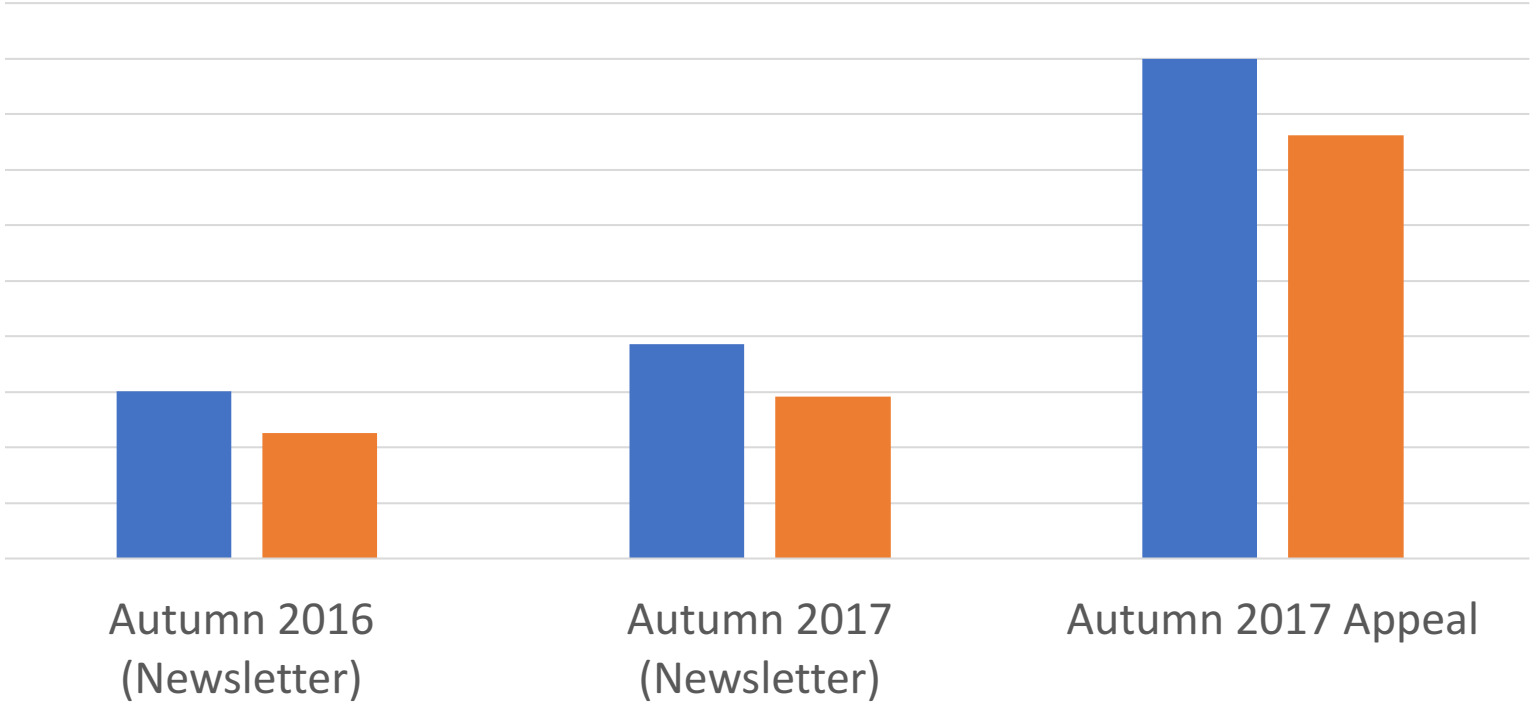
Helen Forde
Chief Executive Officer
Jesuit Mission
Reply Paid 193
North Sydney NSW 2059

CHRISTMAS 2016 – GROSS INCOME INCREASED, RESPONSE RATE INCREASED BY 27%



Mailed on 1st December

AUTUMN 2017 – SUCCESS



TAKE A DEEPER DIVE – THE CEO VISION

For the organisation to do more amazing work

Need to raise more funds

Start making the case for changing appeals program

Visionary CEO

BUY-IN

When you need to spend more to raise more – you need agreement from Board

Need to build appetite for risk

And what is required is genuine support from Board and people across organisation for the way things will change

NOT JUST INCREASING APPEALS, CHANGING THEM

Will we alienate donors?

Will we seem to be getting too greedy?

What will happen when donors sense that we're not *"run on smell of an oily rag"?*

DESIRE TO DO MORE GOOD IS NOT ENOUGH

”Our goal is to reach more of those experiencing isolation and injustice, living on the margins of society”

Desire comes from increasing reach or the charity

”Our priority will be enhancing relationships not breaking them”

But it won’t be accepted as something that should come “whatever the cost”

CEO INTENTION

Want financial sustainability

Which comes from a reliable income stream that can learn to forecast

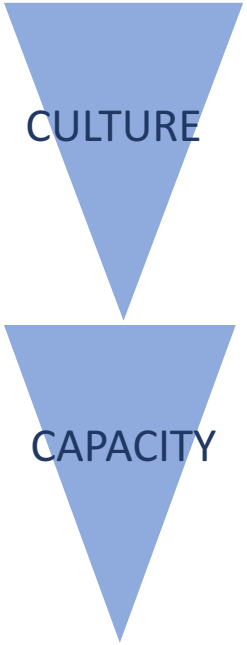
Start with growth in giving, growth in gift levels, growth in connection

Will only focus on attracting and engaging new donors, after that

A PROMISE

Our supporters are our number one priority

WHICH LEADS TO CULTURE OF CHANGE – WITH CAPABLE LEADERSHIP



	From	To
Communications	“one-size fits all”	tailored
Supporter service	“when we could”	timely
Supporter access to CEO	“when we could”	made directly and openly offered

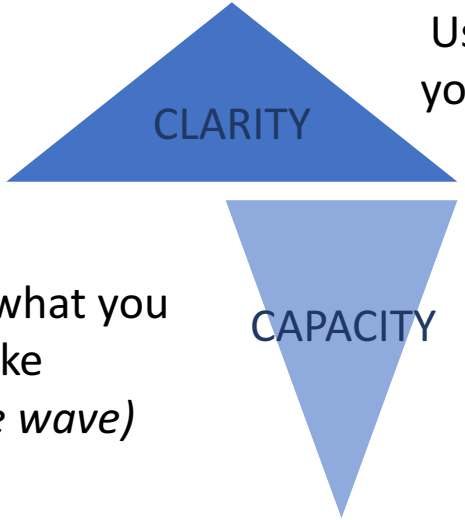
SOFTLY SOFTLY

Can’t do everything at once
Don’t try to do everything at once

Doing everything at once increases anxiety of stakeholders
You need those stakeholders, don’t upset them all at once

Doing everything at once increases variables
You won’t be able to assess what impact the changes are having

ICE COLD TARGETING



Use segmentation so you can tailor appeals

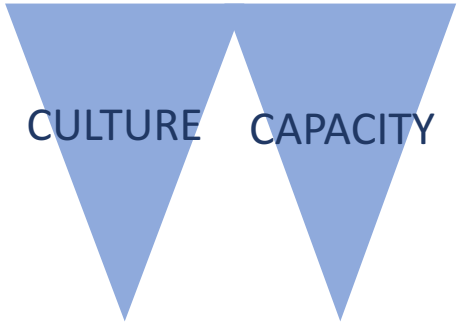
Be realistic about what you can undertake
(started with one wave)

Consider using specialist partners *such as The Greenhouse*

BRACE YOURSELF

48 hour thanking
- Show how respectful timeliness to create enthusiasm

Complaints
- Brief everyone on why this approach is being taken

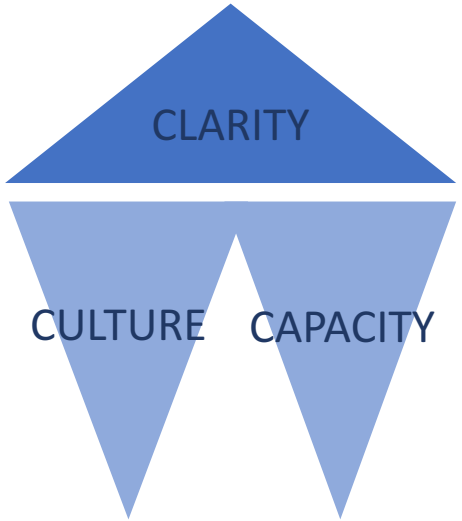


48 hour thanking
- Develop and implement internal service systems

Complaints
- Do not automatically “take off mailing list” create discussion around preferences of communication

CRYSTAL CLEAR COMMS

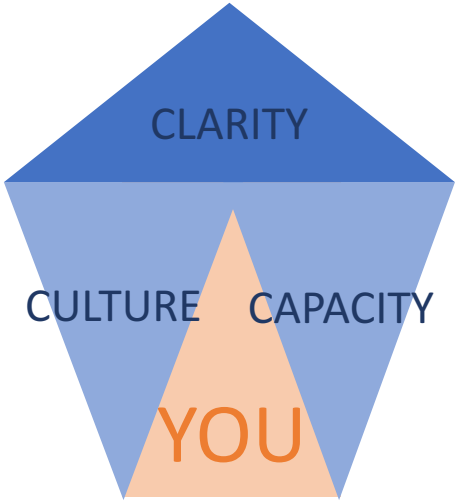
Be engaging *to your specific supporters*



Create appeals that are sensitive to the identity and values of your donor base

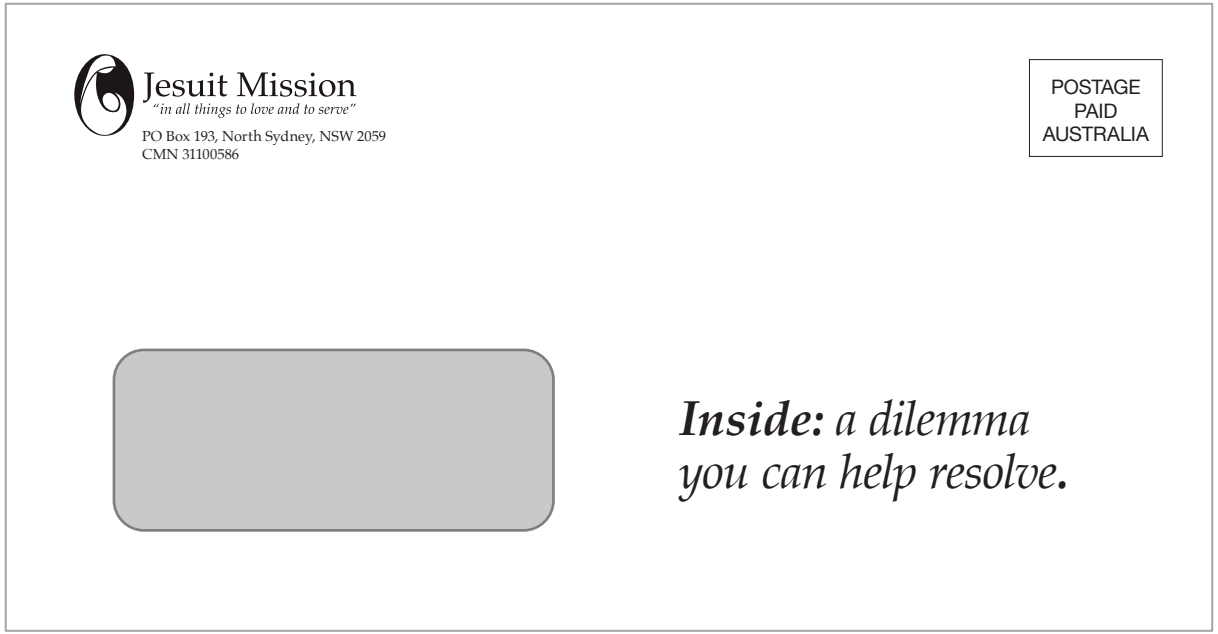
Consider using specialist creative partners

THINGS HEATING UP NOW, TIME FOR…



Savvy
Fundraiser

WAVE ONE TAX APPEAL



WAVE ONE LETTER

Jesuit Mission
"in all things to love and to serve"

Ron Dyer Centre, Level 1, 42 Ridge Street,
North Sydney NSW 2060

"God calls you to make definitive choices."

– Pope Francis.

<Title> <First Name> <Surname>
<Company>
<Street 1>
<Street 2>
<Street 3>
<Suburb><State> <Postcode>
<Country>

<DATE>

Sometimes it is easy to make an invaluable change in someone's life. Your tax-deductible gift today could be used to provide safe and clean water for vulnerable communities.

<Salutation>,

Anato* is a small nine-year-old Timorese boy living in a rural village.

Each morning he rises when the sky is still dark. Without washing, he collects his cart and starts the long walk to the nearest water source. He is tired, but he knows it is his role to collect water for his family. He motivates himself with thoughts of how much fun it will be to see his friends along the two-kilometre route to collect water.

He gets back home at least four hours later, dragging his heavy cart full of water. It's hard work. The cart is bigger than he is, and the paths are uneven. The journey is not always downhill.

After this, Anato doesn't return to bed, but walks to the local school. On a good day, he gets there on time. Tired and dirty, he slumps at the desk and tries to pay attention to the kind teacher, whom he likes.

But Anato can't concentrate. Like other children in his community, he is too exhausted to learn.

<Stripped salutation>, I am sure that you would agree that something must be done. It isn't right that a child like Anato is missing out on his education because of a lack of access to this most basic of needs, water.

Please send a generous gift before June 30. A lack of access to safe water is a very serious problem, but one that, with your help, can be resolved.

Clean and safe drinking water isn't readily available for everyone in impoverished countries like Timor-Leste. Members of remote communities are forced to go to immense lengths, and travel great distances, to collect clean water. It's affecting their health and holding them back from creating a better life. But they have no choice. The alternative is life-threatening.

Please turn over.

From the desk of Helen Forde, Chief Executive Officer

You are one of our loyal, valued supporters, and I'd like to thank you sincerely for the enormous generosity you have shown to Jesuit Mission. It is people like you who are the driving force behind our work to realise our vision of a full and free life for all God's people.

This financial year, you can take away the obstacles that prevent children like Anato from thriving and families from flourishing.

With the support of generous people like you, our missionary partners in Timor-Leste were able to build wells in seven villages around the capital Dili, including Anato's, providing easy access to safe, clean drinking water and sanitation.

This had an immediate positive impact. The proximity to a well only 25 metres from his home eliminated the need for Anato's daily chore of waking before dawn and walking for hours to fetch water for his family.

The simple act of installing wells means that Anato no longer has to choose between safe water and his education. It was a dilemma that we could easily take away.

Today he is well rested and goes to school with joyful anticipation. He spends his free time studying and doing what a child should be doing: playing, exploring, and enjoying his childhood.

Our aim at Jesuit Mission is to go where the need is greatest. We can only do so with your support.

Our work in Timor-Leste is continuing, and there are other children, families and communities in the world who are missing out on the chance to create better futures because of a problem that can be easily fixed. Please help us reach them.

When you give to Jesuit Mission, you ensure our Jesuit missionaries and partners can respond to the needs of communities they accompany, efficiently and without delay.

<stripped salutation>, your support today is crucial. There are more children like Anato facing dilemmas that no child should have to face.

Please send your tax-deductible gift before June 30. Together, we can help those who are not being helped by anyone else.

With many thanks and blessings,

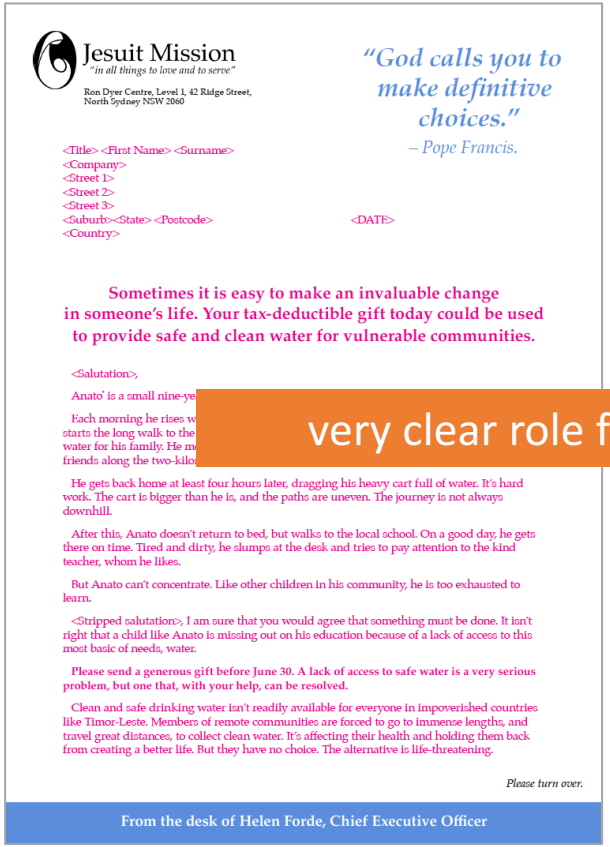
<Signature>

Helen Forde
Chief Executive Officer
Jesuit Mission

PS: No child should face the dilemma of having to choose between school and water. You can ensure they won't have to – by sending a tax-deductible gift before June 30.

*Name changed for privacy reasons

WAVE ONE LETTER



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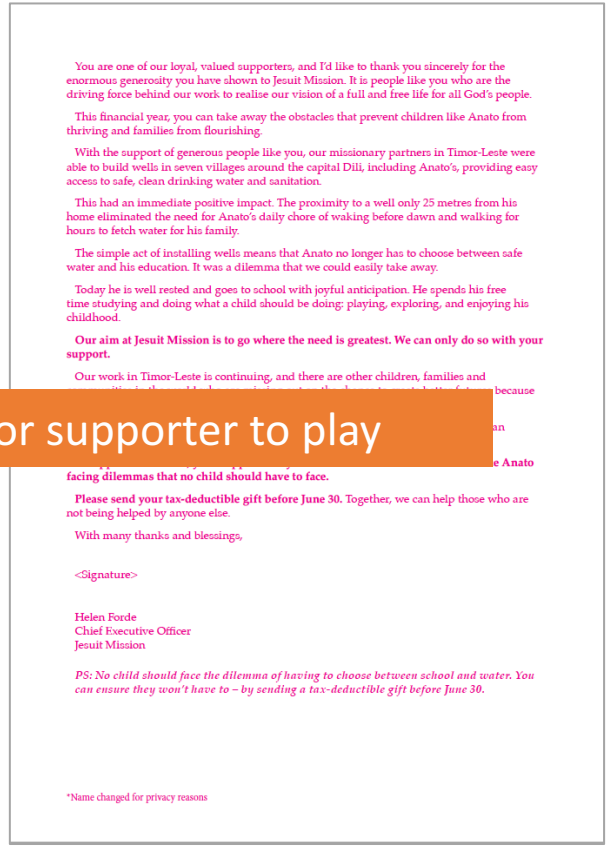

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Jesuit Mission

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*Name changed for privacy reasons

very clear role for supporter to play

WAVE ONE LIFT

Water or school?

<Personalised>, you can take the need for choice away.

Jesuit Mission
"in all things to love and to serve"

Anato (pictured in the middle) is now able to get the most out of his education.

A choice that shouldn't need to be made.

"The clean water project began when we found out that in a certain village many school-aged children were pushing carts packed with water containers for the long trip back to their homes."

Fr Erik John Gerilla SJ, Timor-Leste

In Timor-Leste, 70% of the population lives in rural areas in small, dispersed villages isolated by mountainous terrain and poor road conditions. In remote areas, access to clean water and sanitation is often non-existent. Safe, clean water sources are vital for reducing the incidence of communicable diseases such as diarrhoea, malaria and dengue fever.

A dilemma that you can take away.

"Since water has become accessible to us, Anato' has had time to study and play. And the community here has been able to start a small farm. We are planting vegetables and plan to raise animals. I am hopeful that we will soon be secure in terms of our food."

Anato's mother Lucinda'

There are 48 Jesuits in Timor-Leste, from many nationalities. Together, and thanks to the support of our Australian Jesuit community, they are working to improve access to education, clean water and sanitation, strengthen food security and build entrepreneurial and leadership skills among women and youth, empowering them to enter the labour market.

"Access to safe drinkable water is a basic and universal human right, since it is essential to human survival and, as such, is a condition for the exercise of other human rights."

Pope Francis, *Laudato Si*, 2016

Photo: The community of Suco Ulmera, Timor-Leste at the opening of their newly constructed water facilities on 13 September 2016.

Please give <$Ask 1> to help communities access clean, safe water and sanitation. **Thank you.**

<DRN>

Jesuit Mission
PO Box 193 North Sydney NSW 2059
www.jesuitmission.org.au

*Names changed to protect privacy.

WAVE ONE LIFT

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Jesuit Mission
"in all things to love and to serve"

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genuine issue from the field taken to the supporter

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Jesuit Mission
PO Box 193 North Sydney NSW 2059
www.jesuitmission.org.au

<DRN>

*Names changed to protect privacy.

WAVE ONE SECOND LIFT

A prayer for the support of the vital work of the Missionaries

Dear God

We pray that the water of compassion may generously flow to quench Timorese children's thirst for knowledge, and wash away the poverty that impedes their lives.

Amen

This campaign prayer was written by Jesuit Mission's Rector, Fr Trung Nguyen SJ

Jesuit Mission
"in all things to love and to serve"

WAVE TWO TAX APPEAL – NEW PRAYER CARD

We pray that we can continue to be at the frontiers.

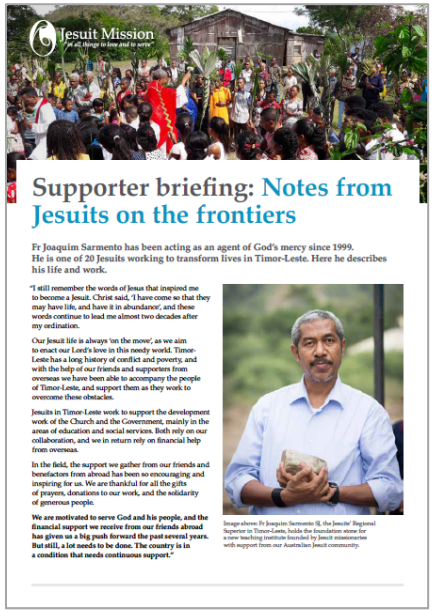
"It is the Spirit of God that unites us in our common love for the poor, compelling us to relentlessly push forward to the frontiers of human suffering where the need is greatest. We pray that, through the Jesuit Mission network of friends and partners, we can continue to be there at the frontiers, replacing suffering with blessings."

Fr Trung Nguyen SJ, Rector of Jesuit Mission

Image on front: Our nutrition programme in Railaco supplements the diet of some 90 Timorese pre-school children living in impoverished, remote villages.

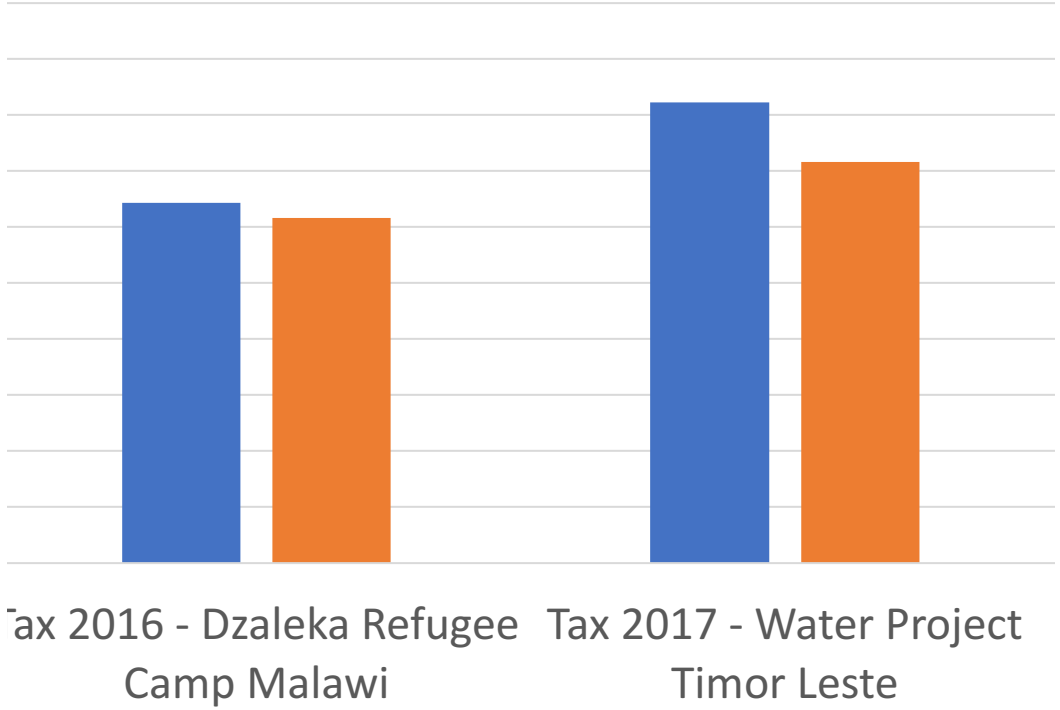
Jesuit Mission
"in all things to love and to serve"

WAVE TWO SUPPORTER BRIEFING



help audience see that new Jesuits similar to their original ones

TAX 2017 – SUCCESS



- 16 % increase in Net income
- 26% more responses than previous year

- Lapsed (25-36) reactivated at 8.4%
- Very lapsed (37-48) reactivated at 5.5%

ROI BECOMES A HYGIENE MEASURE

Mailing two waves increased costs x 2.5 times

ROI falls when do this *(for example from 25:1 to 8:1)*

Use of ROI needs to be shifted away from *“was it a success”* to *“is it worth the investment?”*

FIRST SPRING APPEAL

Jesuit Mission
"in all things to love and to serve"

Ron Dyer Centre, Level 1, 42 Ridge Street,
North Sydney NSW 2060

"Take the path of the 'craziness' of our God, who teaches us to encounter him in the hungry, the thirsty, the naked, the sick, the friends in trouble, the prisoner, the refugee, the migrant and our neighbours who feel abandoned."

– Pope Francis.

<Title> <First Name> <Surname>
<Company>
<Street 1>
<Street 2>
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<Suburb><State> <Postcode>
<Country>

<DATE>

In Thailand, children, women and men are living in insufferable conditions in detention centres and prisons.

Please let your faith take you to places that few people go. Your compassionate support will help the Jesuit Prison Ministry bring friendship and restore dignity where it's needed most.

Dear <Salutation>,

Did you know that ministering in prisons is one of the oldest traditions of the Jesuit charism? Saint Ignatius himself was imprisoned several times during the Spanish Inquisition for speaking on theological matters without a degree, and he prioritised prison ministry during his life in response to Jesus' teaching, "I was in prison and you visited me" (Matthew 25:36). Around the world today, Jesuits continue this challenging and rewarding work.

A few months ago I had the privilege of meeting Kep, an inspiring woman and Director of the Jesuit Prison Ministry in Thailand, which is run by our partner the Jesuit Foundation. Kep is a true woman of faith. She leads a dedicated team of people who walk with prisoners and detainees, offering them friendship, hope and help. Their mission is to care for incarcerated children, women and men, to provide practical support and help uphold their

FIRST SPRING APPEAL

This illustration shows you the cramped conditions of the Immigration Detention Centre where Pore was held. In a room that is 8 x 20m, about the size of ten bedrooms, up to 130 people spend every day here, and have been known to sleep in shifts due to the cramped conditions. Visiting detainees gives them respite, and friendship at a very dark time. I hope you share our understanding of the need to support those in prison or detention.

– Helen Forde

This is Pore with his daughter Muna today. He says thank you. You paved a brighter road for him to lead a better future with his family.

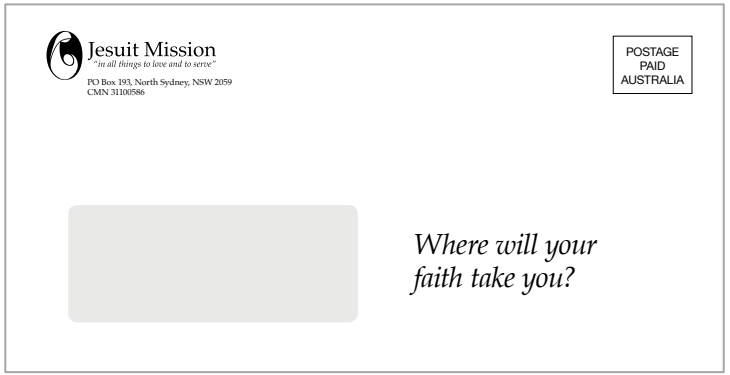
"I was lost and alone there but I found the best helping hands. I consider myself lucky for having found them."

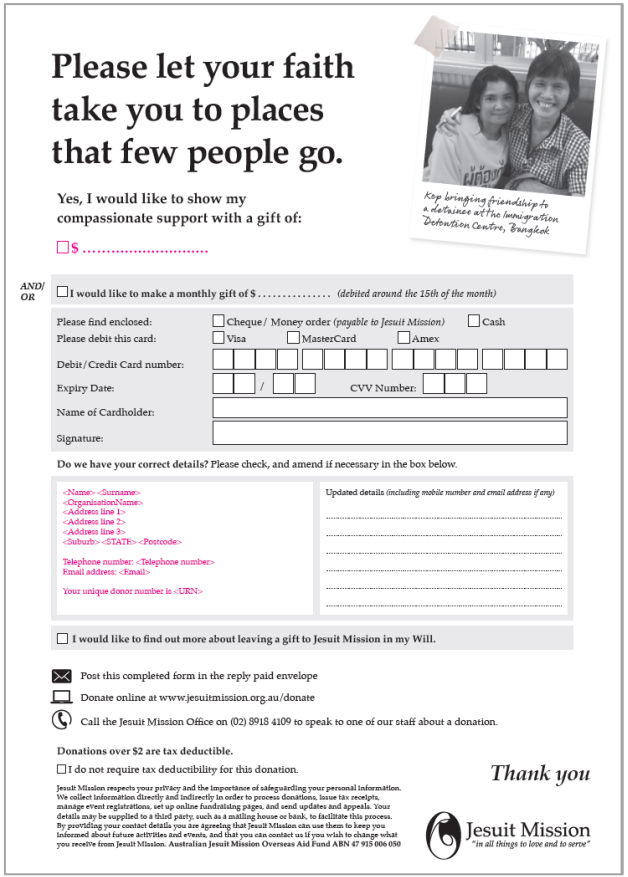
– Pore Ghale

FIA CONFERENCE

INDIVIDUAL GIVING

FIRST SPRING APPEAL





- Mailed 1 September
- Net income of over $100k
- 42 Reactivations
- Showed compassion and open-mindedness to support

COMMITMENT OF A CEO

CULTURE

Trips overseas used to gather content as well as identify strategic priorities for programs

On top of handling major donor relationships

TIME TO INVEST IN DATABASE

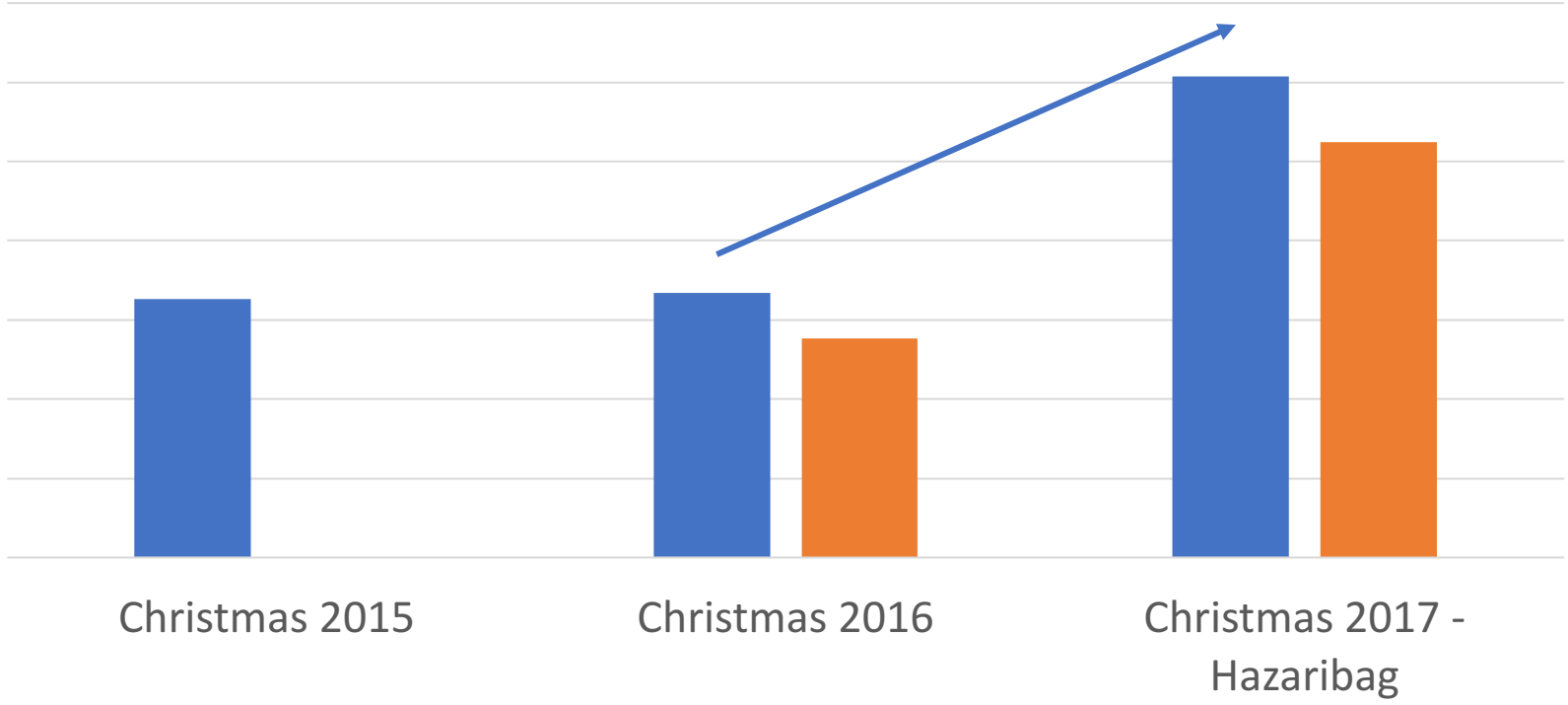
Selected Raiser's Edge

Approx. $xx,000 investment

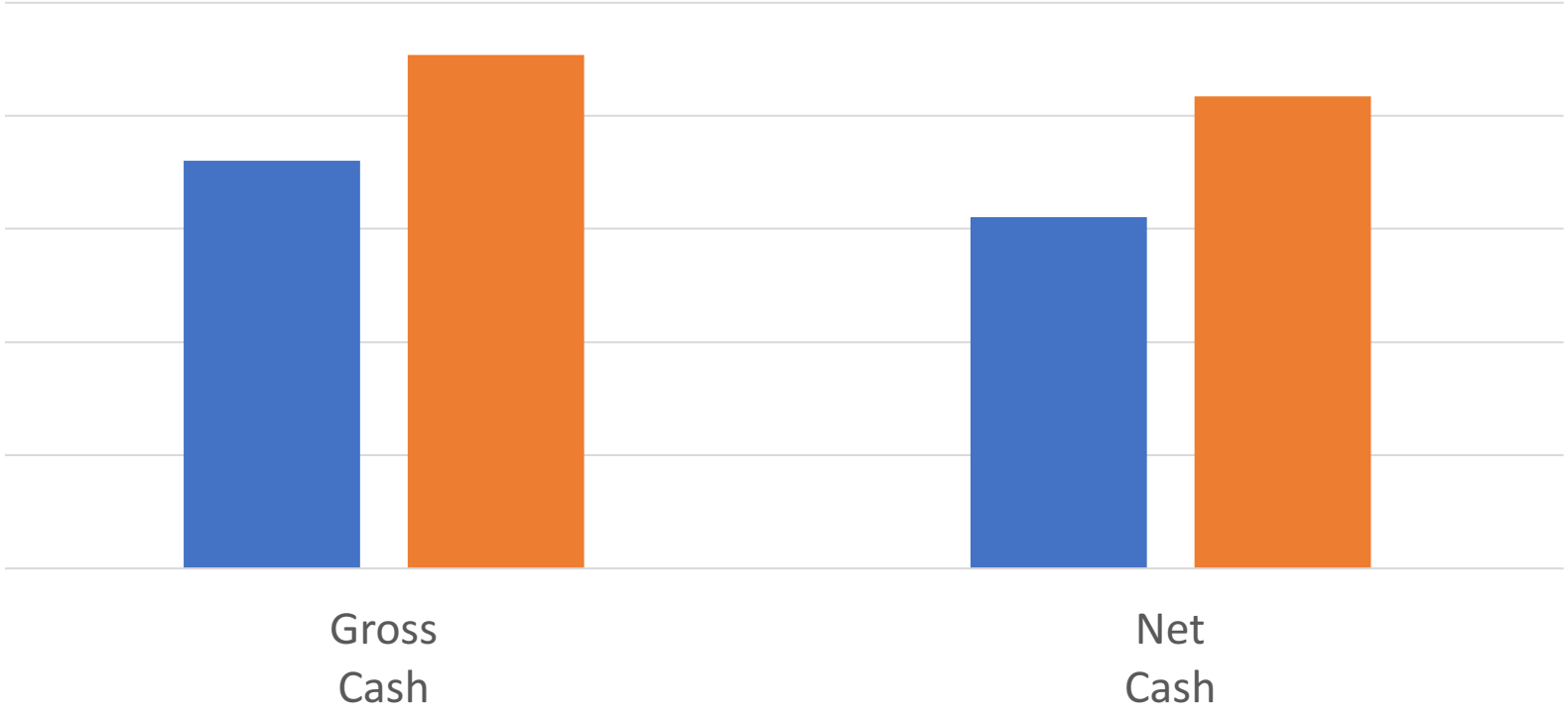
Fundraiser moved from 0.6 FTE to 0.8 FTE

Many months preparation and testing

CHRISTMAS 2017 – SUCCESS



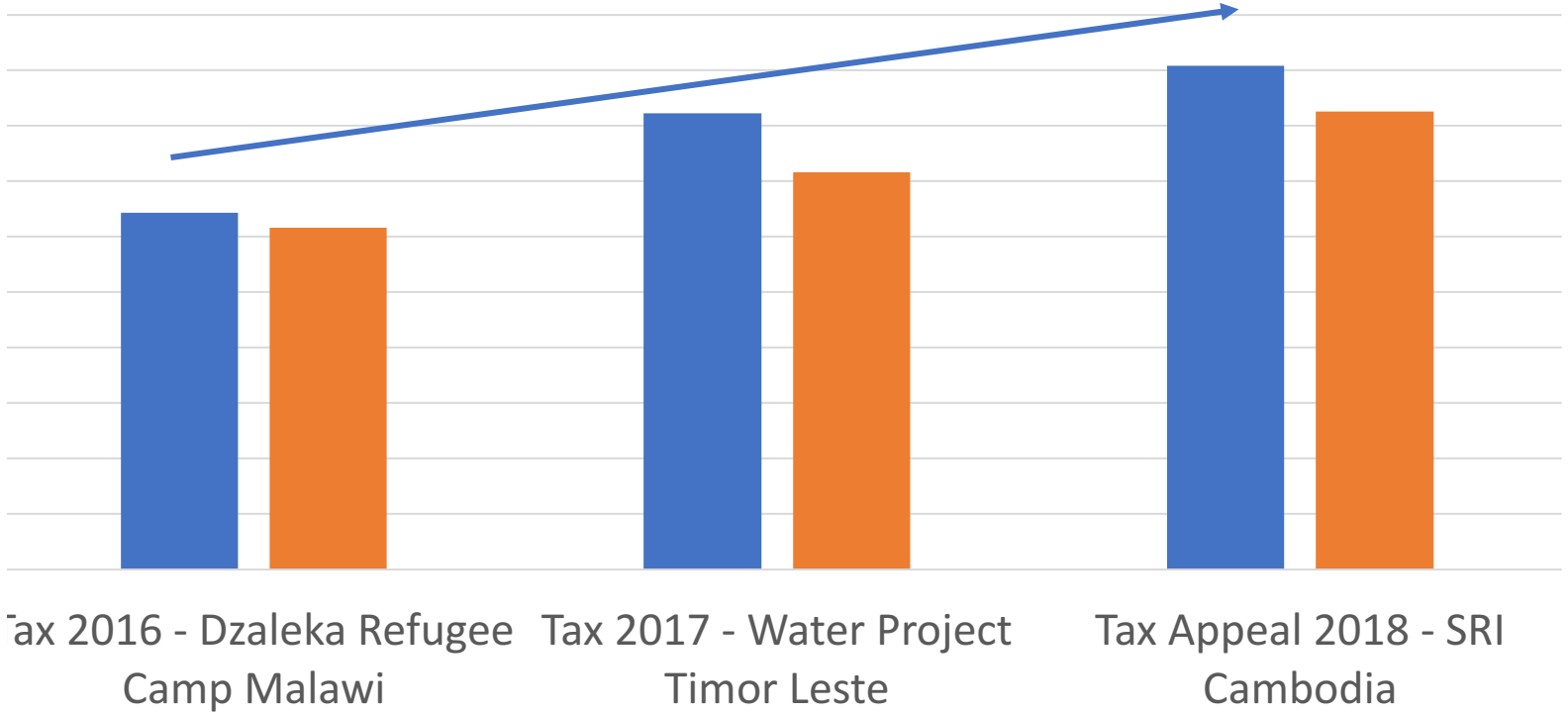
AUTUMN 2018 – SUCCESS



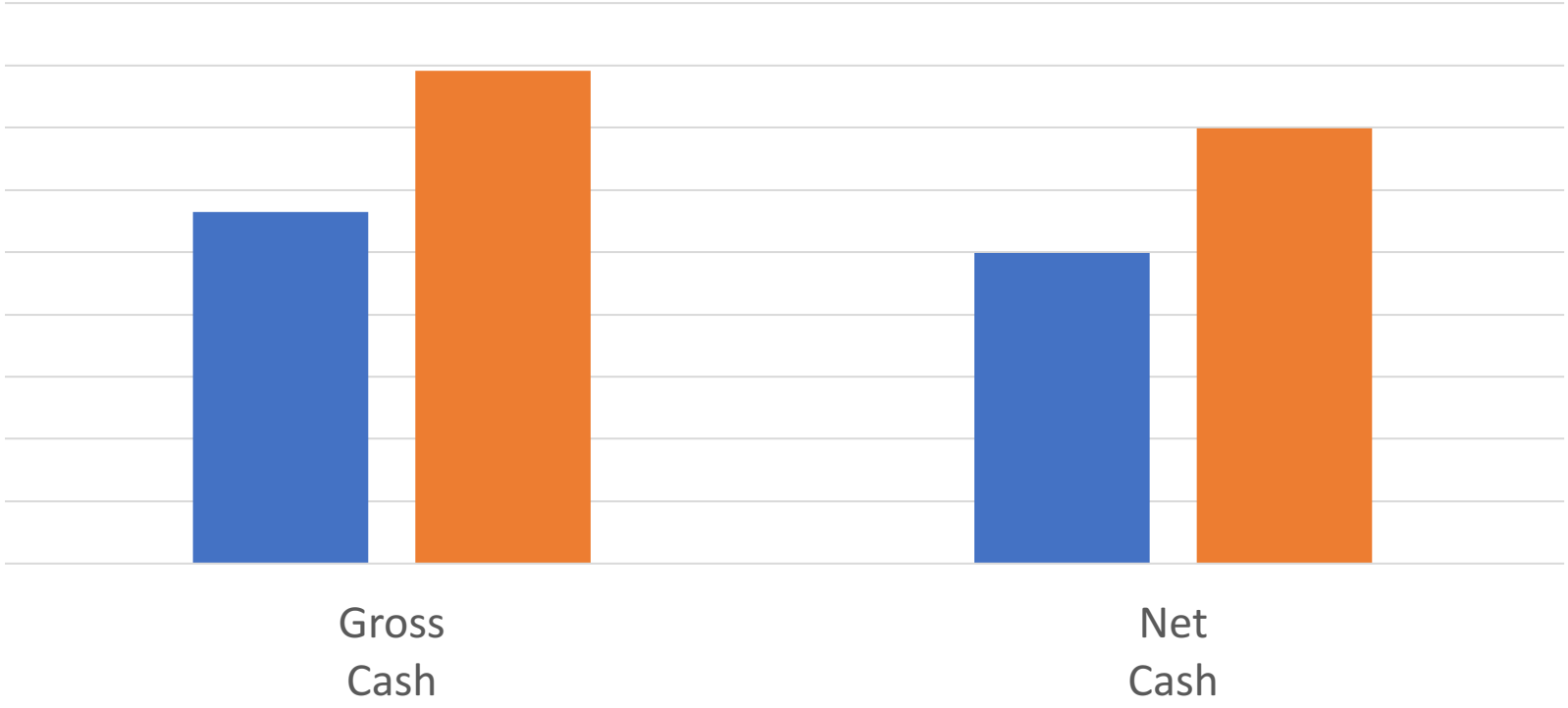
FIA CONFERENCE

INDIVIDUAL GIVING

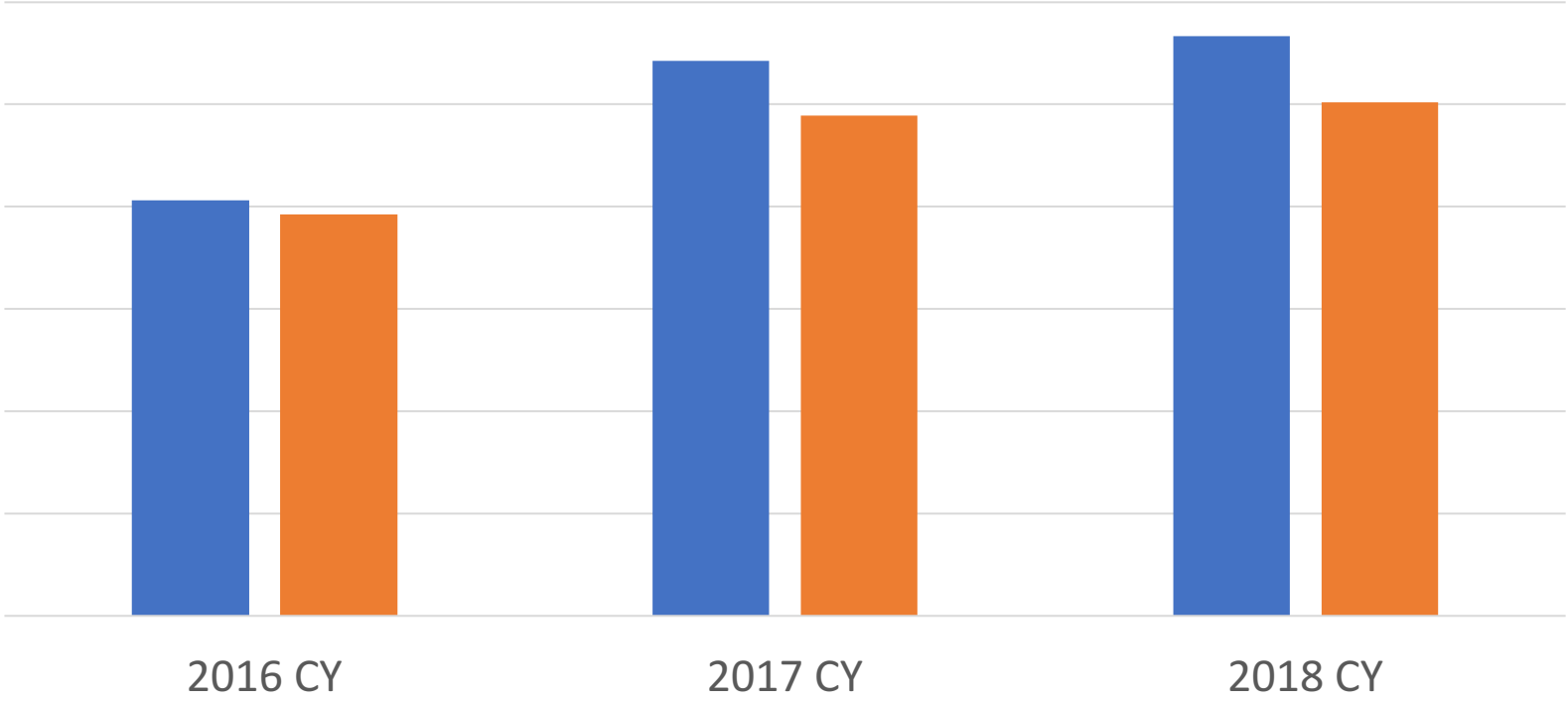
TAX 2018 – SUCCESS



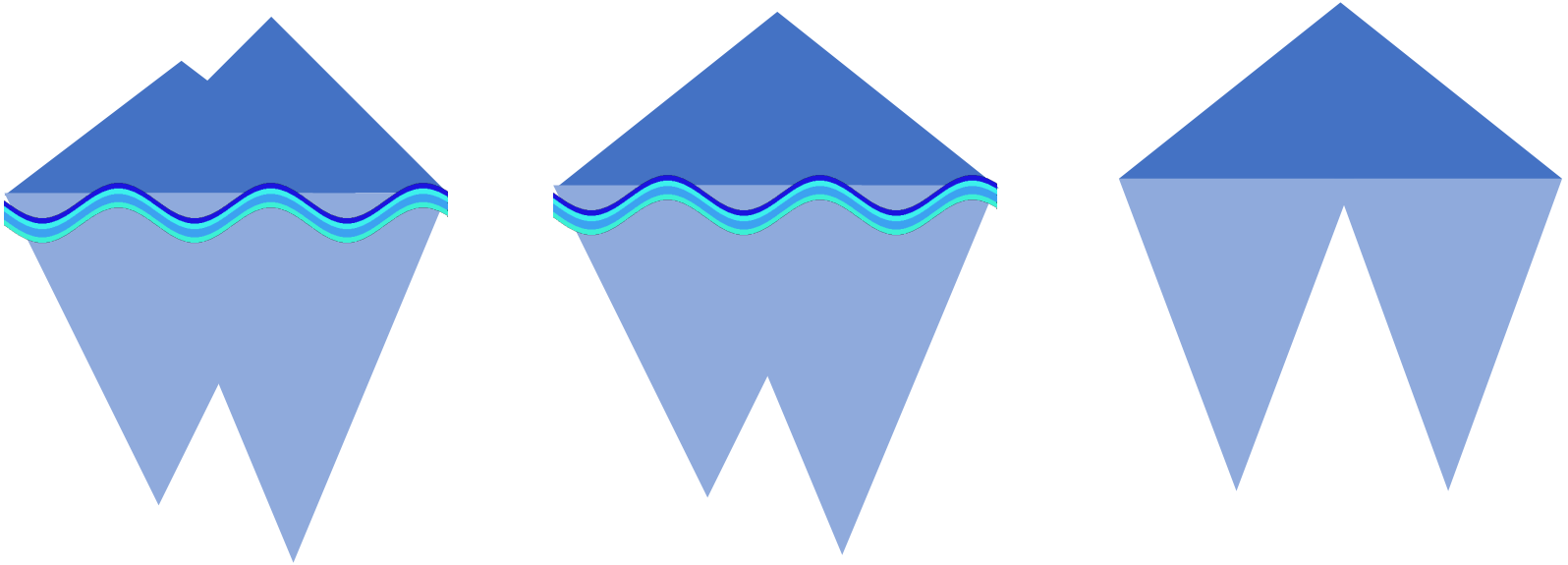
SPRING 2018 SUCCESSES



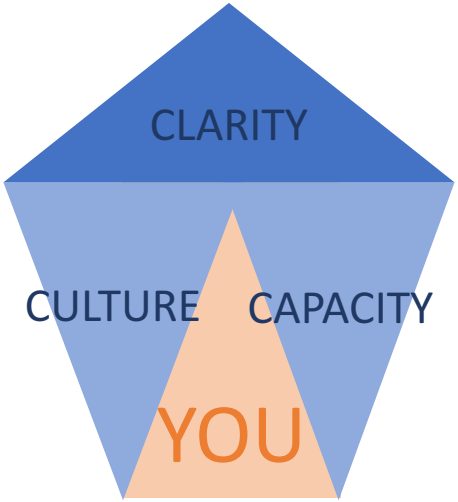
INCOME FROM NEWSLETTERS AND APPEALS – 28% INCREASE TO NET INCOME



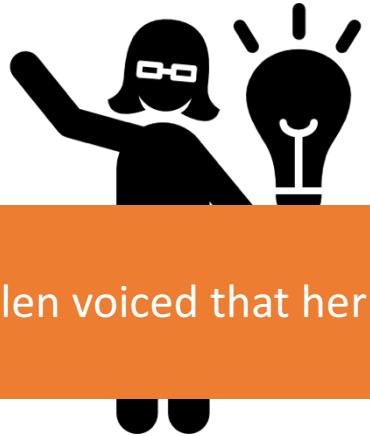
IN CONCLUSION, HINDSIGHT IS COOL

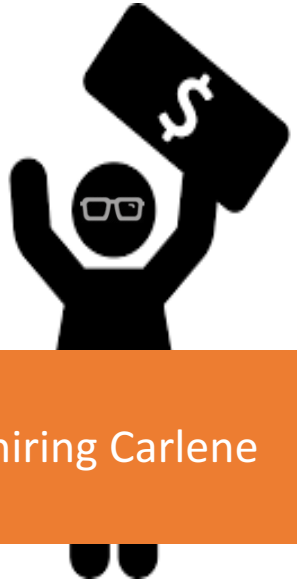


YOU NEED TO WORK HARD IN THREE AREAS



HIGHLIGHTS





Helen voiced that her best decision was hiring Carlene

Visionary
CEO

Savvy
Fundraiser

HIGHLIGHTS

Have enjoyed using communications to connect with a community of supporters, and enjoy reading bounce-backs and feedback

“they’re telling us it is great to see how money is being spent and it is heart warming”

CEO

Fundraiser

HIGHLIGHTS

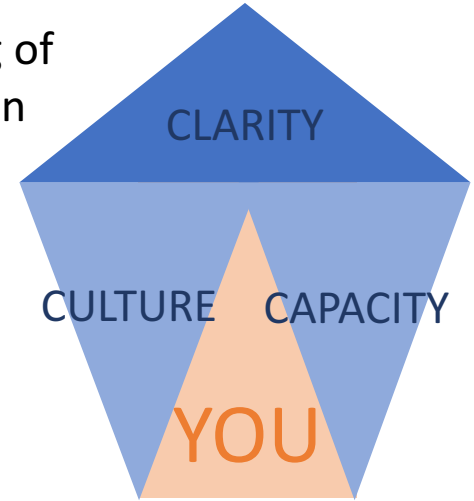
Working across ALL THREE FACTORS has created trust

Visionary
CEO

Savvy
Fundraiser

THINK ABOUT YOUR LONG TERM SUSTAINABILITY (as a fundraising human)

Contributing to understanding of fundraising in own organisation



Working purposefully on engaging your audience

Working within organisation that views fundraising as integral not “necessary evil”

Expanding own skills and mastering new ones

LOOKING AHEAD

1951, first stop Kolkata.

The birth of a movement

In 1951, six young Australian Jesuits said goodbye to family and friends and set sail into a great unknown. Compelled by their Ignatian spirit they travelled to the fringe to find those most in need. Back then, if you wanted to travel to India, it was the slow ship. Back then, you disembarked in the port city that went by the anglicised: Calcutta.

After two weeks at sea, Kolkata was an assault on the senses, the Indian stimulus of sound, colour, heat, chaos. From Kolkata, the missionaries departed overland for Jharkhand province in the North-East region, following in the footsteps of Belgian Jesuits who in 1896 founded the oldest provincial parish in Mahuadanr. Settling in the town of Hazaribag, the young Australian Jesuits set about adapting to a new and completely foreign environment.

> *"Arriving in India with two friends I felt good, but when I realised the villages had no electricity, mud houses, and the children didn't attend school, the learning was huge."*
>
> – Father Bob Slattery SJ, who sailed in 1958

While they came with grand aims, they would start with modest means. And even before starting their first school – in a mud hut – for a handful of children, they would have to learn the language, navigate new cultural and ritual territory, stomach strange food, and combat fatigue.

In order to redress the stark disparity in socio-economic conditions, the Jesuits made a long-term commitment to working with the most disadvantaged individuals – Dalit and tribal Indians, in particular women and children. Overtime, inspired by the idea of Magis, and supported by generous Australian donors, the Australian missionaries' pursuit of 'more' would extend from education for the illiterate and the facility of legal aid, to advocacy for workers' rights and sharing Mass in many remote villages.

Above: Father Bob (l) before embarking for India and left: on arrival in Hazaribag.

In the playground of a Jesuit village school.

The fifth varna

Who are India's Dalits?

In India, varna – a structure and hierarchy of caste, rooted in Hindu beliefs – defines society and status, determining the rights and opportunities of each individual. Unlike class structures in the west, the Indian caste system is fixed, and unlike the west, there's no hope of 'social mobility'.

There are four castes that correspond to the religious varnas (levels). Under the fourth and bottom caste are the 'outcasts' – those outside the system altogether. The people in this 'fifth varna', once referred to as untouchables, were forced to undertake the filthiest of all society's tasks.

Told for centuries they weren't worthy, the untouchables came to embody the stigma with which they were born. Lacking in self-esteem, they knew not to aspire to anything, nor to have hopes and dreams of a better future.

The people of the fifth varna are now known as Dalits. Dalit means oppressed, scattered, broken, and though that's a historical truth, there is now hope that things will change. Transformational change is a long process, but the Jesuits are playing their part by building confidence in communities, informing Dalits of their human rights and educating Dalit children.

With little government support, Jesuit Mission's work in these communities is essential to improving the lives of the most marginalised members of society. It's an ongoing effort to touch the lives of so many, but with your support change will continue to take effect.

> *"As I immersed myself, to a very limited degree to be sure, amongst our Dalit communities, the recurring question was: why are these Bhuiyan Dalits so dehumanised? In a different context, we might ask why are these people homeless on the street, or where are the drugs coming from, or why is there famine in this country? The next question was not far behind: what can I do about it?"*
>
> – Father Tony Herbert SJ

In class, Dalit girls grow in confidence.

LOOKING AHEAD

1951, first stop Kolkata.

The birth of a movement

In 1951, six young Australian Jesuits said goodbye to family and friends and set sail into a great unknown. Compelled by their Ignatian spirit they travelled to the fringe to find those most in need. Back then, if you wanted to travel to India, it was the slow ship. Back then, you disembarked in the port city that went by the anglicised: Calcutta.

After two weeks at sea, Kolkata was an assault on the senses, the Indian stimulus of sound, colour, heat, chaos. From Kolkata, the missionaries departed overland for Jharkhand province in the North-East region, following in the footsteps of Belgian Jesuits who in 1896 founded the oldest provincial parish in Mahuadanr. Settling in the town of Hazaribag,

"Arriving in India with two friends I felt good, but when I realised the villages had no electricity, mud houses, and the children didn't attend school, the learning

While they came with grand aims, they would start with modest means. And even before starting their first school – in a mud hut – for a handful of children, they would have to learn the language, navigate new cultural and ritual territory, stomach strange food, and combat fatigue.

In order to redress the stark disparity in socio-economic conditions, the Jesuits made a long-term commitment to working with the most disadvantaged individuals – Dalit and tribal Indians, in particular women and children. Overtime, inspired by the idea of Magis, and supported by

In the playground of a Jesuit village school.

The fifth varna

Who are India's Dalits?

In India, varna – a structure and hierarchy of caste, rooted in Hindu beliefs – defines society and status, determining the rights and

"As I immersed myself, to a very limited degree to be sure, amongst our Dalit communities, the recurring question was: why are these Bhuiyan Dalits so dehumanised? In a different context, we might ask why are these people homeless on the street, or where are the drugs coming from, or why is there famine in this country? The next question was not far behind: what can I do about it?"

employing test, learn and enhance throughout program

will keep blending the old with new to develop strong bond that will support growth in bequests

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THANK YOU!

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