

FIA

NATIONAL AWARDS
FOR EXCELLENCE
IN FUNDRAISING

FIA National Awards for
**Excellence in
Fundraising 2022**

Visit fiaawards.org.au to enter

ENTRIES CLOSE 3 SEPTEMBER 2021



The FIA Awards for Excellence in Fundraising recognise and showcase outstanding initiative, innovation, effort and success in fundraising.

Fundraising is essential to the sustainability of Australia's not-for-profit sector and the FIA Awards for Excellence in Fundraising celebrate the year's most outstanding campaigns, alongside our best teams, fundraisers and volunteers who enable this impact.

For the 2022 Awards, FIA are launching new categories that provide greater opportunities for you to share your wins, a simplified application process and the opportunity to enter as many categories as you want for FREE.

Why should you enter?

There are many benefits of winning an FIA Award, including:

- Celebrate you and your team's hard work and achievements
- Show your organisation's leadership and your Board and stakeholders that you excel in fundraising and how your achievements compared with others in the sector
- Align your organisation's work with the best in the sector and reward your staff for the creative, impactful and innovative work that they do
- Use the application process as a best-practice review of the campaigns you have undertaken over the past year
- Showcase innovation and best practice to your peers and provide others with an insight on why they would want to work with your organisation
- Take pride that you, or your organisation, are finalists and/or winners in the most prestigious awards for our sector

WHO CAN ENTER?

The FIA Awards are open to financial members of FIA only. Check the individual award categories for specific requirements.

HOW DO I ENTER?

Visit our website www.fiaawards.org.au to download the submission guide and access our online awards platform.

HOW MUCH DOES IT COST TO ENTER?

There is no charge to enter the 2022 Awards, thanks to our Awards Sponsors Precision Fundraising and MonDial Telephone Fundraising.

HOW DO WE KNOW WHO HAS WON?

Finalists and state winners are announced at State End of Year Events throughout December. National winners will be announced at the Gala Awards Dinner during FIA's 45th Fundraising Conference in Sydney on 24 February 2022.

Award Categories

Organisational/Campaign Awards

- 1 MOST INNOVATIVE CAMPAIGN
- 2 BEST SUPPORTER EXPERIENCE
- 3 FUNDRAISING IMPACT THROUGH CREATIVITY
- 4 IMPACT ON A SHOESTRING
- 5 BEST STRATEGIC PARTNERSHIP
- 6 IMPACT THROUGH EVENTS
- 7 BEST PIVOT CAMPAIGN OR INITIATIVE
- 8 FUNDRAISING IMPACT THROUGH TECHNOLOGY
- 9 SUPPLIER TEAM OF THE YEAR



AWARD WINNERS RECEIVE THE WINNERS' SEAL TO PROMOTE THEIR WIN AND RECOGNISE THEIR ACHIEVEMENT

State Awards

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Principal Award

- 16 MOST OUTSTANDING FUNDRAISING PROJECT
- Winners of Campaign Awards will automatically be assessed for this award.

Key dates

ENTRIES OPEN:

5 July 2021

ENTRIES CLOSE:

3 September 2021

Principal Award Sponsors



Young Fundraiser of the Year Sponsor



Category Sponsors



FIA National Supporters



Congratulations to our 2021 winners

Organisational Awards

MOST INNOVATIVE CAMPAIGN Proudly Sponsored by 	Bush Heritage Australia	Primed Prospect Conversion by Collaborative Partners Convers, More Impact, LemonTree and Cornucopia Fundraising	
BEST SUPPORTER EXPERIENCE	Harry Perkins Institute of Medical Research	MACA Cancer 200 – Ride for Research	
FUNDRAISING IMPACT THROUGH CREATIVITY Proudly Sponsored by 	Berry Street	'A Sign of Love' – Tax Campaign 2020	
IMPACT ON A SHOESTRING	St John's Care	St John's Care Emergency Appeal	
BEST STRATEGIC PARTNERSHIP	Brotherhood of St Laurence and ANZ	Financial Wellbeing for All	 
IMPACT THROUGH EVENTS	MS Research Australia	The May 50K	
BEST PIVOT CAMPAIGN OR INITIATIVE Proudly Sponsored by 	Arts Centre Melbourne & Lifeline	Arts Wellbeing Collective COVID-19 Crisis Appeal '30 Seconds to Save a Life' Campaign	 
SUPPLIER TEAM OF THE YEAR	Donor Republic & Parachute Digital		 

State Awards

YOUNG FUNDRAISER OF THE YEAR Proudly Sponsored by blackbaud		Luke Toebelmann (VIC)	
VOLUNTEER OF THE YEAR		Christopher Brambleby (WA) Cystic Fibrosis WA	
FUNDRAISING TEAM OF THE YEAR Proudly Sponsored by 		Brotherhood of St Laurence (VIC)	 

Individual Awards

FUNDRAISER OF THE YEAR		Trudi Mitchell FFIA	
ARTHUR VENN LIFETIME ACHIEVEMENT AWARD Proudly Sponsored by 		Wendy Scaife FFIA	

Principal Award

MOST OUTSTANDING FUNDRAISING PROJECT Proudly Sponsored by 	Arts Centre Melbourne	Arts Wellbeing Collective COVID-19 Crisis Appeal	
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2022 Awards Criteria

Campaigns across all Campaign Award Categories must have been conducted, or partially conducted, during the 18 months between 1 March 2020 to 31 August 2021 to be eligible for an award. Entries are open to FIA Members only. For detailed criteria, eligibility and entry visit fiaawards.org.au

Campaign Awards

1 MOST INNOVATIVE CAMPAIGN

For fundraising campaigns that challenge the status quo in or outside your organisation

This award recognises campaigns that challenge the status quo and show courage, within your organisation or outside, in trying a different or revolutionary approach to drive fundraising success. Innovation may include: use of new or ground-breaking ideas; or the use of previously untried or untested strategies/activities to achieve fundraising success.

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – including Capital Campaigns
- Community Fundraising – including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Objectives	20%
Demonstration of innovation	20%
Impact and outcome of innovation	30%

2 BEST SUPPORTER EXPERIENCE

For organisations that understand and demonstrate exceptional supporter care and experience

This award recognises the successful development and implementation of best-practice donor or supporter experiences. The supporter experience

should offer donors deeper engagement with beneficiaries, impact and outcomes; bring them closer to the cause; maintain their interest; extend their support; or increase their lifetime value – just to name a few. These experiences should reflect a deep understanding of donor insights integrated with organisational strategy. This award also recognises the use of effective donor experiences through multi-channel engagement.

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – including Capital Campaigns
- Community Fundraising – including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Objectives	20%
Demonstration of exceptional supporter experience	20%
Impact and outcome of supporter experience	30%

3 FUNDRAISING IMPACT THROUGH CREATIVITY

For campaigns that inspire through creativity

This award recognises the implementation of effective creative to drive fundraising success. Creativity in fundraising can be demonstrated through the application of powerful creative such as compelling messaging, imagery or branding to achieve strategic fundraising impact.

Creativity can be expressed through various channels including video, visual story telling and online/offline integration.

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – including Capital Campaigns
- Community Fundraising – including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Creative strategy	20%
Execution	20%
Impact and outcomes	30%

4 IMPACT ON A SHOESTRING

Small Budget, Big Impact

This award recognises fundraising that achieves significant impact when limited investment is available. This includes limited operational budgets, human and other resources that deliver fundraising success.

Providing smaller charities the opportunity to highlight and celebrate their fundraising successes, the eligibility criteria for this category is:

- Organisations with annual fundraising turnover of up to \$2,000,000
- A campaign budget of up to \$30,000 (not including staff costs).

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – Including Capital Campaigns
- Community Fundraising – including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Strategy	20%
Resourcing and execution	20%
Impact and outcomes	30%

5 BEST STRATEGIC PARTNERSHIP

Working in partnership to achieve more

This award recognises highly successful partnerships that achieve mutual benefit and fundraising success. This includes partnerships between charities and groups such as Companies, Trusts, Foundations, Community Groups, media outlets, individuals, ambassadors and other NFPs.

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts partnerships – including Capital Campaigns
- Community Fundraising partnerships – including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving (including matched giving campaigns)
- Grants, Trusts and Foundations
- Corporate Partnerships
- Media Partnerships
- Celebrity/Ambassador Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Strategy alignment	20%
Relationship management and stewardship	20%
Impact and outcomes	30%

6 IMPACT THROUGH EVENTS

Bringing people together for greater impact

This award recognises outstanding achievement in fundraising through conducting a special event. Special events should show exceptional development of strategy, efficient execution, clear event uniqueness and significant ROI for the organisation.

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – Donor acquisition events
- Community Fundraising – including Peer to Peer, supporter events, signature events
- Gifts in Wills Events
- Online or Virtual Events

Entries will be judged against the criteria below:

Executive summary	30%
Event strategy	20%
Execution	20%
Impact and outcomes	30%

7 BEST PIVOT CAMPAIGN OR INITIATIVE

For fundraising campaigns and initiatives that adapted and excelled through a crisis

2020 and 2021 have been unique years for fundraising due to the bushfire and COVID-19 crises. This award recognises fundraising campaigns or initiatives that have been pivoted in response to a crisis situation. The 'pivot' can be the change or adaptation of an existing campaign or initiative due to a natural disaster e.g. relocating or taking a traditional fundraising event online or virtual such as a ride, walk or run; changing the case for support and donor segmentation of a direct mail campaign in response to a crisis.

Note: this category is not about fundraising for a crisis or emergency appeal (e.g. bushfire appeal).

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – including Capital Campaigns and major gift programs
- Community Fundraising – including Peer to Peer, supporter events, signature events

- Digital Campaigns
- Individual Giving – including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Strategy	20%
Resourcing and Execution	20%
Impact and outcomes	30%

8 FUNDRAISING IMPACT THROUGH TECHNOLOGY

For campaigns that utilise technology to drive fundraising outcomes

This award recognises the exceptional use of technology to create or strengthen campaigns and drive powerful fundraising outcomes.

Campaigns acknowledged in this category have either; utilised technology that is new or previously unused by their organisation, or creatively refined or adapted existing technology to achieve fundraising success. This could include the use of digital technology, AI, CRM, NTFs, cryptocurrency, social media, or other technology.

APPLICABLE TYPES OF FUNDRAISING INCLUDING, BUT NOT LIMITED TO:

- Major Gifts – including Capital Campaigns
- Community Fundraising – including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

Entries will be judged against the criteria below:

Executive summary	30%
Strategy	20%
Execution	20%
Impact and outcomes	30%

9 SUPPLIER TEAM OF THE YEAR

To be nominated by a member charity

This award recognises suppliers who have established significant relationships and delivered significant outcomes (financial or other) for member organisations through fundraising activities and campaigns. Nominated by an FIA Member non-profit/charity, the relationship, ethics, management and fundraising outcomes will be considered.

Entries will be judged against the criteria below:

Executive summary	20%
Engagement	20%
Relationship and management	20%
Activities	20%
Impact and outcomes	20%

State Awards

VOLUNTEER OF THE YEAR

This award acknowledges the significant and highly valued contribution to the fundraising profession made by volunteers. This award honours a volunteer who has assisted through their efforts and dedication of time to an organisation and fundraising cause.

A winner will be selected from each state and will be announced as the Volunteer of the Year for that state. The winner from each state will go through for national judging to determine the FIA National Volunteer of the Year.

REQUIREMENTS:

- Organisations submitting an entry must be a current (2021-2022) Organisational Member of FIA.
- The volunteer was involved with a fundraising campaign or organisation within the past 18 months.
- The volunteer must have made a significant contribution to the fundraising sector

Entries will be judged against the criteria below:

Volunteers profile	20%
Volunteers key involvement – Organisation's cause	10%
Volunteers key involvement – Fundraising activities	20%
Summary of award nomination	30%
Referral letter	20%

FUNDRAISING TEAM OF THE YEAR

The Fundraising Team of the Year category recognises internal fundraising teams working across a variety of campaigns to support the ongoing work of the organisation.

The focus of the award is on teamwork and leveraging internal resources to achieve the organisations fundraising objectives.

A winner will be selected from each state and will be announced as the Fundraising Team of the Year for that state. Winners from each state will go through for national judging to determine the FIA National Fundraising Team of the Year.

National teams are to enter via the state of their organisation's Head Office or where most of their fundraising staff are based.

REQUIREMENTS:

- Organisations submitting an entry must be a current (2021-2022) Organisational Member of FIA.

Entries will be judged against the criteria below:

Executive summary	20%
Fundraising team structure and management strategy	20%
Activities delivered and key performance measurement	20%
Fundraising team development and investment in professional development	20%
Impact and outcomes	20%

YOUNG FUNDRAISER OF THE YEAR

The Young Fundraiser of the Year Award rewards a fundraiser aged 30 years or younger who has made a significant contribution to fundraising. The fundraiser should have shown consistent excellence and best practice through their actions, leadership and intellect.

A winner will be selected from each state and will be announced as the Young Fundraiser of the Year for that state.

Winners from each state will go through for national judging to determine the FIA National Young Fundraiser of the Year.

Each state winner will receive a complimentary registration to the FIA Conference and Gala Awards Dinner. The national winner will be awarded with a scholarship to an international fundraising convention.

REQUIREMENTS:

- The nominator and award nominee must be members of FIA who have a current full professional or organisational membership held for a 12-month period.
- The nominee must have made a significant contribution to the sector and be no older than 30.

Entries will be judged against the criteria below:

Biography	10%
Innovation and impact	20%
Commitment to personal and professional development	10%
Service in or to the fundraising sector and community	10%
Career achievements and acknowledgements	20%
Summary of award nomination	30%

Individual Awards

FUNDRAISING CHAMPION OF THE YEAR

Established in 2021, this award acknowledges the importance and highly valued contribution of ‘non-traditional’ fundraising advocates and supporters within your organisation. Designed to recognise that effective fundraising doesn’t happen in isolation, the award honours a member of your organisation (employee or volunteer) who does not hold a specific fundraising role, but whose efforts contribute to, facilitate, grow and support your fundraising success.

In searching for the fundraising champion of the year, look beyond your fundraising teams. These champions will be found on your board, at the leadership table, in your finance team or amongst those responsible for program delivery. They will provide critical support to fundraisers, but they won’t recognise themselves as such.

REQUIREMENTS:

- Organisations submitting an entry must be a current (2021-2022) Organisational Member of FIA
- The ‘champion’ must have made a significant contribution to the fundraising success of the organisation within the past 18 months.

Entries will be judged against the criteria below:

Executive summary	30%
Personal profile	30%
Facilitating a culture of fundraising	20%
Fundraising activity involvement	20%

FUNDRAISER OF THE YEAR

The Fundraiser of the Year Award recognises an FIA Member who has made an outstanding contribution to fundraising best practice and to FIA over the period of 5 years. The fundraiser should have shown outstanding fundraising performance, best practice through their actions, uncompromising commitment to ethics, contribution to sector improvement and impact on the fundraising profession.

REQUIREMENTS:

- The nominator must be a member of FIA who has a current full professional or organisational membership held for a 12-month period.
- Nominee must be a member of FIA who has a current full professional or organisational membership (nominated or additional staff) held for a 24-month period.
- The nominee must have fundraised continuously and held a professional fundraising position over a 5-year period with a charity, not-for-profit organisation or specialist charity supplier. The nominee may have held different positions at different organisations over this time, however, all must have been in professional fundraising.
- The nominee must be over the age of 30.
- EMFIA, FFIA and CFRE credentials will be highly regarded
- The nominee must have had significant organisational fundraising success in the 5-year period and contributed to the fundraising profession.

Entries will be judged against the criteria below:

Fundraising innovation and impact	30%
Organisational impact	20%
Commitment to personal and professional development	10%
Service in or to the profession and the community	10%
Summary of award nomination	20%
Referral letter	10%

ARTHUR VENN LIFETIME ACHIEVEMENT AWARD

The Arthur Venn Lifetime Achievement Award recognises an FIA Member who has made an outstanding contribution to FIA and the fundraising sector in Australia. The fundraiser should have shown consistent excellence and best practice through their actions, leadership and intellect.

REQUIREMENTS:

- The nominator must be a member of FIA who has a current full professional or organisational membership (nominated or additional staff) held for a 12-month period.
- The nominee must be at least an EMFIA or FFIA credential who has held a current full professional or organisational membership (nominated or additional staff) held for a 10-year period.
- A CFRE credential is highly regarded.
- The nominee must have made a significant contribution to the sector.

Entries will be judged against the criteria below:

Biography	20%
Professional development attended	10%
Professional development presented	20%
Service to FIA	15%
Service in or to the profession and the community	15%
Summary of award nomination	10%
Referral letter	10%

Principal Award

MOST OUTSTANDING FUNDRAISING PROJECT

The most outstanding entry across all categories. Winners of campaign category awards will automatically be assessed for this award.

FIA National Awards for

Excellence in Fundraising 2022

Entries close 3 September 2021

Visit fiaawards.org.au to enter

Principal Award Sponsors



Precision

Fundraising



MonDial
telephone fundraising