FIA is the peak body for fundraising in Australia. FIA protects the sector's interest at all levels of government and with key stakeholders. We promote and advance best-practice ethical fundraising through the FIA Code. We provide training, networking and professional development to build skills in professional fundraising.

The charitable sector is worth more than $150b to Australia; fundraising contributes $11.6b.

We had more than 200 print and radio placements in the last year.

There are more than 59,000 charities registered in Australia and about 23,000 charities engage in fundraising.

Over 2,000 fundraisers took FIA Professional Development courses.

We have 19,147 followers on social media.

Over 100 FIA members have achieved their CFRE, an international accreditation for professional fundraising.

Over 200 volunteers assist FIA to deliver its mission to advance professional fundraising around the country via state and special committees.

Over 600 people attended the 2021 FIA National Conference.

FIA count more than 2,600 members including 620 organisations.

11,270 people subscribe to FIA emails.

Over 7,500 attended our events around Australia.
Overview

Fundraising Institute Australia (FIA) is the national peak body representing professional fundraising in Australia.

Our members include charities of all sizes, from the smallest to the largest fundraising organisations in Australia and represent approximately 80% of total fundraising revenue in Australia.

The FIA Community of members and other stakeholders in the sector includes fundraisers at all levels of their profession, from junior to senior, CEOs, directors, key decision makers and others. Advertising with FIA ensures your brand, product or service is exposed to thousands of professionals in the fundraising sector.
Advertising with FIA

We invite Members & partners to further promote you’re their cause, brand, product or service to our highly engaged audience of FIA members and professional fundraisers, including Heads of Fundraising, CEOs and others in the sector.

Promotion can be to the entire community of fundraising professionals across the country or to just one specific state.

FIA sent a variety of alerts, some to their entire database, others exclusively to Members and some just to targeted groups or locations.

We also offer a solus EDM built solely for you. To maintain open rates and audience interest, solus EDM’s are only offered monthly. The average open rate for national EDMS is currently about 27% which is above industry standard.

We also offer advertising on a featured tile on our Supplier Directory. [https://fia.org.au/about-fia/fia-supplier-member-directory/](https://fia.org.au/about-fia/fia-supplier-member-directory/)

Members enjoy discounted rates for advertising with FIA.

Cancellations must give one week’s notice in writing.

Bespoke advertising packages can be negotiated with the marketing department so suit your specific business objectives.
Banner Advertising on FIA Emails

Promote your brand, product or service via alignment with FIA through banner advertising on FIA emails.

Opportunities include banner advertising on Members Bulletin, Jobs Bulletin and Professional Development Bulletin or on the website supplier directory.

Specifications

- Advertisers supply all images.
- Deadline is one week prior to send.
- Send date is by negotiation with FIA.
- Image banners must be JPG or PNG only.
## Distribution, Frequency & Prices

### Members Bulletin
- **Database**: National Member only (3,400+)
- **Price**: Member: $200  Non member: $300
- **Frequency**: Monthly
- **Open rate**: 20-30%

### Jobs Bulletin
- **Database**: National (8,000+)
- **Price**: Member: $400  Non member: $500
- **Frequency**: Weekly
- **Open rate**: 25-31%

### Professional Education Bulletin
- **Database**: National (8,000+)
- **Price**: Member $400  Non member $500
- **Frequency**: Monthly
- **Open rate**: 27-29%
# FIA Social Media

## Individual Posts

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>9,502</td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,225</td>
<td>$150</td>
<td>$250</td>
</tr>
<tr>
<td>Facebook</td>
<td>3,898</td>
<td>$150</td>
<td>$250</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,130</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>

## Packaged Post on all four platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>$450</td>
<td>$600</td>
</tr>
</tbody>
</table>

## Specifications

- Advertisers supply all images and copy.
- Deadline is one week prior to send.
- FIA approval is required.
- LinkedIn images: 1200 px W x 628 px H.
- Twitter images: 1024 px W x 512 px H.
- Facebook and Instagram images: 2048 W px x 2048 px.
- Videos must be one minute or less.
Advertising with FIA

For more information or to book please contact us..
Email: members@fia.org.au
Phone: 1300 889 670

Opportunities to advertise with FIA are correct at time of printing.
Statistics and prices are subject to change.