



The charity for
girls' equality

HOW PLAN INTERNATIONAL BUILT A MID VALUE PROGRAM FROM NOTHING.

YOUR PRESENTERS



TOM DUGGAN

**ASSOCIATE
DIRECTOR
INDIVIDUAL
GIVING**



**MADELEINE
RICHARDS**

**INDIVIDUAL
GIVING OFFICER**



BETH CROSS

**DONOR CONTACT
TEAM LEADER**

**HOW ON EARTH DO YOU START A
MID VALUE PROGRAM**

WHY?



*"This is Jose.
I am his father.
When Santander falls
I shall be shot.
Whosoever finds my son,
take care of him for me."*

Invent Child
Sponsorship

Do that for 75
years

Realize you
need other types
of fundraising

Mature
Market



Increase
Value Per
Donor

5 years of
MD Program



Major Donor
Pipeline

Mass
Market
Fundraising

Relationship
Fundraising

Mid
Value

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graph TD; A[Mass Market Fundraising] --> C((Mid Value)); B[Relationship Fundraising] --> C;
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The diagram consists of three blue shapes on a white background. On the left is a rounded rectangle containing the text 'Mass Market Fundraising'. On the right is another rounded rectangle containing the text 'Relationship Fundraising'. In the center is a circle containing the text 'Mid Value'. Two light blue arrows point from the right side of the left rectangle and the left side of the right rectangle towards the central circle, indicating that both fundraising methods contribute to the 'Mid Value'.

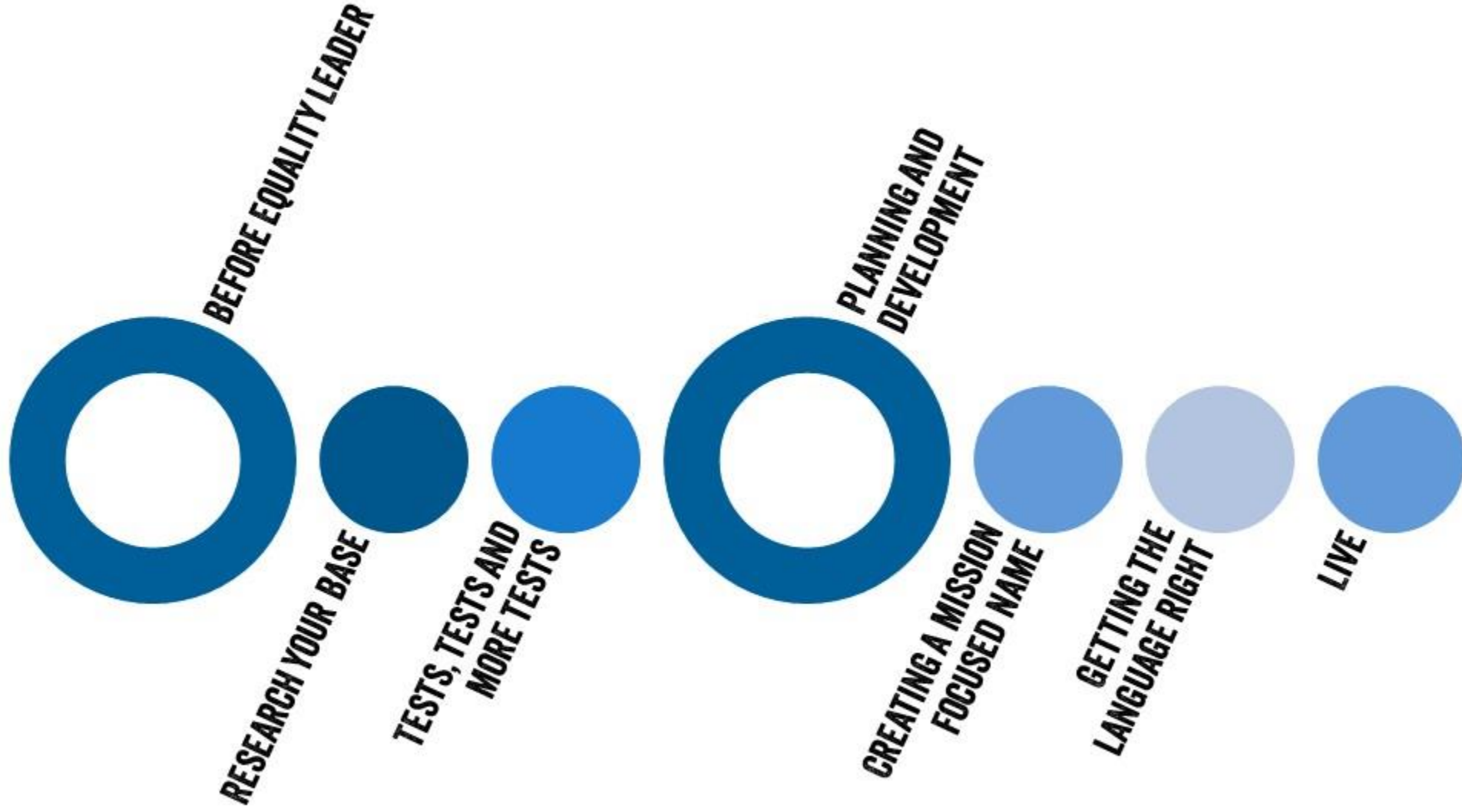




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BUILDING A MIDVALUE PROGRAM FROM THE GROUND UP

STARTING FROM NOTHING





BEFORE EQUALITY LEADER

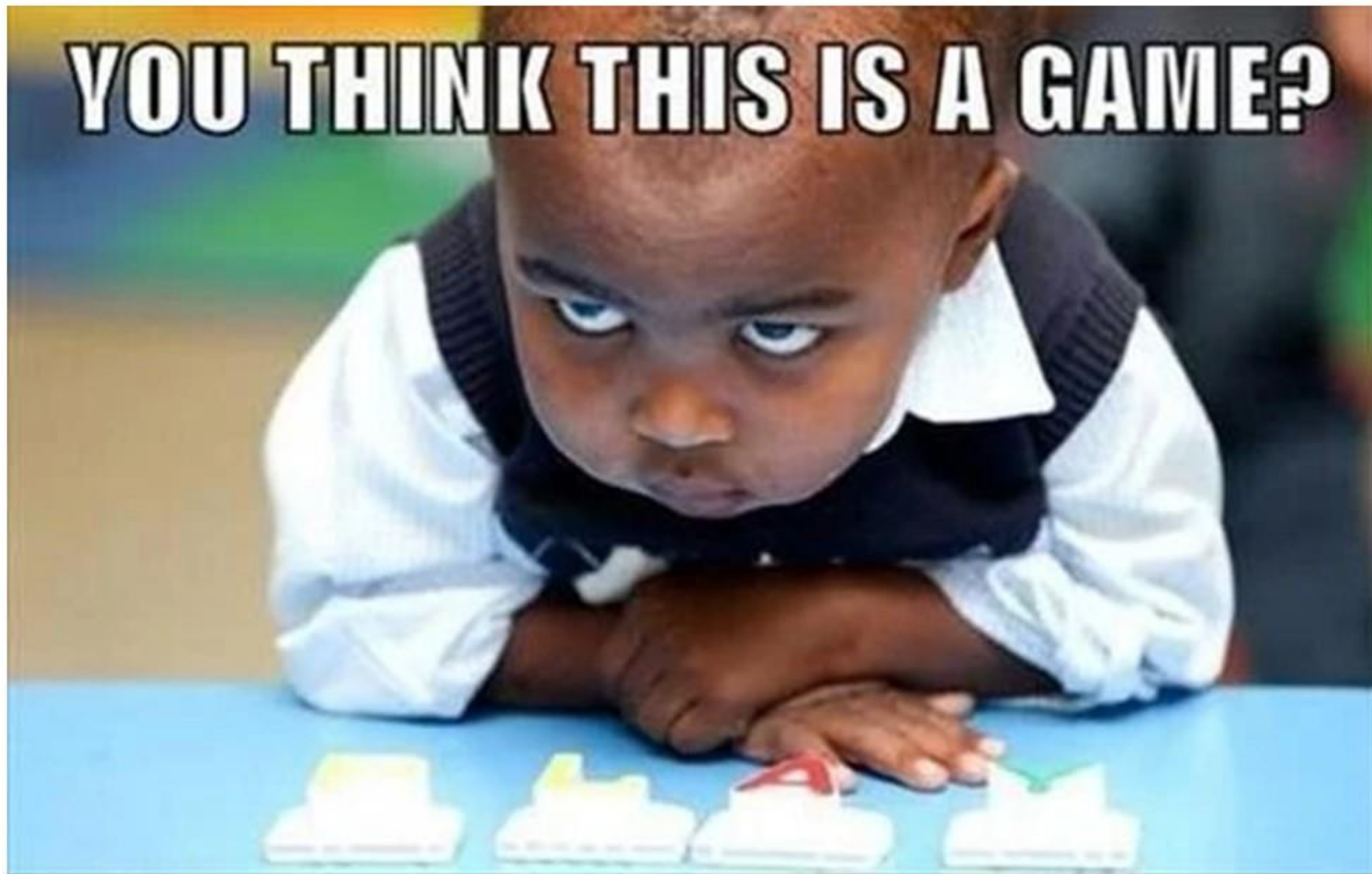


RESEARCH YOUR BASE



"BY MAKING A ONE OFF DONATION OF \$500 YOU CAN HELP FUND A BIRTH REGISTRATION SYSTEM AND PROVIDE GIRLS WITH LEGAL PROTECTION FROM TRAFFICKING"

YOU THINK THIS IS A GAME?





The charity for
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YEAR 1

IDEA THE GROWTH GIVER

THE VISION:

"CREATE HIGHLY PERSONALISED, TAILORED GIVING OPPORTUNITIES AND STEWARDSHIP TO OUR MIDDLE DONORS TO INCREASE THEIR LIFETIME VALUE TO PLAN."



**BECOME AN
EQUALITY LEADER**

HOW THE **EQUALITY LEADER** FUND WORKS – AND THE IMPACT IT CREATES.

STEP 1:

By becoming an Equality Leader and investing \$1000 or more, you make a critical contribution to girls' equality.



STEP 2:

Your once-off gift, pooled with other Equality Leaders, is used as an incentive fund at Christmas to inspire other supporters to give, immediately turning a gift of \$1000 into \$2000.

STEP 3:

Together, we will double the impact of our Christmas campaign and aspire to raise a record amount to support girls' equality.



Q8

In the coming months, we will be asking a select group of supporters to donate to a special campaign tackling the barriers that stand in the way of girls going to school and securing their futures. Why would this work most resonate with you?

- I have children in my life and I can't imagine them being denied an education
- I believe in creating a world where all children are valued equally
- I wish to break the cycle of poverty for this and future generations of girls
- I want to see more girls in positions of leadership and power
- I know an education helps prevent girls from experiencing child marriage, exploitation or early pregnancy

Q9

To make sure this campaign is successful and can reach as many girls as possible, I will need our most generous supporters to give a gift of \$1000+. Would you be interested in joining this small, but powerful group and ensuring the campaign's success?

- Yes, I would be open to this
- Yes, but I would like to learn more first
- Maybe, but I can't right away
- Not now, thank you



The charity for girls' equality

SUPPORTER SURVEY 2021



WHAT'S IN A NAME?



Amplify her future
Girl Amplifier
Amplify Leader
Her Future Fund
Grow her future
Change her future
Amplify her impact
Boost her up
Change maker
Equality Leader
Girls Advocate
Girls Future Funders
Girls Booster Club
Girls Amplifier
Girls Booster
Girls Champion
Lead Supporter
Plan Leader
Plan Matcher

Ian, I think you'll be interested in a new way to leverage your giving for an even bigger impact for girls

By investing a donation of \$1000, you invest in a world where all children can thrive, and girls can take their rightful place as equals. Where girls displaced by crises can continue their education, just as Ammi has done. And you encourage others to do the same, creating a greater impact for girls everywhere.

Will you be one of the first to join us?

How Equality Leaders can support girls displaced by crises to continue their education

By matching the gifts of other supporters, your support will reach even more girls



WHO TO ASK?

WHO	
SURVEY LEADS	86
MAJOR DONOR PROSPECTS	25
LCG \$500+ 0-24M	218
LARGEST CASH GIFT \$500+ 0-24M	58
SELECT CHILD SPONSORS, REGULAR GIVERS LTV 10Y+	24
TOTAL:	411



BRINGING IN THE DCC



WHAT WAS MISSING?





**A BETTER NOW
FOR HER.**

**A BETTER FUTURE
FOR EVERYONE.**



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girls' equality

Jose Ortiz
Equality Leader Support Officer
Plan International Australia
Desk: 03 9957 2596
Email: jose.ortiz@plan.org.au
www.plan.org.au

DIRECT MAIL PACK

My colleague has put together a booklet explaining why the Equality Leader fund works. I've attached it to this lift for you.

With compliments



With comps slip to be attached to the Lift via a paperclip, or to be inserted into the fold of the Lift.

WHY THE EQUALITY LEADER FUND WORKS - AND THE IMPACT IT CREATES.

STEP 1
By becoming an Equality Leader and donating \$1000 or more, you make a critical contribution to girls' equality.

STEP 2
Your gift is matched 100% from other supporters at Christmas, immediately turning your \$1000 to \$2000.

Front



Inside spread

EQUALITY LEADERS ARE MORE THAN SUPPORTERS. THEY ARE PARTNERS IN CREATING AN EQUAL WORLD WHERE ALL CHILDREN CAN LIVE HAPPY AND HEALTHY LIVES, AND WHERE GIRLS CAN TAKE THEIR RIGHTFUL PLACE AS EQUALS. WILL YOU BE PART OF THIS POWERFUL MOVEMENT FOR GIRLS' RIGHTS?



Express post RPE for a small number of our most dedicated supporters.



ATTN: Susanne Legona
Chief Executive Officer, Plan International Australia
GPO Box 2818, Melbourne Vic 3001



Should you have any questions we have assigned <name> to be your dedicated point of contact, <name> can be reached on <number> or via email <email address>.

YES, I'LL BECOME AN EQUALITY LEADER AND DOUBLE MY IMPACT FOR GIRLS.

Please accept my gift of:

<\$1,000> to be matched to a value of <\$2,000>

We'll make sure your gift goes where it has the greatest impact.

I will donate by:

Please find enclosed a cheque/money order (payable to Plan International Australia)

OR - Please debit this card:

Visa Mastercard Amex Others

Card number

Expiry date

Name of cardholder

Signature

OR - Pay via BPAY



Billar Code:
Ref:

Telephone & Internet Banking - Smart
Contact your bank or financial institution to make the
payment from your cheque savings, debit, credit card
or transaction account. More info: www.bpay.com.au

My details for my receipt:

Please return this in the reply paid envelope provided, by <XX Month>.

THANK YOU

Privacy Statement: As we work together to build a just world for children, Plan International Australia, with your consent, will collect some of your personal information. We do this so we can make it as easy as possible for you to engage with us and step up-to-date with our work. Want to know more? You can read our full privacy statement here: www.plan.org.au/comms/privacy. If you don't wish to receive any future mail asks from Plan International, tick here

INITIAL RESULTS FY21

Total Donations	Average Donation
\$38.73K	\$1.11K
Total Gift	Total Donor
35	35

KEEPING THE CONNECTION

Thank you packs and Webinars

Second Sweep



2021 XMAS APPEAL



MATCH FUNDS LIMITED, DON'T MISS OUT!



The charity for girls' equality

If undeliverable, please return to:
GPO Box 2016 MELBOURNE VIC 3001
CM 2490591

POSTAGE PAID AUSTRALIA



Your Christmas gift will be matched dollar for dollar.

The first «Matched fund total» received will be matched by Plan's Equality Leaders. Any gifts beyond that amount will be gratefully received and used to improve the lives of girls all over the world.



A message to you from our Equality Leaders, a special group of supporters who will generously double your impact this Christmas:

Education is key to changing opportunity and improving lives, particularly for girls, and even works towards decreasing things like child marriage. Plan International is focused on providing education and opportunity to more and more girls globally, and that will impact every generation from now on.

*Monita Lyman,
on behalf of Equality Leaders,
Plan International Australia*

The first «Matched fund total» received will be matched by Plan's Equality Leaders. Any gifts beyond that amount will be gratefully received and used to improve the lives of girls all over the world.



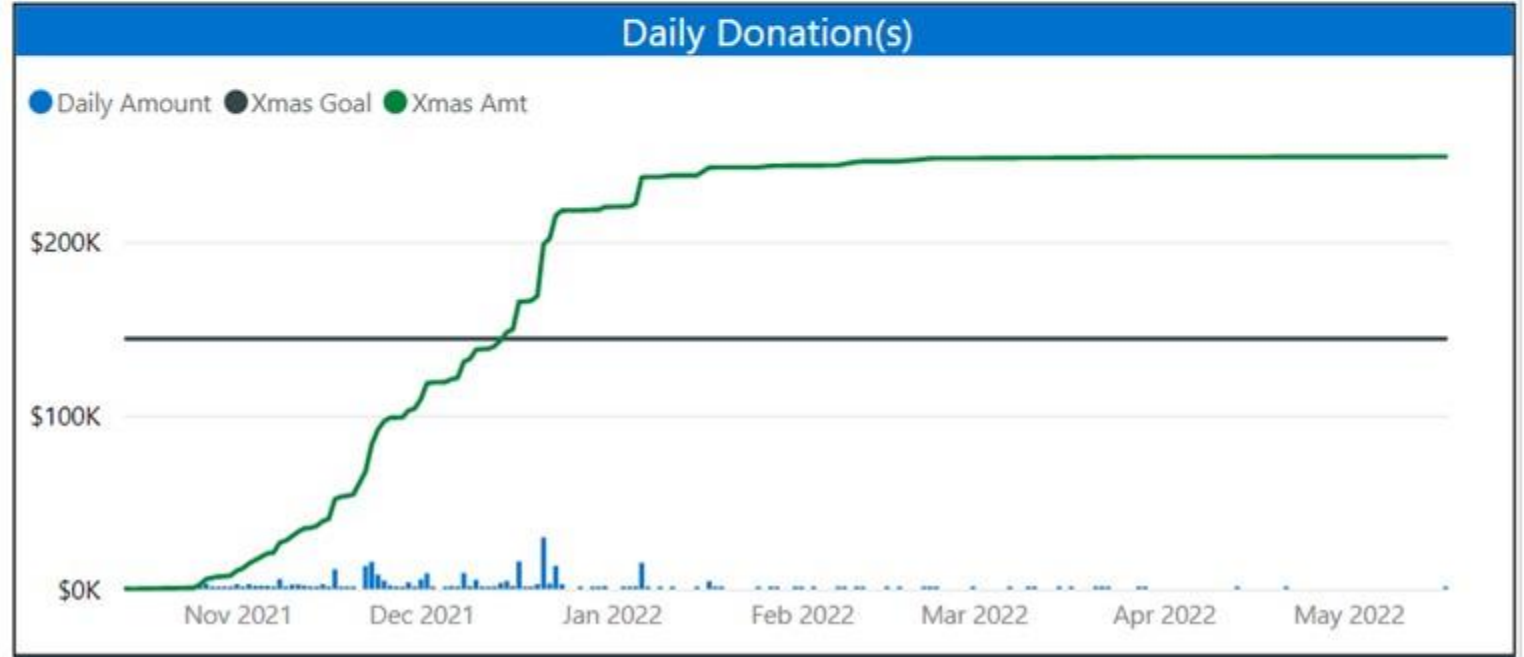
The charity for girls' equality

2020 XMAS APPEAL:

Total Donations	Average Donation
\$155.75K	\$121.20
Total Gifts	Total Donors
1285	1161

2021 XMAS APPEAL:

Total Donations	Average Donation
\$248.87K	\$161.81
Total Gifts	Total Donors
1538	1409



PILOT KEY LEARNINGS

TIMING

- **APRIL LODGEMENT DID NOT AFFECT TAX APPEAL**

DON'T LOWBALL

- **STANDARD \$1000 WAS TOO RESTRICTIVE**

ENGAGEMENT

- **LONG TIME IN BETWEEN EQUALITY LEADER AND CHRISTMAS CAMPAIGN**

COVID

- **LOCKDOWNS CAUSED DISRUPTION**



The charity for
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YEAR 2

EXPANDING FOR A SECOND YEAR

- Aspirational target of \$75,000
- Full time Equality Leader Support Consultant

A BETTER NOW
FOR HER.
A BETTER FUTURE
FOR EVERYONE.



Jose Ortiz
Equality Leader Support Officer
Plan International Australia
Desk: 03 9957 2596
Email: jose.ortiz@plan.org.au
www.plan.org.au

- Target ask string across telemarketing, direct mail and email
- Expanding segmentation selection to \$250-499.99 LCG value band
- Special pack and copy for 1st year Equality Leaders
- Instant thank-you packs

SECOND YEAR PRODUCT

PLAN The charity for girls' equality

Plan International Australia
 PO Box 2818, Melbourne VIC 3001
 Email: info@plan.org.au ABN 49 004 875 807

From Susanne Legena
 Chief Executive Officer, Plan International Australia

Equality Leaders changed the world last year. Are you ready to join this special group of change makers?

Dear **<first name>**,

These past few years we have watched the world grapple with a global pandemic, food shortages and extreme weather events. These challenges worry me, as does the high price girls pay to go to school.

But despite all this, you supported the girls we work with when they needed you the most.

<first name> Paragraph.

<first name>, it's exciting to you help because you have heard such a generous and kind partner over the last 12+ years. My team and I are launching the second year of our innovative Equality Leader campaign with a select list of our most passionate supporters, and I wanted to personally write you to partner with us as one of our Equality Leaders.

An Equality Leader wants long term change. They worry about the high price girls pay during times of crisis. They're passionate about making the barriers that stand in the way of girls getting an education and achieving their dreams. And they know that by partnering with Plan International, they can make this a reality.

If this sounds a lot like you, you might just be an Equality Leader.

This way it works is simple but powerful. When you join as an Equality Leader, you make a critical investment in girls' equality. Your investment is put into a special fund, and by joining our gift with those of other passionate Equality Leaders, the impact of your gift becomes even more powerful.

This special fund you've helped create will be leveraged as a matched fund offer in our upcoming Christmas campaign. Every dollar in this fund is offered to other supporters as a matching 1:1 match, effectively doubling their donation and yours. It will inspire and motivate many of our supporters to donate, and more importantly double the impact for girls in need.

Our first year was an outstanding success because of the generosity from our previous Equality Leaders, and the funds they donated to girls living through crisis. We ran out of matched funds within days. Our appeal raised nearly 80% more than the previous year, so I know we had to expand the program to face the challenges ahead.

And for the campaign to succeed in its second year, I need find at least 90 new Equality Leaders to ensure we reach as many girls as possible.

<first name>, are you ready to take the next step and become an Equality Leader? **How Equality Leaders can provide a lifeline to girls during a crisis**

We know that expected giving consistently encourages more gifts at more generous amounts, which means we reach even more girls with the lifeline of education. And for girls like 13 year old Hafina, being through a year's worth of drought, this lifeline means school comes first enough.

<first name>, we know that at times of crisis, girls are often the first to be pulled out of school and the last to be fed and when food and water is scarce, girls are placed in dangerous situations, often dropping out of school to just feed on the table for their family.

Hafina is grappling with the world drought on record, with over two million Kenyans facing extreme food and water shortages. Access of pasture had been dried out killing thousands of livestock - a precious source of income for farming communities.

For Hafina and her family who live in the arid region, this year has been the hardest of them all. Hafina carries burdens that no child should have to face. "There is no water in my area. As a girl this is affecting my health and hygiene," she says.

Parents are forced to make impossible decisions to keep their families fed, such as pulling their girls from school to search for work, food or water. Many of these girls pay a high price to survive. Girls as young as 11 are being exploited by older men on the road in exchange for these basic needs, with many ending up pregnant.

Hafina explained that this had been the toughest year ever for girls, with some girls forced to skip school activities in exchange for food and clean water.

For girls who are able to remain in school, the situation is not much better. The loss of the stock coupled with not having enough to eat during the day, makes concentrating on their studies difficult. A colleague of mine spoke to Hafina's frustration:

"...while others are in school physically, mentally they are at home. This disaster is causing them to perform poorly in their studies."

<first name>, so girl should have to give up on her dreams in order to survive.



With compliments

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Plan International Australia
 PO Box 2818, Melbourne VIC 3001
 Email: info@plan.org.au ABN 49 004 875 807

With comp slip to be attached to the Lift via a paperclip, or to be inserted into the fold of the Lift.

HOW THE EQUALITY LEADER FUND WORKS - AND THE IMPACT IT CREATES.

STEP 1
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Front



Inside spread

EQUALITY LEADERS ARE MORE THAN SUPPORTERS. THEY ARE PARTNERS IN CREATING AN EQUAL WORLD WHERE ALL CHILDREN CAN LIVE HAPPY AND HEALTHY LIVES, AND WHERE GIRLS CAN TAKE THEIR RIGHTFUL PLACE AS EQUALS. WILL YOU BE PART OF THIS SPECIAL GROUP OF CHANGE-MAKERS?

PLAN The charity for girls' equality

ATTN: Susanne Legena
 Chief Executive Officer, Plan International Australia
 GPO Box 2818, Melbourne Vic 3001

PLAN The charity for girls' equality

Plan International Australia
 Call 13 75 26 Email info@plan.org.au ABN 49 004 875 807

YES, I'LL BE AN EQUALITY LEADER AND DOUBLE MY IMPACT FOR GIRLS.

Please accept my gift of:

- \$Ask 1>
- \$Ask 2>
- \$Ask 3>
- Surprise us! - \$

All gifts of \$1 or more are fully tax deductible. We'll make sure your gift goes where it has the greatest impact.

I will donate by:

- Please find enclosed a cheque/money order (payable to Plan International Australia)
- OR - Please debit this card:
 - Visa Mastercard Amex
 - Card number
 - Expiry date
 - Name of cardholder
 - Signature
- OR - Pay via BPAY
 - Biller Code: 7030E Ref: 100758300
 - Telephone & Internet Banking - Your bank and your financial institution should be able to help you set up your BPay account.

OR - Visit our website plan.org.au/equalityleader or call 13 75 26

My details for my receipt:

Barcode
 PLAN ID: <SUP CH> FINDER NUMBER
 <DM_M_ADDRESS>
 <DM_M_ADDR1>
 <DM_M_ADDR2>
 <DM_M_ADDR3>
 <DM_M_ADDR4>
 <DM_M_SUBURB> <DM_M_STATE>
 <DM_M_POSTCODE>
 <DM_M_EMAIL>
 <DM_M_FINDERNUMBER>
 <DM_M_PHONE>

Please return this in the reply paid envelope provided, by <XX Month>.

THANK YOU

<Name> you have made a huge impact to the lives of children all around the world.

Privacy Statement: As we work together to build a just world for children, Plan International Australia, with your consent, will collect some of your personal information. We do this so we can make it as easy as possible for you to engage with us and stay up-to-date with our work. We do not know when? You can read our full privacy statement here: www.plan.org.au/privacy-policy. If you don't wish to receive any future Equality Leader sales from Plan International, tick here:

ASKING FOR A SECOND YEAR COMMITMENT



You are a leader, inspiring others to change the world.

When you make a second year Equality Leader commitment, you make a critical investment in girls' equality. Your investment is put into a special fund, and by pooling your gift with those of other passionate Equality Leaders, the impact of your gift becomes even more powerful.

You changed the world last year. Are you ready to partner with us again and leverage your giving for double the impact?





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YEAR 2

THE POWER OF THREE



CALL RESULTS





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RESULTS

Amount Raised for Match

• \$117,200

Xmas Uplift

• \$93,120

Total Revenue

• \$210,320

Direct Expenditure

• \$14,700

ROI

• 1:14.2

New Mid
Value
Donors: 87

Major Donor
Leads: 1



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WHAT YOU SHOULD TAKE AWAY

STRATEGIC

**LEAN INTO YOUR
WEIRD**

**CREATE SPACE FOR
THE TEAM TO BUILD**

**SEE THINGS ACROSS
THE ORG**

Mid Value is
Mass mixed with
Relationship
Fundraising

Consistency

Co design

Investment in
development

Powerful
proposition

Investing in young
fundraisers

Team effort



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QUESTIONS