

# MEDIA KIT

# 2022



**Fundraising  
Institute  
Australia**

---

The Professional Body for Australian Fundraising

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.



Include a Charity is a campaign of FIA that encourages Australians to leave a gift to their favourite charity in their Will.



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



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



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



We lobby on behalf of the fundraising sector to governments at all levels.



We wrote 6 submissions to the government in the last year.



Nearly half of all registered charities have social and community welfare as their primary purpose.



Over 2,000 fundraisers took FIA Professional Development courses.

5,850 fundraisers, CEOs and board directors have engaged with FIA Code training.



The charitable sector employs more than 1.3 million people each year.

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.



We have 19,147 followers on social media.



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/> This is \$200 per month. (one month per year only)

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.

## Member Bulletin

**FIA** Fundraising Institute Australia

25 MARCH 2019

**FIA CEO Update**

I'm delighted to welcome several new members to the FIA family this quarter, and I've highlighted a few new ones here:

**Her Heart** is the only global charity dedicated to promoting women's heart health by providing up-to-date, evidence-based content and research. A virtual charity established by Dr Linda Worrall-Carter in 2015 to reduce the heart disease toll in Australia, Her Heart has an impact in over 128 countries.

Established in 2010, **Southern Highlands Community Hospice Ltd. (SHCH)** is a not-for-profit charity and hospice with 10 in-patient beds and ancillary services for the Southern Highlands community. Located in the heart of the medical precinct of Bowral, NSW, SHCH's professional staff and volunteers provide specialist palliative care services.

[READ MORE](#)

**Commit. Excel. Lead. Be a CFRE.**  
See how becoming a Certified Fund Raising Executive can accelerate your career.

[Learn More](#)

**Fundraising Essentials**

Learn about the sector and your role within it

Our Fundraising Essentials course provides you with the practical tools to help get you started as a fundraiser.

Learn about how the sector works in Australia; key regulations in the sector; motivating factors for charitable giving; fundraising channels, trends and methodologies.

Brisbane: 26 March  
Sydney: 26 March  
Melbourne: 28 March  
Adelaide: 28 March  
Perth: 28 March

## Jobs Bulletin

**FIA** Fundraising Institute Australia

27 March 2019

**Jobs Service**

Access new fundraising talent and the latest fundraising roles with FIA's targeted jobs service.

For the complete list of current roles, please visit the [FIA website](#).

**GET 20% OFF F&P CONFERENCES**  
Save hundreds of dollars and become a better fundraiser.  
SUBSCRIBE TO F&P TODAY!

**FEATURED ROLES**

**elevate FUNDRAISING**

**ACCOUNT MANAGER - DIGITAL FUNDRAISING AGENCY**  
Elevate Fundraising  
Sydney, Full time

You will be responsible for managing a range of projects, developing integrated strategies, overseeing the implementation of multi-channel campaigns, reporting on results and building excellent client relationships. The successful candidate will have exceptional attention to detail and be a highly motivated and organised individual with strong relationship management skills and the demonstrated ability to manage multiple projects.

## Specifications

- 600px x 200px
- Deadline is two weeks prior to send.
- Send date is by negotiation with FIA.
- Image banners must be JPG or PNG only.

# Distribution, Frequency & Prices

## Members Bulletin

<b>Database</b>	National Member only (3,400+)	
<b>Price</b>	Member: \$200	Non member: \$300
<b>Frequency</b>	Monthly	
<b>Open rate</b>	20-30%	

## Jobs Bulletin

<b>Database</b>	National (8,800+)	
<b>Price</b>	Member: \$400	Non member: \$500
<b>Frequency</b>	Weekly	
<b>Open rate</b>	25-31%	





## Professional Education Bulletin

<b>Database</b>	National (8,000+)	
<b>Price</b>	Member \$400	Non member \$500
<b>Frequency</b>	Monthly	
<b>Open rate</b>	27-29%	




# FIA Social Media

---

## Individual Posts

		Member	Non-Member
	10,087 followers	\$200	\$300
	4,233 followers	\$150	\$250
	4,079 followers	\$150	\$250
	1,257 followers	\$100	\$200

## Packaged Post on all four platforms

 	Member	Non-Member
 	\$450	\$600

### 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 & Instagram images: 2048 W px x 2048px H
- Videos must be one minute or less

# Email Marketing

<b>National database</b>	Approx 11,270	
	Member	Non member
<b>Price</b>	\$4,000	\$5,000

<b>NSW/ACT database</b>	Approx 4,600+	
	Member	Non member
<b>Price</b>	\$2,000	\$2,500

<b>VIC database</b>	Approx 2,800+	
	Member	Non member
<b>Price</b>	\$700	\$1,200

<b>QLD database</b>	Approx 2,000+	
	Member	Non member
<b>Price</b>	\$600	\$1,100

<b>WA database</b>	Approx 800+	
<b>TAS database</b>	Approx 220+	
<b>SA/NT database</b>	Approx 780+	
	<b>Total 1,800</b>	
	Member	Non member
<b>Price</b>	\$500	\$1,000



# Advertising with FIA

---

For more information or to book please contact us..

Email: [members@fia.org.au](mailto:members@fia.org.au)

Phone: 1300 889 670

The logo consists of a dark blue square with the letters 'FIA' in white. To the right of the square is a vertical orange bar.

**FIA**

**Fundraising  
Institute  
Australia**

The Professional Body for Australian Fundraising

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