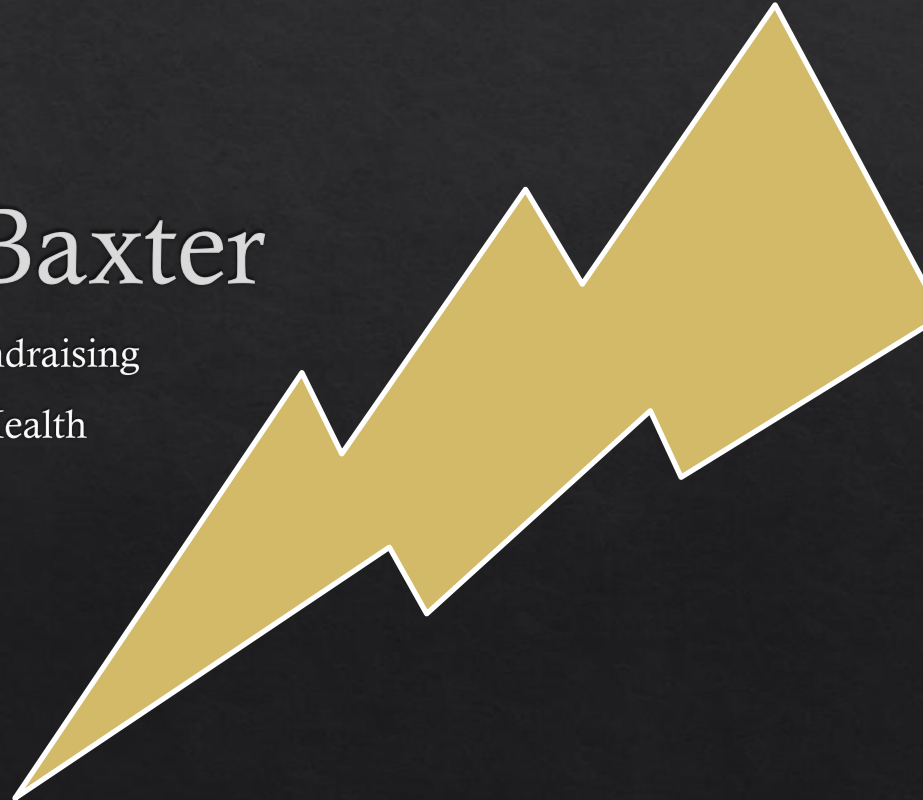


Claire Baxter

Head of Fundraising

Kidney Health



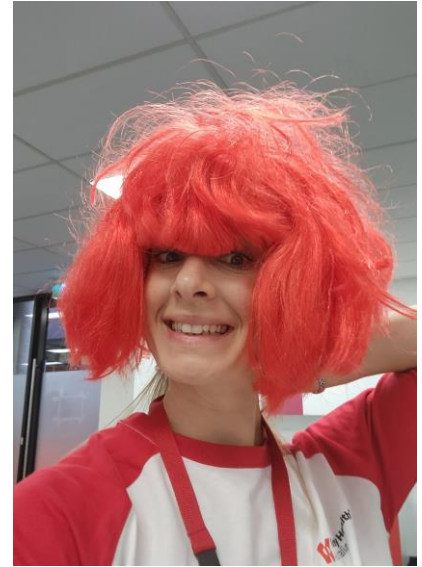
SuperBolt

The logo for SuperBolt features the word "SuperBolt" in a bold, black, sans-serif font. The letter "o" in "Bolt" is replaced by a stylized lightning bolt icon that points downwards and to the right.

How to build rapport with donors in a virtual world?

Claire Baxter

General Manager Fundraising



Kidney Health[®] Australia



Challenges



On average, 63 people die every day with kidney related disease



One in ten Australian adults has signs of kidney disease.



1.5 million people are unaware they have the early markers of kidney disease



90% of kidney function can be lost without any symptoms - it is a silent killer.



There is no cure for kidney disease





PIVOT!!!

320 billion emails
sent daily

50% increase in
emails received



Digital is now the leading driver of sector growth

12%

total fundraising from
online sources

42%

three year increase in
online giving

\$204

average gift online

9%

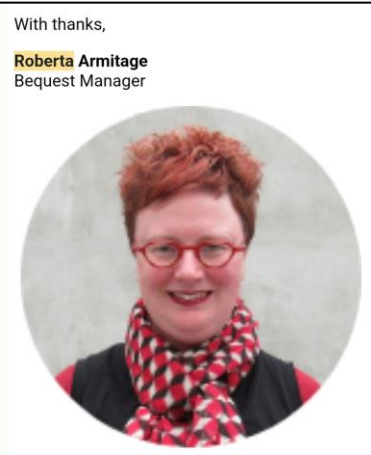
increase in online giving




Build trust





Be human...



Interact...


 Richard [redacted] 9 months ago
\$100.00
^ | v · Reply · Share >


 **Kidney Health Australia** Mod → Richard Dixon Hughes · 9 months ago
Thanks so much Richard
^ | v · Reply · Share >


 Rosalie [redacted]
\$50.00
prayers and thoughts with you.
^ | v · Reply · Share >


 **Kidney Health Australia** Mod → Rosalie Pacifico
Thank you for your kind donation Rosalie
^ | v · Reply · Share >

 Frank [redacted]
\$200.00
Stay safe and all the best for the festive season
^ | v · Reply · Share >

 **Kidney Health Australia** Mod → Frank Scali · 9 months ago
Thank you kindly Frank and you also
^ | v · Reply · Share >

 Anonymous · 10 months ago
\$200.00
Merry Xmas and Take Care
^ | v · Reply · Share >


 **Kidney Health Australia** Mod → Anonymous · 10 months ago
Thank you for your kind generosity
^ | v · Reply · Share >

 I found out I had one kidney, kidney disease and igaN in 2008 as I choose to do comprehensive health assessment for work. All well and good until 2018, did biopsy so I was diagnosed with fsgs due to egfr went from 76 to 43. Fast forward to now, hanging in there with egfr going up and down.

Like Reply 4w

 **Kidney Health Australia**
Author
Joan Juliet Hi Joan, thank you so much for sharing your story with us. It is so important for everyone to share their experiences to raise critical awareness of kidney disease. Thank you again.

 Carmel [redacted] 9 months ago
\$30.00
Best wishes for a Happy Christmas and a wonderful New Year
 
1 ^ | v · Reply · Share >

 **Kidney Health Australia** Mod → Carmel Cox · a year ago
Thank you Carmel and Happy Christmas to you and your loved ones
^ | v · Reply · Share >

Top fan

Yes I sure do have had three transplants since the eighties back on dialysis again spreading the news & info via community radio & on posts of my fb pages since FB first started 😊 just brought kidney socks to wear while on dialysis.

Love Reply Send Message 2d

 **Kidney Health Australia**
Author
Dingo Dennis thank you for continuing to support and spread awareness ❤️ share a photo with us of your socks!

Re: It's not called the Red Socks Run for nothing.



Jacqueline F. [redacted]
To Red Socks



26/08/2022

You replied to this message on 26/08/2022 2:44 PM.
If there are problems with how this message is displayed, click here to view it in a web browser.

Hi Angela thank you for the invite to join the red socks run. Unfortunately I will have to say no but would like to purchase a pair of the red socks. Can I do that online and if so can you send me a link. Many thanks Jackie

On 18/08/2022 6:03 pm, Angela Lindrea | Kidney Health Australia wrote:

Click [here](#) to view this email in your browser.



Hey Jacqueline,

It's time to let your ankles do the talking! Sign up and show people why you're running with our signature red socks. 🍌

We know you've got what it takes to save lives. Everyone at Kidney Health Australia says thank



Red Socks Run

Charity Organization · 39 likes

Run like a life depends on it... This October we're challenging you to run, walk or ride ...

10+ posts in the last 2 weeks

Liked



Photos



Use video



57%

of people who watch a charity video go on to make a donation



Be consistent



Donor journeys



Wednesday, 3 Aug • 2:33 pm

Texting with 0455 746 069 (SMS/MMS)



Subject: From Kidney Health

Claire, Thank you for donating to our appeal. Every time we answer a call, every time someone holds the information they need in their hands, it's thanks to you.

Click here to watch a video from Lachy and his sisters: <https://www.youtube.com/watch?v=B8pweFdDrvc>

Stop to OptOut

Are you Red Socks Running like a life depends on it?

Angela Lindrea | Kidney Health Australia <redsocks@kidney.org.au>
To: Claire Baxter

If there are problems with how this message is displayed, click here to view it in a web browser.

Click [here](#) to view this email in your browser.



Hey Claire!

I hope your Red Socks Run is going well so far! I'd love to know your motivations for signing up to the challenge.

Is it for a friend or family member with kidney disease? Is it to raise awareness about kidney disease in Australia? Or are you on a mission to get fit for Summer? 🍋

Please let us know by sending us a message at redsocks@kidney.org.au or tag us on social media using @KidneyHealth or #RedSocksRun!

Remember, all of us at Kidney Health Australia are rooting for you Claire! And guess what? Lesley is cheering for you too - listen to her story below:

Chris, CEO Kidney Health Australia <ChrisForbes@kidney.org.au>
To: Claire Baxter

If there are problems with how this message is displayed, click here to view it in a web browser.

Reply Reply All Forward Thu 6/10

Click [here](#) to view this email in your browser.



Dear Claire,

I recently wrote to you about Kaitlyn—and how her dialysis took such a physical toll. **Thank you** if you've already given a gift, so people like her can have a much-needed break.



Feedback



Chris, CEO Kidney Health Australia <ChrisForbes@kidney.org.au>
To ● Claire Baxter

If there are problems with how this message is displayed, click here to view it in a web browser.

Reply Reply All F

You'll see there's space at the end for you to share any comments that you'd like. We would love to hear from you.

Click [here](#) to view this email in your browser.



Dear Claire,

A few days ago, I reached out to you to find out your thoughts and opinions on kidney health, our work and your support.

Your generosity and commitment to the kidney community ensures that our programs and services are there for people with kidney disease when they need it the most. We know that many of our supporters have their own experiences of kidney disease and our findings won't be complete without your reply.

Please would you take a few minutes to complete our [2022 Supporter Survey](#)?

Your opinions matter to us as we strive to improve our support for the kidney community and find the right opportunities for our community to support us.



Start the Quick Survey

And by completing the survey by 8th April, you'll be in the running to win one of five pairs of limited edition Kidney Health Australia dress socks.

We look forward to hearing your thoughts.

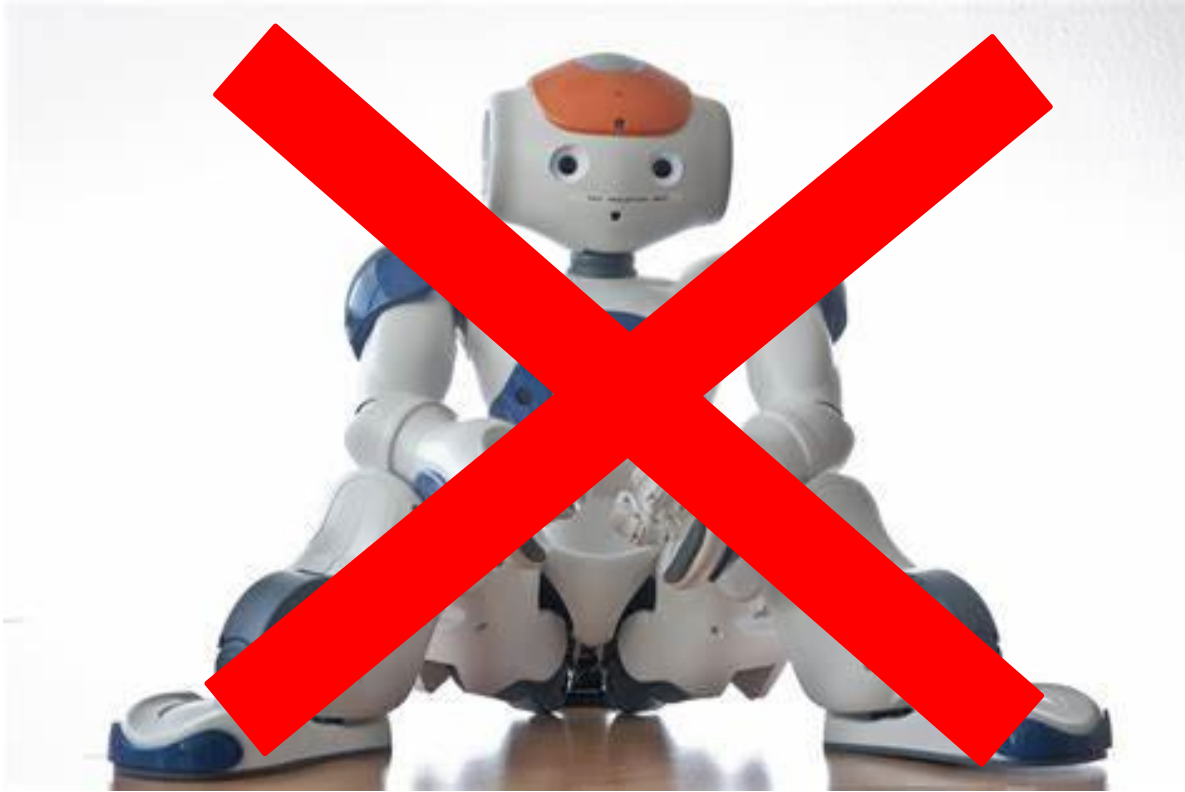
With warm thanks,

Chris Forbes
CEO, Kidney Health Australia

- Maximise for reach
- Use technology to your advantage



Key Takeaway



SuperBolt

