

FIA

2022  
SA FUNDRAISING  
SHOWCASE



# Using PURLs to drive better EDM results

**Andrew Sabatino**

Director

Donor Republic





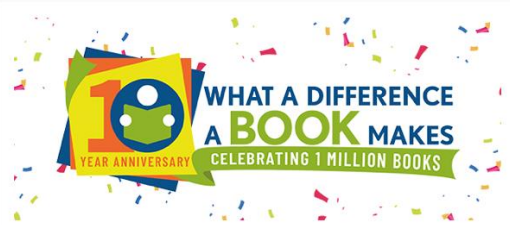
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“Make  
Me  
Feel  
Special.”



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This year we are celebrating the 10th anniversary of our largest and longest running campaigns, [What a Difference a Book Makes \(WADABM\)](#)! Together with the support from community members and local organizations, we have been able to collect and distribute over 1,000,000 age-appropriate books to local children and families across Southern California.

In 2009, we made a commitment to hand out 100,000 age appropriate books to fight the alarming literacy rates in Southern California. Our WADABM campaign has now grown to encompass literacy classes, access to free books and school supplies, and adult/child storytime at all four of our library locations.

### September 2019 Community Events Calendar



Talks all about themselves and not relevant to me.

I read 8 books last year, no reference, no outcomes that I achieved?



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I've never donated, yet they treat me as a supporter.

Given I've never donated, what does this have to do with me?

Andrew, here's how your support is changing lives

SF

To: Andrew Sabatino

Dear Andrew,

So much has happened in the world since I wrote to you a few short weeks ago so I wanted to update you on the latest news from our schools in [REDACTED]

Overnight [REDACTED] confirmed 1 new case of COVID-19, bringing the total to 45 cases across the country and there have not been any deaths related to the virus. Currently [REDACTED] is in a period of strict lockdown which is aimed at containing the spread of the virus.

**Our focus remains on ensuring the health, safety and wellbeing of all our staff, students and their families during these uncertain and difficult times whilst standing steadfast in our commitment to educating poverty out of existence.**

As of Friday, March 20th, our schools temporarily closed for 30 days as per the [REDACTED] Government's directive. Our hardworking teachers managed to prepare ahead of time so that all our students could be sent home with learning materials ensuring they can continue their studies and revision at home.

Last week we also ran community education workshops in the form of small group seminars at our schools aimed at educating and equipping the local community with the information and tools they need to reduce the spread of the highly



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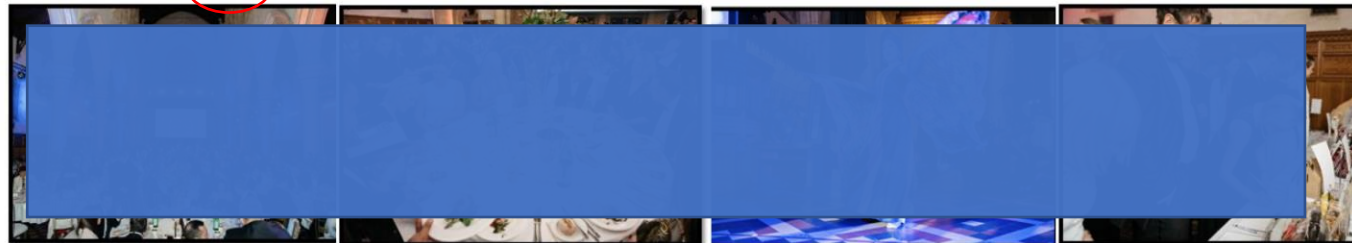
2018 Bonython Banq...  
781 KB

Download All Preview All

This message is high priority.

Dear [redacted] Supporter,

I hope this email finds you well



We are delighted to announce to you that the [redacted] will take place on [redacted] vember 2018 from 6.30pm to 11.00pm and as one of our valued supporter we'd like to give you the opportunity to attend this bespoke event.

This year's banquet will see the majestic "Great Hall" of The University of Adelaide, located in the University Grounds and facing North Terrace, Adelaide provide the perfect setting for an exquisite dining experience showcasing premium SA food & wine, exciting entertainment and an auction featuring the best 'money can't buy' experiences.

Funds raised from this year's Bonython Banquet will support our **Emergency Assistance programs** which provide vital assistance to families and individuals in need. Our Emergency Assistance services are located in Elizabeth, Salisbury, Adelaide's CBD, Christies Beach, St Mary's, Maitland, Wallaroo and Whyalla. Through our services, [redacted] responds to people's immediate need and help build capacity to restore and maintain dignity and control in their lives.

Your purchase of tickets to this event will help families in need of our emergency assistance services.. We value your ongoing support of the work we do here at [redacted] and with only a few tickets remaining we invite you to purchase your tickets online right away so as not to miss out and so that you can be a part of this unique event.

I've also attached your special invitation to give you a taste of what to expect at this bespoke event that's proven to be very popular.

Event summary

Date: [redacted]  
Time: [redacted]  
Venue: [redacted]  
Banquet Style: [redacted]





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Corporate Helpdesk - TPG Trouble Ticket Notifications <CHD@tpgtelecom.com.au>

To: Andrew Sabatino

## Ticket Resolution Notification



Dear Customer,

This ticket created in response to the fault logged for the below site has been resolved:

<b>Customer Name:</b>	DONOR REPUBLIC
<b>Customer Reference:</b>	na
<b>Service ID:</b>	5499462
<b>Service Type:</b>	IP-Line Link
<b>Symptom Reported:</b>	Drop Outs
<b>Resolution Description:</b>	FFS to be charged

The ticket will be open for the next 48 hours before it is closed.

Link to ticket in Frontier - [TTSCA-625495](#)

Alternatively, reply to this email or contact TPG Telecom Corporate Help Desk on 1300 055 717 or +61 2 8541 0240.

Kind Regards,

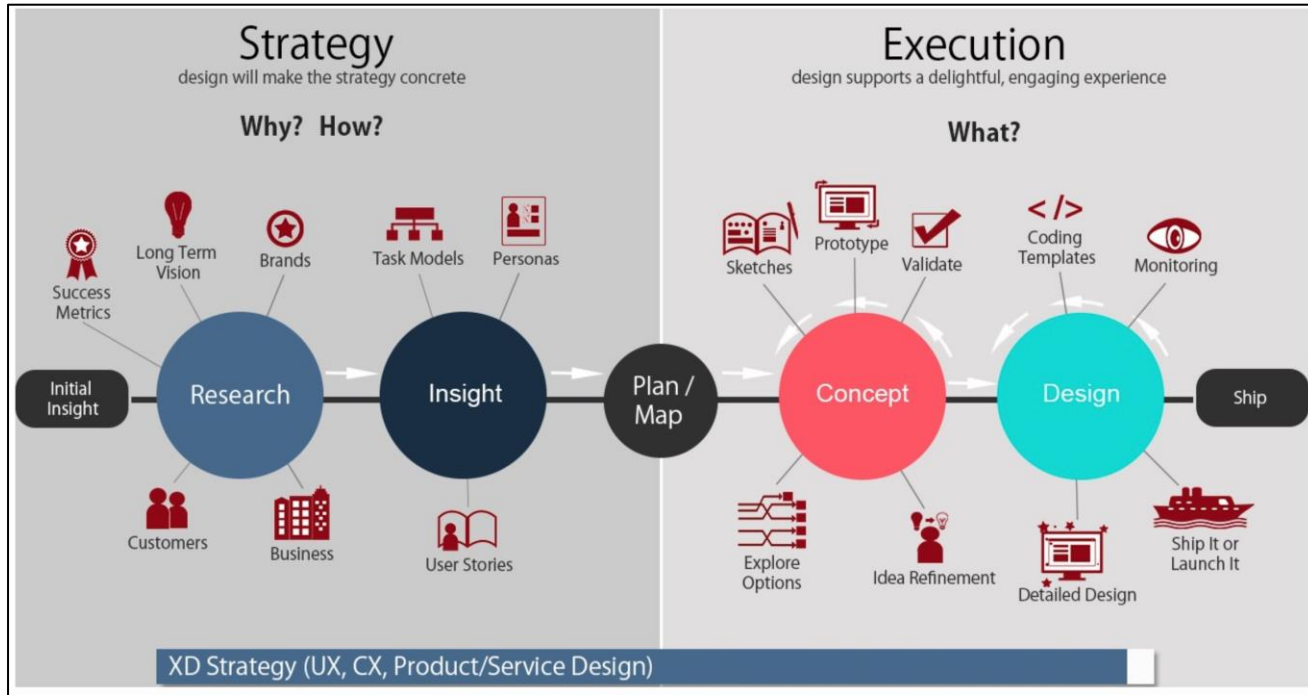
---

Rajesh Kumar  
[CHD@tpgtelecom.com.au](mailto:CHD@tpgtelecom.com.au)



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**B**

**BEAUTY**

Is it aesthetically pleasing?

Does it follow the style guide?  
Is it properly aligned?

**A**

**ACCESSIBILITY**

Can 'everyone' use it?

Does it comply with standards?  
Is it cross-platform compatible?

**S**

**SIMPLICITY**

Does it make life easier?

Does it reduce the user's workload?  
Is its functionality necessary?

**I**

**INTUITIVENESS**

Is it easy to use?

Does it require little or no instructions?  
Is its outcome/output predictable?

**C**

**CONSISTENCY**

Does it match the systems?

Does it reuse established patterns?  
Is its performance consistent?



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## INDUSTRY AVERAGES



OPEN RATE



CLICK-THROUGH RATE



CLICK-TO-OPEN RATE



UNSUB RATE



BOUNCE RATE

	OPEN RATE	CLICK-THROUGH RATE	CLICK-TO-OPEN RATE	UNSUB RATE	BOUNCE RATE
Advertising and Marketing Agencies	19.30%	2.60%	13.30%	0.20%	1.10%
Agriculture, Forestry, Fishing & Hunting	20.50%	3.50%	17.10%	0.20%	0.50%
Automotive and Aerospace	12.60%	1.20%	9.80%	0.20%	0.80%
Construction, Contracting, and Manufacturing	22.40%	3.20%	14.00%	0.30%	2.20%
Consumer Packaged Goods	14.50%	1.60%	10.90%	0.10%	0.40%
Education	23.40%	3.00%	12.70%	0.20%	1.10%
Engineering, Architecture and Design	20.40%	3.00%	14.80%	0.20%	1.10%
Financial Services	20.20%	2.50%	12.40%	0.20%	1.20%
Food and Beverage	13.00%	1.20%	8.90%	0.10%	0.30%
Government	30.50%	4.10%	13.40%	0.20%	1.30%
Healthcare Services	19.70%	2.70%	13.70%	0.20%	1.00%
IT / Tech / Software Services	17.60%	2.50%	14.30%	0.20%	0.90%
Logistics and Wholesale	18.90%	2.20%	11.70%	0.30%	1.20%
Media, Entertainment, and Publishing	18.40%	3.10%	16.90%	0.10%	0.40%
Nonprofit	25.20%	2.60%	10.30%	0.20%	1.00%
Other	19.10%	2.40%	12.40%	0.20%	1.10%
Professional Services	18.00%	1.80%	9.90%	0.20%	0.80%
Real Estate, Design and Construction Activities	19.90%	3.60%	17.70%	0.20%	1.40%
Retail	13.90%	2.10%	15.20%	0.10%	0.40%
Travel, Hospitality, and Leisure	15.70%	1.60%	10.20%	0.10%	0.50%
Unknown	17.50%	2.70%	15.00%	0.20%	1.10%
Average	17.80%	2.60%	14.30%	0.10%	0.70%

2020 Global Email Benchmarks data



Can't see this email? [View the online version](#)

## Important update.



Dear Andrew,

Thank you for visiting the Magill Branch last week to finalise your Bank Guarantee with Samita Banerjee.

As we understand from Samita and her team, you were kind enough to provide your feedback regarding an issue you experienced with your Bank Guarantee.

We are very sorry for the inconvenience this is causing you.

### **Our commitment to you**

As a new business customer, please be assured that Commbank is dedicated to ensuring you have the best banking experience compared to all other banks in Australia. That is why we have provided a customer survey for you to provide any other suggestions in order to improve our service to you.

### **When will your issues be fixed?**

We are always working hard to make things work better for you. Someone from our team will be in touch after you complete this short survey aimed at improving your experience with Commbank.

### **Where can I find more information about this survey**

Please visit us on this page at [commbank.com.au/info](https://commbank.com.au/info) and on our Facebook and Twitter pages if you have any questions regarding this survey.

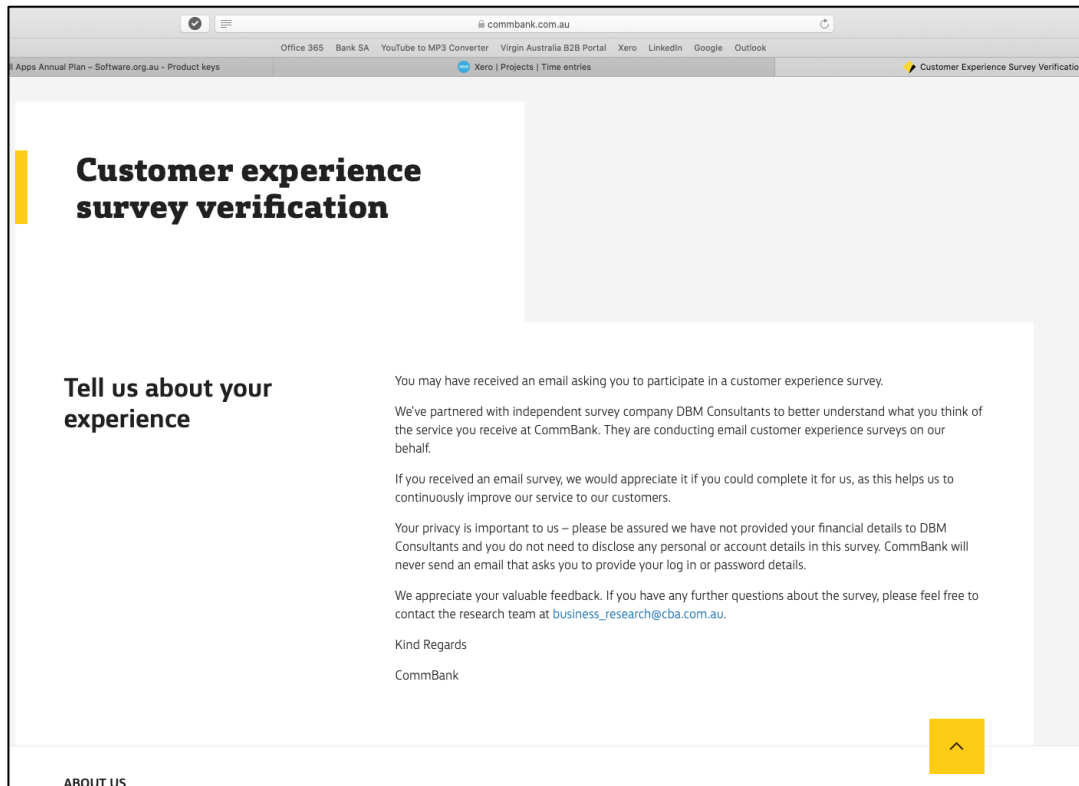
GET STARTED

With our sincerest apologies  
The Commbank team



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# \$10 Monthly Account Fee.

Switch today for no Monthly Account Fee.

Dear Andrew,

We've listened and made changes to our Business Transaction Account to provide you with more flexibility, for however you do business. You can now switch to a new \$0 Monthly Account Fee option, when you bank online.

We created this new option for customers like you who mainly bank online, helping you to save on costs and ensuring you only pay for what you need.

#### Make the switch in three simple steps

If you'd like to make the switch, follow the steps below. It will only take a few minutes:

1. Log on to your account via NetBank
2. Go to the top right hand corner and click the 'Settings' tab and select 'Business Transaction Account Options'
3. Switch to the \$0 Monthly Account Fee option

[Learn more](#)

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[Learn more](#)



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Home > Make a donation > Koala Crisis

# BUSHFIRE EMERGENCY

Australia is recovering from a nationwide bushfire emergency. Can you help us save wildlife, and restore what has been lost?

## Our Aussie icons have lost their homes and their lives to catastrophic bushfires.

**URGENT APPEAL:** Across the country, over 12 million hectares of Australian land has been burned to the ground. Over 1.25 billion animals have lost their lives so far, including thousands of koalas, kangaroos, wallabies, birds and other iconic wildlife. Your support is urgently needed to care for injured wildlife and restore their homes.

You can help care for surviving wildlife and restore their damaged habitats by supporting our bushfire recovery program. There's still a long road ahead - can we count on your support today?



\$60

could help support urgent and vital veterinary care on the ground and at scale across Australia.



\$100

could help provide wildlife food and water for those who are starving in bushfire impacted regions.



\$200

could help perform rapid assessments of fire impacted areas.



\$500

could help restore what we have lost once the fires stop.

Australia's Bushfire Emergency

CHOOSE

DETAILS

PAYMENT

Make a single gift

\$60

\$100

\$200

\$500



could help support urgent and vital veterinary care on the ground and at scale across Australia.

Enter your email

Email  
andrew@gmail.com.au

Send me emails about important conservation news and how I can help WWF protect the diversity of life on Earth.

NEXT



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CHOOSE DETAILS PAYMENT

### Enter your details

This donation is on behalf of a business

Title  First name

Last name  Phone

### Enter your address




Unit number  Please enter unit number if applicable


Street number  Street name

Postcode  State

Suburb  Country

### Choose payment type

Credit card     Direct debit

PayPal 


PREVIOUS GO TO PAYMENT

CHOOSE DETAILS PAYMENT

### PAYMENT SUMMARY

**\$60.00** One-off

### Enter payment details

 SECURE PAYMENT

YOU ARE PAYING AN AMOUNT OF  
**\$60.00**

Cardholder Name

Card Number

MM / YY  CVV / CVC

Pay Now

Secure payments provided by **bambora**





Please help Lifeline  
be there for everyone  
who needs us

[GIVE NOW](#)



*Behind Ben's smile  
he was falling apart.*

You can help people like Ben get life-saving support.

Dear Meldi,

The holidays aren't a time of joy for everyone. In fact, in this month alone, 5,000 people will attempt to take their own lives.

Ben knows how close he came.

***"I'd sit at home by myself not wanting to talk to anyone or hear any noise. I was smoking and drinking myself to death. I didn't realise that anything was wrong."***

He credits two women for giving him the support he desperately needed to not just realise the extent of his depression, but to keep him alive.

His wife, Jodie.

And the woman who answered his call at Lifeline.

***"Whoever that woman was set into place a course of events that ended up saving my life."***

That is why your help matters so much.

**Will you please show your support so we can support everyone who needs us this Christmas?**

[DONATE NOW](#)

As we get closer to Christmas, it can get harder for people. Loneliness, relationship breakdowns, grief or financial pressure can make this time of year especially difficult for people who are struggling.

Like Ben, they may appear to have their life together on the outside - but on the inside, be falling apart.

With Christmas not far away your support is urgently needed. It can be the difference between someone's call being answered at a moment of crisis - or them having to wait on hold.

**And in a crisis, every second counts.**

Every thirty-five seconds, Lifeline receives a call. A generous gift from you today can help us be there for them. It can even save a life, just like it saved Ben's.

[YES, I WANT TO SAVE A LIFE](#)

Thank you for your generous support.

Warm regards,

Colin Seery  
Chief Executive Officer  
Lifeline Australia

P.S. The closer we get to Christmas, the more we need your help. Please, if you can [make a donation](#). I hope you will do so today. Your kindness is critical, so we can be there for everyone who needs us, like Ben. Thank you!

P.P.S. If you or someone you know needs crisis support, please phone Lifeline on 13 11 14 or visit [www.lifeline.org.au/gethelp](http://www.lifeline.org.au/gethelp)

PO Box R1084 ROYAL EXCHANGE NSW 1225  
1800 800 768  
[giving@lifeline.org.au](mailto:giving@lifeline.org.au)

ABN 84 081 031 263  
[Unsubscribe](#)




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### DONATION DETAILS

Donation Type


Donation Amount




**\$ 25**




**\$ 50**



**\$ 150**



**\$ 300**



**\$ 1000**

Donation / Other Amount

Note: You can specify a different amount.

---

### PAYMENT DETAILS

Card Name\*  Card Type\*

Card Number\*  Card CVV\*

Card Expiry Month\*  Card Expiry Year\*

---

### CONTACT DETAILS

I'm Giving As

First Name\*  Last Name\*

Email\*  Street\*

City\*  State\*

Postal Code\*  Mobile Phone\*

---

By clicking on the Donate button you confirm that you have read and agreed to Lifeline Australia's [Privacy and Donor Management Policy](#).



Postal Code

Mobile Phone

Select all squares with **traffic lights**  
If there are none, click skip

<input checked="" type="checkbox"/>		
<input checked="" type="checkbox"/>		
<input checked="" type="checkbox"/>		

PA\

C:\

C:\

C:\

W. R. Allen

**NEXT**

Card Type: Visa Card

Card CCV: XXX

Card Expiry Year: 2022

**CANCEL**

that you have read and agreed to Lifeline Australia's [Management Policy](#).



Postal Code

Mobile Phone

PA)

Select all squares with **bicycles**  
If there are none, click skip


Card Type: Visa Card

Card CCV: XXX

Card Expiry Year: 2022

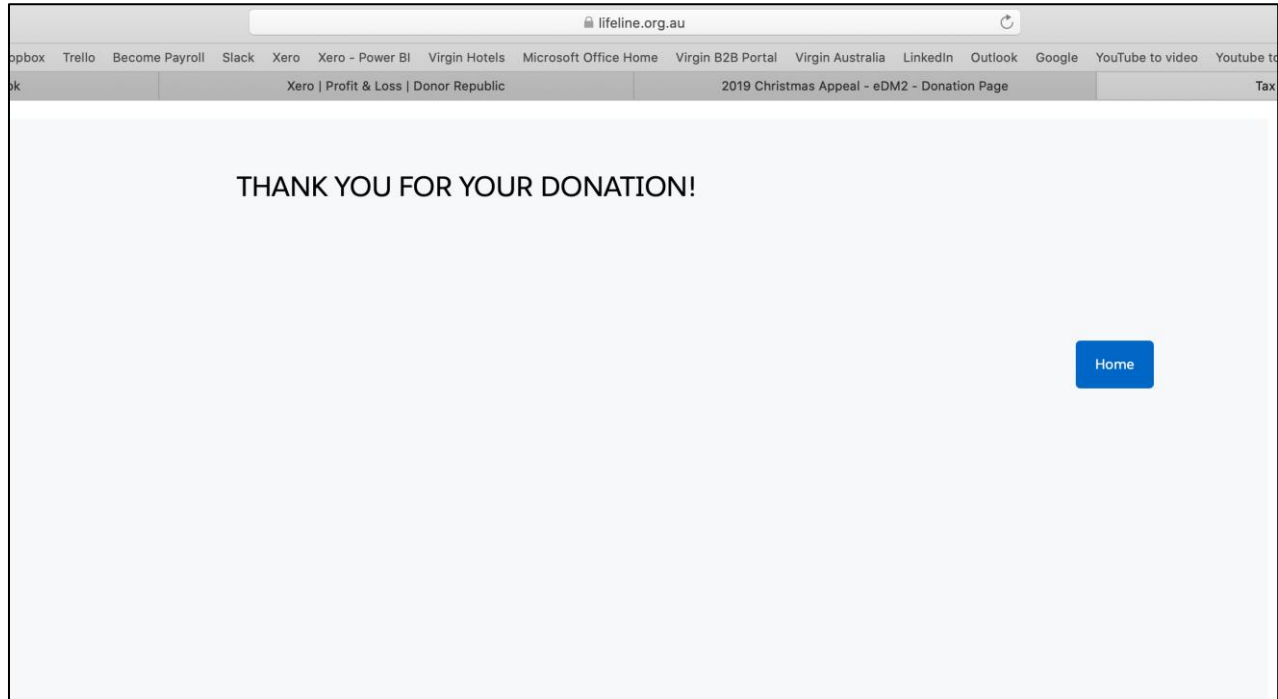
CANCEL

that you have read and agreed to Lifeline Australia's [Privacy Management Policy](#).

SKIP



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Billie-Jay Porter <Billie-Jay.Porter@svdpqld.org.au>

Yesterday at 3:59 pm

To: Andrew Sabatino

[View this email in your browser.](#)



Dear Darcy

As I watched the news last night, and in fact over the past few weeks, the continual Covid-19 updates are just a catalogue of bad news. Closed businesses. Lost jobs. Families at a breaking point. I can't help but feel a little overwhelmed by it all.

And sadly, I think it's unlikely the news will become better any time soon.

From my service over the last 11 years at Vinnies, I know that **vulnerable Australians who are already struggling will be plunged deeper into poverty**. They will struggle to put food on the table. They will be unable to afford essential medicines to stay healthy. They will be crippled by household bills.

Before this Covid-19 crisis began, there were 3 million Australians living below the poverty line, including 739,000 children\*. It's hard to imagine how this number will increase rapidly as more people find themselves unemployed .

And while some people will be eligible for government assistance payments, it's **often not enough given their existing commitments and family needs**. Home loans, car loans and school fees just to name a few. Can you imagine the huge blow to your self-esteem and dignity to have to ask for welfare support?

[Please donate today](#)

I recently spoke to a fellow member and volunteer, Maria. She is on the front line, working directly with people who need our help.

*"In all my 22 years as a Vinnies volunteer, I've never seen anything so strickening. This pandemic has accelerated at a rapid rate, causing isolation and stress for many, especially those at risk of losing their jobs and mortgage repayments.*

**Across the country, Vinnies is adjusting our emergency relief services to ensure we are meeting the escalating demand of those in need – while keeping our volunteers, staff and community members safe.**

*"We are taking phone calls, rather than face to face interviews with needy families to provide emergency relief. We are dropping off food vouchers and parcels at the front door.*

*"My fellow volunteers who are able to assist, will continue to do all we can to see that the COVID-19 impact doesn't create further burden on those families who are already struggling".*

Darcy, your kindness is so important to help vulnerable people who are in desperate need. [Please will you consider a gift](#) to help Maria and our volunteers put food on the table of needy families?

[Donate now](#)



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## SUPPORT THOSE IMPACTED BY COVID-19

\$  

**\$48**

Can help feed a family for a day if they are unable to access adequate food due to the crisis

**\$116**

Can help keep the power on when a family cannot afford their bill because of job loss

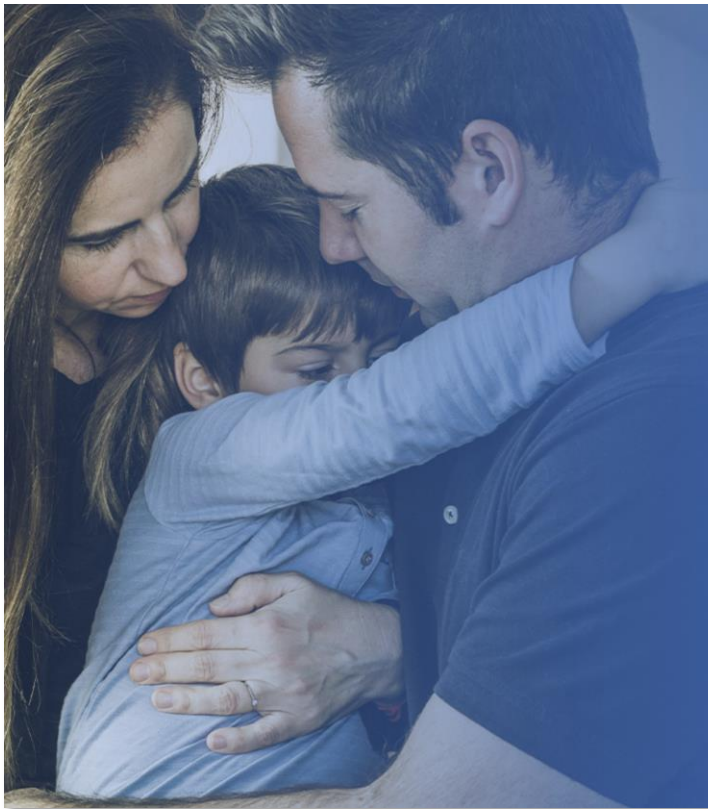
**\$340**

Can support someone who has been adversely impacted by the current crisis

**\$857**

Can keep a roof over a family's head during times of crisis





### Please enter your details below

Donate as individual

Donate as organisation

First Name \*

Last Name \*

Email Address \*

Mobile

Postal Address \*

(enter manually)

Please enter your postal address

Yes, I am happy to receive updates from Vinnies. Read our [Privacy Policy](#).

Yes

No

Comments

Please type your comment here

**PAYMENT OPTIONS**

[Back](#)



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*YOU can help people experiencing homelessness in Adelaide as we move into winter*

WILL YOU HELP PEOPLE LIKE JEFF, JORDAN, KEVIN AND HIS KIDS SEE A FUTURE FOR THEMSELVES?

HELP PEOPLE LIKE JEFF, JORDAN, KEVIN AND HIS KIDS SEE A FUTURE FOR THEMSELVES

**DONATION TYPE**

One-off donation

Regular donation

**AMOUNT**

All donations over \$2 are tax deductible

Other amount

\$100

\$50

\$30

\$20

**YOUR DETAILS**

Information provided is confidential and will not be shared with any third parties.

**Title:**  Required

**First Name:**  Required

**Last Name:**  Required

**Organisation:**  Optional - shown on receipt if provided

**Email:**  For your receipt only Required

**Phone:**  Required

**Donation destination:** Autumn 2020 newsletter appeal  
Optional - let us know what you'd like your donation to be used for

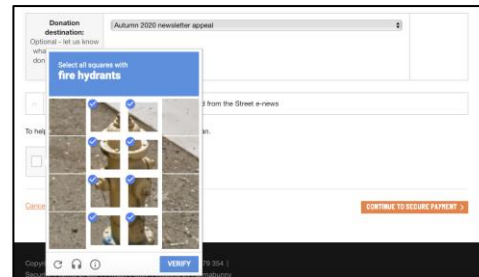
I want to stay in touch. Please send me The Word from the Street e-news

To help us prevent fraud, please prove that you're a human.

I'm not a robot


Cancel

CONTINUE TO SECURE PAYMENT >



# But we do this for Direct Mail

rebuilding lives  
**huttST**  
CENTRE



**EMERGENCY WINTER APPEAL**

<DONORID>  
<Title> <First Name> <Surname> <Postnom>  
<Position>  
<Company>  
<Street 1>  
<Street 2>  
<Street 3>  
<Suburb> <State> <Postcode>

Anxiety is spreading in our community. But nowhere is it being felt more, than on our streets.

Thousands of South Australians are without a permanent place to call home.

They feel unsafe.

Without basics like food, medicine and shelter, people like Phil are completely exposed. There's nothing they can do.

Please donate to our Emergency Winter Appeal, because your gift of <Ask1> is urgently needed to create security and warmth in these uncertain times.

<Mailing dates>  
<Dear Name>

It's been an anxious time, with worry and fear felt right across our community. As we face this unprecedented health crisis, I know it's been difficult for many.

I sincerely hope you and your loved ones are safe and well.

For the first time, as a service, we've felt vulnerable, too.

The need in our community has never been greater, and our services are under incredible pressure – but we can't give up on people like Phil, and I hope you won't either.

<Name> is someone who has always understood the incredible difference that can be made in offering kindness to people facing true hardship – we need you now more than ever.

Can I please count on your urgent donation to our Emergency Winter Appeal?

Right now, <Ask1> can provide food, access to medical care, and emergency accommodation assistance for people like Phil.

Ever since Phil was a child, he's been afraid.

At a time when most of us were playing with our friends, having fun and just being kids, Phil was terrified. While being looked after by a close family friend, Phil was sexually abused.

Too afraid to tell his parents, and too young to stop it, Phil didn't know what to do.

He tells me, 'if you haven't experienced sexual abuse, you couldn't know what it feels like.'

'I was babysat by a man known to the family. I realise now that I was being groomed and what I had thought at first was friendship and some attention soon became a nightmare I couldn't escape. I was in grade 5. I pray he hasn't harmed anyone else.'

Phil has lived with the trauma ever since.

'You're giving someone a life sentence they will never escape... I haven't been able to escape it through therapy, or through having a "normal life".'

But amongst the despair, there was a time when, as Phil puts it, his life was 'normal'.

Not too long ago, he'd been a head chef, owned his own restaurant, had a wife and children. 'I was ambitious, I wanted to be set up as a family for the future.'

But, when his relationship broke down, Phil lost everything.

<Name>, right now many people have lost everything. Your gift of <Ask1> today, can help them gain emergency accommodation assistance.

Phil moved in the hope of starting again, but with so much distance from his kids, thoughts of his own childhood began to resurface.

He had deeply buried the pain from the sexual abuse he'd experienced as a child, but as he became more depressed, these feelings began to overwhelm him.

Phil began to fall apart. He lost his job.

His life spiralled quickly, and before he knew it, he found himself sleeping in a park.

In just a short period of time, Phil had gone from having security and a family, to living on the streets.

He now recognises: 'After my relationship broke down and I moved out of our home, I moved away to try and start a new life. It seemed like the right thing to do at the time, although it was so painful. I thought I was acting in the best interests of everyone involved. But I see now leaving my kids was the worst thing I've ever done. It traumatised me.'

<Name>, right now many people in our community are experiencing a range of difficult emotions brought on by uncertainty.

So many people feel isolated and exposed. Many have lost their jobs.

Imagine just how frightening it would be to face all of this without a safe place to call home?

Sadly, that's the reality thousands of South Australians who do not have a permanent place to call home are facing. They are anxious about their future.

Hundreds more, like Phil, are sleeping on the streets.

And, on the streets, it's terrifying.

Will you please donate <Ask1> (<Ask2>), or a very generous <Ask3> to our Emergency Winter Appeal, and help to provide basics like food and emergency accommodation assistance?

Phil knows the life-changing difference this support can make.

After finding his way into the Hutt St Centre, for the first time in a long time Phil enjoyed a meal and a shower. He even got to wash his clothes.

These basic needs were an important start for Phil.

As his trust in us grew, Phil opened up to his case manager, Fiona\*. She helped him find a bed in a men's shelter. Phil even found his way back into the kitchen, and found a job.

Thanks to the incredible kindness of people like you, Phil's life is starting to be rebuilt, but he knows it will take time.

'That long term support is really important. It's easier to become homeless again, when you've already been homeless.'

Make no mistake, <Name>, we are in unprecedented times with the impact of COVID-19. There is a lot of uncertainty and anxiety in our community.

We've all felt it.

But, I can assure you that for many of the people we work to support every day, this is made much worse without a roof over their head or food to eat.

It's bitterly cold out there, and beyond the fear of being at high risk of this unknown virus, they have no protection. People like Phil feel very exposed.

It's why your support is needed now, more than ever.

You can help provide food, access to medical support and emergency accommodation assistance in these uncertain times.

You can be the difference for Phil and many others like him.

<Name>, will you please donate <Ask1> (<Ask2>), or <Ask3> and help provide urgently needed crisis support during this extraordinary time?

Without help, hundreds of people, like Phil, will face chilling winter nights alone and exposed.

Sadly, due to COVID-19 many people have lost their jobs, and many more will face very difficult times.

It's why I'm hoping we can count on your help today.

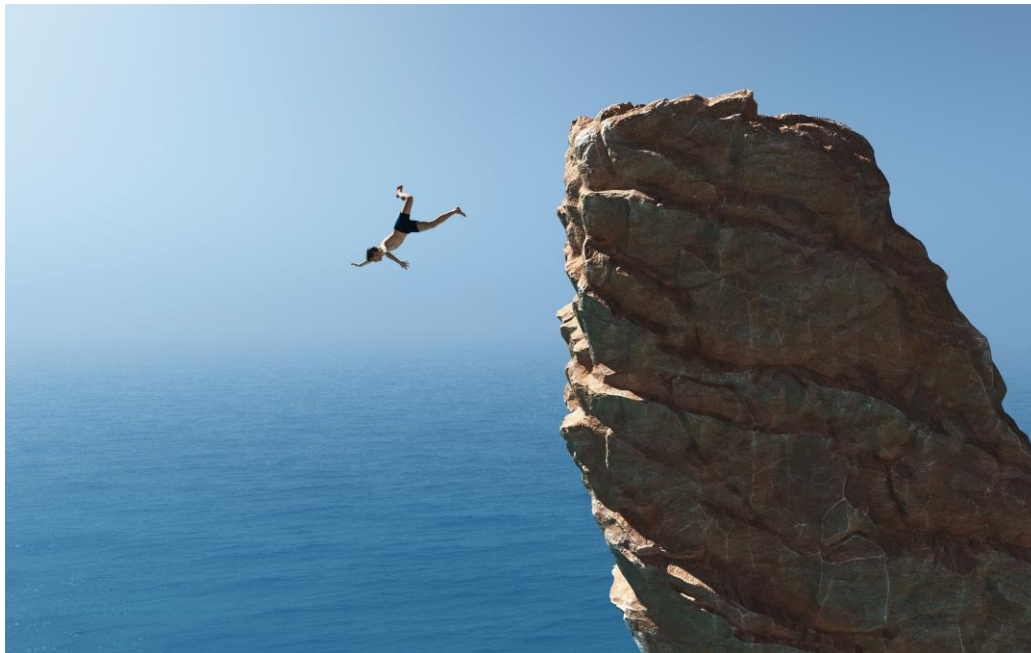
Fear has been spreading on our streets.

When you do not have a secure place to call home, when your health is already compromised, there's no way you can isolate or protect yourself from COVID-19.





After the donation....



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Read/Unread Categorize Follow Up Filter Email Find a Contact Address Book Send & Receive Store Customer Manager

Hutt St Centre - Thank you for your donation

**HS** Hutt St Centre <no-reply@huttstcentre.org.au>

To: Andrew Sabatino  
 receipt\_482145.pdf (1.8 KB) [Preview](#)

You forwarded this message on 21/12/16, 8:10 am.



Thank you for your donation to Hutt St Centre. You have made a difference in the lives of people facing homelessness in Adelaide.

This is a tax receipt from Hutt St Centre.

**Name:** Andrew Sabatino  
**Receipt No:** 482145

Product	Price	Inc tax
Donation	\$50.00	\$0.00
<b>Total</b>	<b>\$50.00</b>	<b>\$0.00</b>

**Hutt St Centre**  
[www.huttstcentre.org.au](http://www.huttstcentre.org.au)  
 258 Hutt St Adelaide SA 5000  
 8418 2500



**Hutt St Centre**

Tax Invoice # 482145

**Payment method:**

**Date:**

**Name:** Andrew Sabatino

**Email:** Asabatino@donorpublic.com.au

Product	Price	Inc tax
Donation	\$50.00	\$0.00
<b>Total</b>	<b>\$50.00</b>	<b>\$0.00</b>



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## Children's Hospital Foundation

### Thank you for donating to Childrens Hospital Foundation Queensland

Dear Andrew,

This receipt AUD78915790 for \$53.00 is issued by Everyday Hero Pty Ltd, A.B.N. 21 117 080 430 as an agent for: Childrens Hospital Foundation Queensland, 11 607 902 687

<b>Receipt</b>	AUD78915790
<b>As</b>	[REDACTED]
<b>Name</b>	Mr Andrew Sabatino
<b>Address</b>	44 Glenburnie Terrace Plympton, South Australia, 5038 Australia
<b>E-mail</b>	<a href="mailto:asabatino@donorrepublic.com.au">asabatino@donorrepublic.com.au</a>

This donation was made as a gift. Donations over \$2 are tax deductible.

Please note: Everyday Hero will be the name that appears on your statement.

If you have any queries about your donation please send an email to [help@everydayhero.com.au](mailto:help@everydayhero.com.au) and quote the receipt number above.

Want to access your receipts at any time? [Sign up for an Everyday Hero account.](#)

Follow Us: [Twitter](#) [Facebook](#)



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**DIABETES SA**  
 ABN 52 923 028 382  
 PO BOX 1930  
 ADELAIDE SA 5001  
 PHONE 08 8234 1977

**TAX INVOICE**

Invoice	STONV5349454
Date	7/04/2017
Page	1

Bill To:  
 113235 GOLDSMITH

Ship To:  
 113235 GOLDSMITH

DVA Name	DVA File No	DVA Make No	NBS\$ Total \$
----------	-------------	-------------	----------------

DVA Reference	Debtor ID	Salesperson ID	Shipping Method	Payment Terms	Req Ship Date	Master No.
1	14	ms01	DELIVERY	CCO	7/04/2017	1 506 811

Ordered	Shipped	Item Number	Description	Discount	Unit Price	Ext. Price
1	1	18000	Tax Appeal - Donation	\$0.00	\$30.00	\$30.00

Payment No: PMT1683552

Payment Details  
 Account Name: Diabetic Assoc of SA Inc  
 Details for Direct Deposit  
 Bank: BAWCA  
 BSB: 105 487  
 Account No: 235791648  
 Cheques are to be made payable to: Diabetes SA

Subtotal	\$30.00
Exc	\$0.00
GST	\$0.00
Freight	\$0.00
Payment	\$30.00
Balance	\$0.00

Diabetes SA is endorsed as a Deductible Gift Recipient  
 Charity Collection License No. CCP5848  
 Donations of \$2.00 and over are tax deductible



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## Add personalisation and prompting into an EDM?

Every day we see increased demand for Foodbank resources. Community leaders like Gina Poulos, Founder of Theodora's Cheerful Givers in Morwell and Frankston, report that they are receiving more phone calls every day. More people - including many children - are coming along for a warm meal and requesting frozen meals. And I fear there will be many more Victorians facing hunger in the coming months.

Sarah, I thank you sincerely for your past support and urge you to make a gift of \$66 to ensure we can be there for Victorians who need us in the coming months.

Yours sincerely,



Dave McNamara  
CEO Foodbank Victoria



P.S. Thank you so much for helping fight hunger in Victoria. Please donate \$66 to ensure no Victorian goes hungry.



# Add personalisation and prompting into a landing page?



## INVEST IN TRUST

The Ethics Centre teaches people to embed ethics in their decisions and actions. We bring people together to open minds, build tolerance and tackle tough conversations in respectful debate — creating conditions for trust to be earned and offered.

As an independent not-for-profit, we don't receive any government funding. We rely on people like you to ensure our education, advice, counselling and community forums are accessible to everyone.

**Tyrone**, you've supported us so generously in the past. Can you help us now?

**Will you invest in trust?** To help us build a society people can put their faith in.



Audience at IQ2, Intelligence Squared Debate

**\$44**

GETS FREE ETHICS CENTRE MEMBERSHIP TO A STUDENT, PENSIONER OR UNEMPLOYED PERSON.

**\$110**

PROVIDES FREE ETHICS COUNSELLING TO PEOPLE STRUGGLING WITH PROBLEMS THEY CAN'T RESOLVE.

**\$300**

SUPPORTS ETHICS ADVICE AND EDUCATION FOR COMMUNITY ORGANISATIONS WITH LIMITED FUNDS.

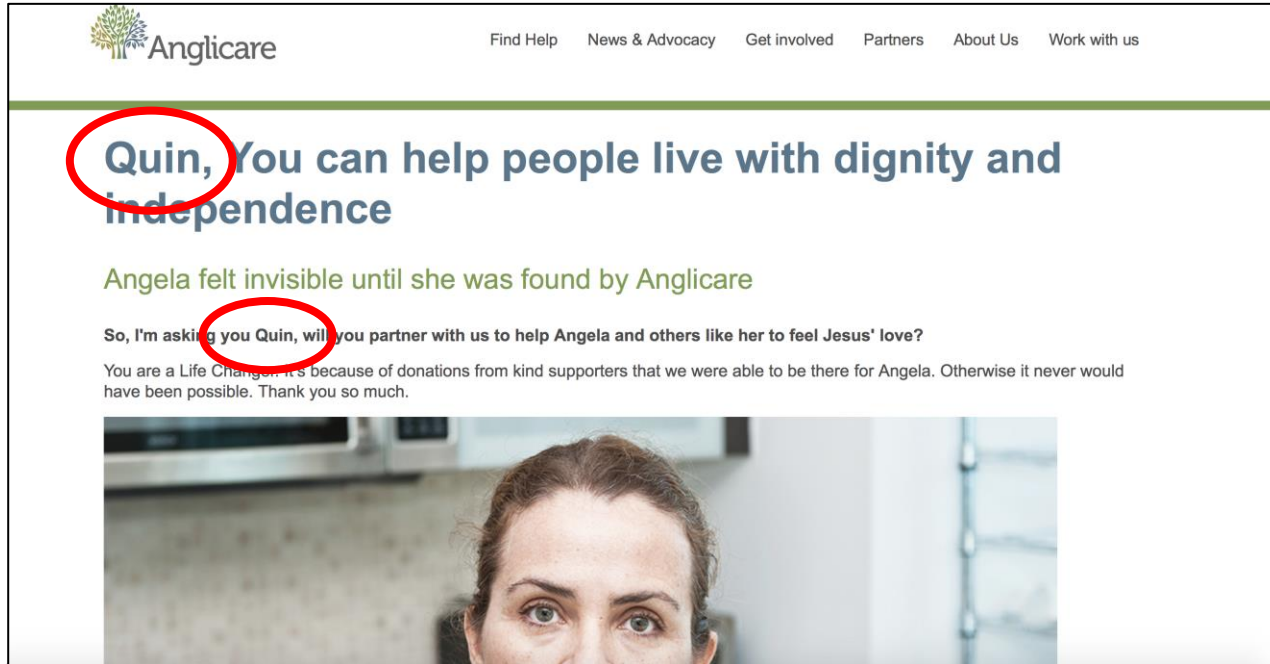
YOUR CHOICE

**\$ 55**

HELPS FUND VITAL RESEARCH INTO ETHICAL CHALLENGES SET TO IMPACT OUR SOCIETY IN THE FUTURE.



# Add personalisation in banner of landing page



Anglicare


Find Help News & Advocacy Get involved Partners About Us Work with us

**Quin, You can help people live with dignity and independence**

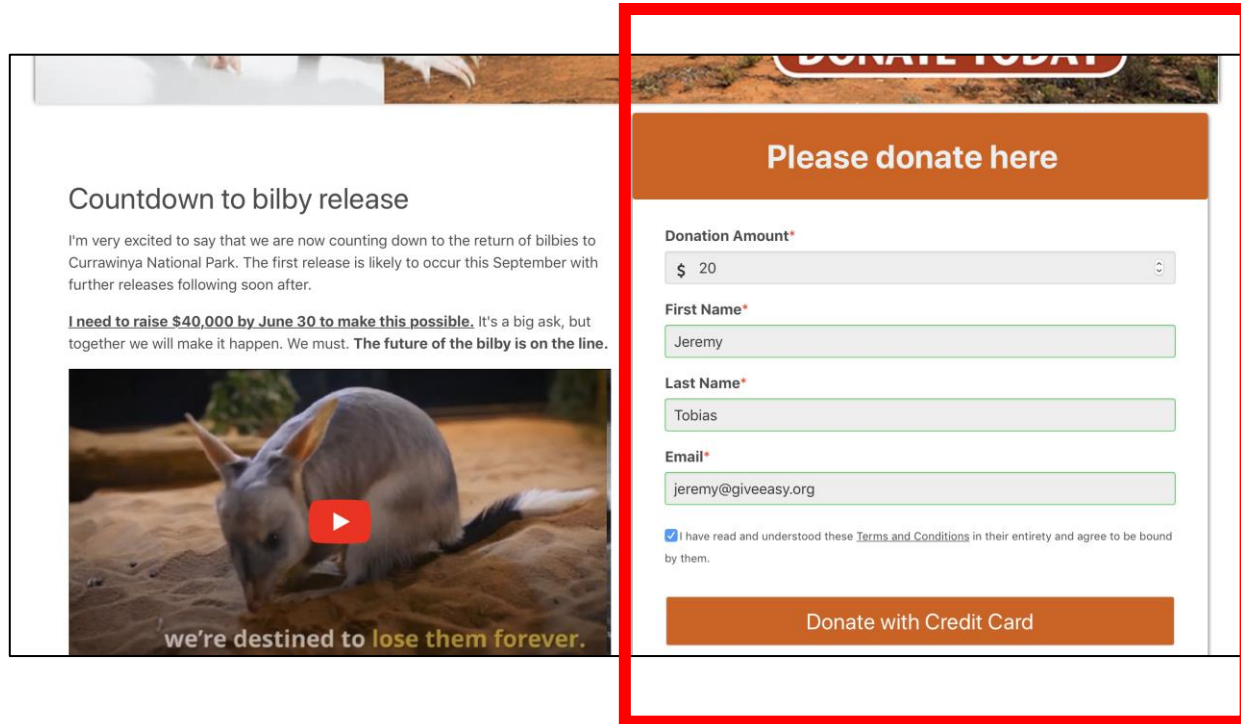
Angela felt invisible until she was found by Anglicare

So, I'm asking you Quin, will you partner with us to help Angela and others like her to feel Jesus' love?

You are a Life Changer. It's because of donations from kind supporters that we were able to be there for Angela. Otherwise it never would have been possible. Thank you so much.




# Auto populate donation form



**Countdown to bilby release**

I'm very excited to say that we are now counting down to the return of bilbies to Currawinya National Park. The first release is likely to occur this September with further releases following soon after.

**I need to raise \$40,000 by June 30 to make this possible.** It's a big ask, but together we will make it happen. We must. **The future of the bilby is on the line.**



we're destined to **lose them forever.**

**Please donate here**

**Donation Amount\***  
\$ 20

**First Name\***  
Jeremy

**Last Name\***  
Tobias

**Email\***  
jeremy@giveeasy.org

I have read and understood these [Terms and Conditions](#) in their entirety and agree to be bound by them.

Donate with Credit Card

First time donating to organisation...



# Keep a privacy compliant encrypted copy of their credit card?

## Countdown to bilby release

Rich Text Editor, xU48AGd4x5UykDOFkVe1x4Q

I'm very excited to say that we are now counting down to the return of bilbies to Currawinya National Park. The first release is likely to occur this September with further releases following soon after.

**I need to raise \$40,000 by June 30 to make this possible**, It's a big ask, but together we will make it happen. We must. **The future of the bilby is on the line.**



Your gift today will go towards the cost of safely releasing and monitoring this new population of bilbies. With your help we will be able to:

Please donate here

**Donation Amount\***  
\$ 20

**First Name\***  
Jeremy

**Last Name\***  
Tobias

**Email\***  
jeremy@giveeasy.org

I have read and understood these [Terms and Conditions](#) in their entirety and agree to be bound by them.

**Token for Card**  
XXXX XXXX XXXX X028 09/17

[Confirm Donation](#) [Change Payment](#)

Pre-filled donation form based on last gift and auto save credit card info= **one click to donate!**

Second time donating to organisation...





# Personalise the thank you message after an online donation



Thank you **Fred** for making an extraordinary difference this year

Annual Tax Statement

Financial Year: 1 July 2017 to 30 June 2018

**Fred Flintstone**

01 JUL 2017-30 JUN 2018

Company Name: **Slate Industries**

Address: 32 Rocky Way  
Bedrock

**Thank you** for giving the gift of kindness this past year. You've helped bring comfort to elderly Australians and have given precious support to children and families, both here in Australia and in other parts of the world.

**Thank you** for showing you care.

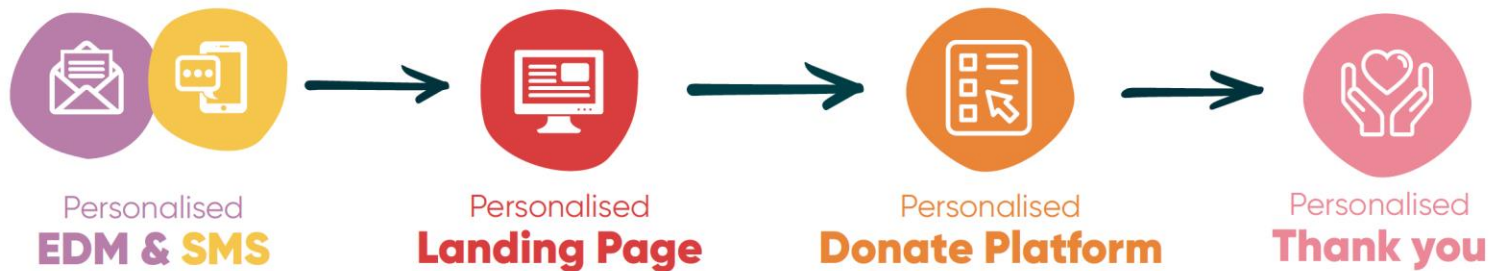


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## Personalise the ask & thank you into an EDM







# Fundraising *principles*



## **Personalisation**

What do you know about your donors that can help you create a stronger connection with them? Use surveys and data to help.

## **Need**

What need are donors giving to and why should they give to this need over others?

## **Urgency**

Why must donors give now and what's the consequence if they don't give now?

## **Tangibility**

What will you do with the donors money and how exactly will their donation help?

## **Authenticity**

How can you inspire your donors to emotionally connect with the beneficiary?

## **Ask**

Who will ask for money and how much will they are for? What are you asking for and what will your donor get in return?

## **Thank**

How will you thank your donors in the letter and what will you do to thank them after they donate?

**At the heart  
of fundraising**

Some examples...



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# Before PURLs

FBV Spring April 2019 - 1 donation \$300 - (from the Fundraising Managers Mum...)

A special email for Foodbank Victoria supporters

Equal not displaying correctly? [View it in your browser](#)



Dear \$[preferred\_name]\$,

Welcome to the spring edition of Feeding Victoria. It's always a pleasure and a privilege to update our loyal supporters. The stories in this edition of Feeding Victoria highlights the amazing impact of your support.

Warm regards,




Dave McManus  
CEO Foodbank Victoria



**We did it!** Sue says, "Thank you, so much!"

Sue used to be one of the 1 in 8 people who didn't know where their next meal was coming from. For Sue it was more than just about going without food, it was having to make choices that no one should ever have to make - just food on the table or not just enough petrol in her car to visit her granddaughter who lives over 100kms away. Thanks to you, Sue no longer has to face this heartbreaking choice.


[Click here to see how life has changed for Sue.](#)



**Paula's Story - Breaking the cycle of domestic violence**

Can you imagine the choice between fleeing an abusive relationship or trying just to make ends meet? This was the choice that Paula faced. "Leaving an abusive relationship was really hard. What was even harder was knowing that I wasn't going to be able to feed my children" Paula.

[Click here to find out how together, we can break the cycle of domestic violence.](#)



**Did you know that by supporting Foodbank you're also supporting over 400 charities?**



You might be surprised to learn that over 9.4 MILLION kilos of food is sourced by Foodbank and distributed by other charities you would already know. Charities like the Salvation Army, Neighbourhood House Network and Victorias all count on us to meet their goals. As a Foodbank supporter, you're part of something bigger.

[Click here to find out more](#)

As a supporter of Foodbank, your valuable donations go exactly where it is needed the most. To provide families and children across Victoria with wholesome nutritious food, vegetables, dairy and staples.

[Thank you for helping fight hunger in Australia.](#)

Please donate today to help support hungry Victorians.



HUNGER IN AUSTRALIA WHO WE HELP SUPPORT US [DONATE FOOD](#) [DONATE \\$](#)

## Thank you for helping Victorians in crisis

Want to become a Hunger Fighter? Simply select 'monthly' on the form below, and select the amount you'd like to donate - or select 'your choice' to enter a different amount. Enter your details and hit donate now.

If you prefer not to donate online, please call us on 03 9362 8385 to donate over the phone or for postal or direct deposit details.

Having problems viewing this page in Safari on your iPhone? [Click here.](#)

[DONATE ONCE](#) [DONATE MONTHLY](#)

[\\$25](#) [\\$60](#)

[\\$120](#) [YOUR CHOICE](#)

Please complete your details below

TITLE  FIRST NAME  LAST NAME

I would like to be recognised as an organisation


EMAIL ADDRESS


PHONE NUMBER


STREET ADDRESS  SUBURB

STATE  POST CODE  COUNTRY

Your payment information

GIVE BY CREDIT CARD 

GIVE BY DIRECT DEBIT 

I'M NOT A USER 

[DONATE NOW](#)

By clicking on the Donate Now button you confirm that you have read and agreed to Foodbank Victoria's Privacy Policy.




# With PURLs

## FBV Autumn 2020

Still need to use  
Best practice principles

Only feedback on  
past appeals and  
content relevant  
to the donor



# FEEDING VICTORIA

## AUTUMN 2020

Dear Sarah,

We are only three months into 2020, and I simply cannot believe I am sending you this email today. The impact of COVID-19 is escalating dramatically, placing new and unprecedented challenges before our community, and so soon after the recent devastation of the bushfire season.

I sincerely hope you and your loved ones are safe and well.

Foodbank Victoria has once again been activated as the State Government's official emergency food relief organisation to face this current crisis. We are working closely with the government and the Red Cross to distribute care packages filled with essential food and grocery items to isolated Victorians.

Each and every month, thanks to your support, Foodbank is there to help the 140,000 Victorians who face food insecurity. As our community confronts the growing impact of the coronavirus, that number is set to rise dramatically.

I want you to know that over the months ahead, we will be working tirelessly to organise the delivery of food to an increasing number of vulnerable Victorians who are doing it tough.

I am so grateful to have had your support in the past and I hope that, if you can, you will continue to support those in great need through this unprecedented international crisis. If you have already sent a gift in response to COVID-19 or to our newsletter - thank you.

Only together, we can ensure that no Victorian is left hungry.

It seems like only yesterday I watched Victorians queue for hours to give food, water and essential items, volunteers going above and beyond expectations, and so many generous donations towards our Bushfire Appeal. This kindness was shown by people like you Sarah, who wanted to help Victorians doing it tough get back on their feet.

Thank you sincerely for your ongoing generosity. Can I count on your support once more to make a gift of \$66 to ensure we can be there for the people who need us in the coming months?

I'm so incredibly proud of what we have achieved together. But we need you now more than ever.


Mandy and her family are one such family. You might recall they shared their story of hunger in our Christmas Appeal. Mandy told us of her heartbreak as she struggles to just a meal on the table for her girls. "It affects your sleep. It affects your life, it affects your health. It's horrible. It makes me feel sick to the stomach and makes you feel like a failure because you can't provide the basics that your children need," Mandy said.

1 in 5 Australians already have empty cupboards on a regular basis. And as our supermarket shelves are laid bare over the coming weeks and months, this figure will likely skyrocket, leaving everyday Victorians like Mandy concerned for what lies ahead.


Every day we see increased demand for Foodbank resources. Community leaders like Gina Poulos, Founder of Theodora's Cheerful Givers in Rowville and Frankston, report that they are receiving more phone calls every day. More people - including many children - are coming along for a warm meal and requesting frozen meals. And I fear there will be many more Victorians facing hunger in the coming months.

Sarah, I thank you sincerely for your past support and urge you to make a gift of \$66 to ensure we can be there for Victorians who need us in the coming months.


Yours sincerely,



Doree McNamee  
CEO Foodbank Victoria




P.S. Thank you so much for helping fight hunger in Victoria. Please donate \$66 to ensure no Victorian goes hungry.



Responding to the COVID-19 crisis

On Sunday 22 March, the Victorian Government announced emergency relief packages will be made available to isolated Victorian families who have no food or a support network to rely on. Our team have been hard at work, sorting and packing these hampers so that they're ready to be distributed across the State by the Australian Red Cross.


[Click here to read more about Foodbank Victoria's coronavirus response](#)



Bushfire update - your kindness in action

Thanks to your support we were able to provide food relief to affected families during the bushfires, giving hope to those in crisis. While the bushfires have stopped burning, we still need your help as Foodbank continues to support communities as they heal, recover and rebuild.


[Click here to read more](#)



Christmas update - Mandy's story

Thanks to you, families like Mandy's, have happy memories of Christmas Day. Mandy did not have enough money for Christmas but all that changed when Foodbank Victoria delivered a hamper to Mandy's door.

[Click here to read out more](#)





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# Personalised landing page



**Sarah, please donate today**

Sarah, thank you sincerely for your ongoing generosity. Can I ~~ask~~ **request** your support once more and make a gift of \$66 to ensure we can be there for the people who need us in the coming months?

Each and every month Foodbank is there to help 140,000 Victorians who face food insecurity. As our community faces the growing impacts of the coronavirus, that number is set to rise dramatically.

Over the months ahead, Foodbank Victoria will be working tirelessly to organise the delivery of food to increasing numbers of vulnerable Victorians who are doing it tough.

**Only together, we can ensure that no Victorian is left hungry.** It seems like only yesterday I watched Victorians queue for hours to give food, water and essential items, volunteers going above and beyond expectations, and so many generous donations towards our Buildfire Appeal. This kindness was shown by people like you, Sarah who wanted to help Victorians doing it tough get back on their feet.

The ~~most~~ **biggest** ~~issue~~ **challenge** is one of the greatest challenges Foodbank Victoria have ever faced. Sarah, please ~~do~~ **request** your support today to ensure no Victorian goes hungry.

**\$55 can provide a BASIC FOOD HAMPER** - filled with staple foods such as pasta, rice and cereal for a struggling Victorian couple

**\$66 can provide a FAMILY FOOD HAMPER** - filled with enough staple foods like pasta, rice and cereal to feed a Victorian family doing it tough.

**\$99 can provide a PANTRY ESSENTIALS FOOD HAMPER** - filled with enough staple foods to fully stock a pantry for vulnerable Victorian families

### Donate Today

Amount\*  
\$ 66


First Name\*  
Sarah

Last Name\*  
Cobb


Email\*  
sarahc@foodbankvictoria.org.au

I have read and understood these [Terms and Conditions](#) in their entirety and agree to be bound by them.


**Donate Now**



**\$55 can provide a BASIC FOOD HAMPER** - filled with staple foods such as pasta, rice and cereal for a struggling Victorian couple



**\$66 can provide a FAMILY FOOD HAMPER** - filled with enough staple foods like pasta, rice and cereal to feed a Victorian family doing it tough.



**\$99 can provide a PANTRY ESSENTIALS FOOD HAMPER** - filled with enough staple foods to fully stock a pantry for vulnerable Victorian families

All donations over \$2 are tax-deductible.

All Foodbank Victoria, we use the [Buildfire](#) platform so your donations are secure. We will also send a receipt straight to your email.

If you have any questions or concerns, please get in touch via 03 9362 8398

Foodbank Victoria  
ABN: 94 117 688 629  
Phone: 03 9362 8398  
Website: <http://foodbank.org.au>





Andrew, thank you sincerely for your ongoing generosity. Can I count on your support once more and make a gift of \$20 to ensure we can be there for the people who need us in the coming months?

Each and every month Foodbank is there to help 140,000 Victorians who face food insecurity. As our community faces the growing impacts of the coronavirus, that number is set to rise dramatically.

Over the months ahead, Foodbank Victoria will be working tirelessly to organise the delivery of food to increasing numbers of vulnerable Victorians who are doing it tough.

**Only together, we can ensure that no Victorian is left hungry.** It seems like only yesterday I watched Victorians leave for home to give food, water and essential items, volunteers going above and beyond expectations, and so many generous donations towards our Buzbuz Appeal. The kindness was shown by people like you, Andrew who wanted to help Victorians doing it tough get back on their feet.

The months ahead will be one of the greatest challenges Foodbank Victoria have ever faced. Andrew, please donate today to ensure no Victorian goes hungry.

**\$10 can provide a BASIC FOOD HAMPER** - filled with staple foods such as pasta, rice and cereal for a struggling Victorian couple

## Donate Today

Amount: \$ 20

First Name\*  
Address

Last Name\*  
Suburb

Email\*  
msab@foodbankvictoria.org.au

I have read and understand these Terms and Conditions in their entirety and agree to be bound by them.

Donate Now

**\$20 can provide a FAMILY FOOD HAMPER** - filled with enough staple foods like pasta, rice and cereal to feed a Victorian family doing it tough.

**\$30 can provide a PANTRY ESSENTIALS FOOD HAMPER** - filled with enough staple foods to fully stock a pantry for vulnerable Victorian families.



**\$10 can provide a BASIC FOOD HAMPER** - filled with staple foods such as pasta, rice and cereal for a struggling Victorian couple



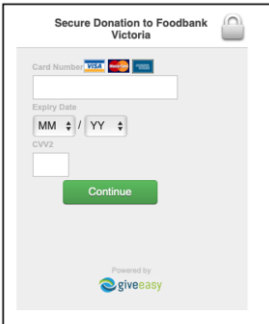
**\$20 can provide a FAMILY FOOD HAMPER** - filled with enough staple foods like pasta, rice and cereal to feed a Victorian family doing it tough.



**\$30 can provide a PANTRY ESSENTIALS FOOD HAMPER** - filled with enough staple foods to fully stock a pantry for vulnerable Victorian families.

All donations over \$2 are tax-deductible.  
At Foodbank Victoria, we use the [Stripe](#) platform so your donations are secure. We will also send a receipt straight to your email.  
If you have any questions or concerns, please get in touch via 03 9362 8388

Foodbank Victoria  
ABN: 94 117 688 928  
Phone: 03 9362 8388  
Website: <http://foodbank.org.au>



Easy click to donate,  
Security PCI compliant



**From:** Sarah Cobb  
**Sent:** Tuesday, 7 April 2020 5:22 PM  
**To:** Mikaela Figgis <[MikaelaF@foodbankvictoria.org.au](mailto:MikaelaF@foodbankvictoria.org.au)>; Joanna Mepham <[JoannaM@foodbankvictoria.org.au](mailto:JoannaM@foodbankvictoria.org.au)>; Rachel Morrison <[RachelM@foodbankvictoria.org.au](mailto:RachelM@foodbankvictoria.org.au)>; Michelle Intveld <[MichelleI@foodbankvictoria.org.au](mailto:MichelleI@foodbankvictoria.org.au)>  
**Cc:** Leticia Searle <[LeticiaS@foodbankvictoria.org.au](mailto:LeticiaS@foodbankvictoria.org.au)>; Chris Scott <[chriss@foodbankvictoria.org.au](mailto:chriss@foodbankvictoria.org.au)>; Katie Tobias <[KatieT@foodbankvictoria.org.au](mailto:KatieT@foodbankvictoria.org.au)>  
**Subject:** Newsletter EDM

Hi Everyone,

Just thought I would update you on the performance of the Newsletter EDM that went out this morning.

As I type we have had 135 donations, worth \$20,659!!

We even had a \$3k donation from a donor that has grown from \$180 in 12 months! We must be doing something right!

I am blown away by the response - to put it in perspective, the Spring Newsletter last year had 1 donation of \$300 ☺ We are clearly getting better at our EDM's. Thanks so much to Katie for getting this out to our donors!

I have no doubt in my mind that PURLS are a winner!

Roll on Tax!

Thanks,  
Sarah

SARAH COBB  
FUNDRAISING COORDINATOR  
Foodbank Victoria Ltd  
4/2 Somerville Rd Yarraville VIC 3013  
P +61 03 9362 8330 M 0415 505 563 E [SarahC@foodbankvictoria.org.au](mailto:SarahC@foodbankvictoria.org.au)



Join the fight against hunger: [f](#) [@](#) [t](#) [in](#)

\$41,967



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## Foodbank results

EMAIL	Delivered	OR	CTR
Volunteers/Others	12,574	28.30%	5.20%
Donors/Leads	12,185	39.80%	4.80%
<b>Total emailed:</b>	24,759		
<b>Donation volume:</b>	165		
<b>RR%</b>	0.67%		
<b>Donation value:</b>	\$20,772.00		
<b>Avg gift:</b>	\$ 125.89		

Campaign Monitor		mailchimp			
Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
Non-Profit	25.17%	2.79%	0.33%	0.49%	0.20%



# September Shoulder Digital 2019

Campaign Monitor		mailchimp			
Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
Non-Profit	25.17%	2.79%	0.33%	0.49%	0.20%

Email	OR	CTR
Donor 1A	28.3%	9.8%
Donor 1B	29.7%	8.7%
Donor 2A	27.4%	6.1%
Donor 2B	26.3%	8.5%
High Value 2A	31.0%	23.1%
High Value 2B	41.5%	5.9%
Volunteers/Others 1A	18.8%	3.2%
Volunteers/Others 1B	19.2%	2.2%


Note:


A = No Ask


B = Ask

Note HV Segment results

**PROVIDE URGENT RELIEF TO FARMING FAMILIES FACING THEIR DARKEST DAYS**







01:03

Every day without rain, the pressure builds for farming families like Beth and Adrian's.

No one anticipated the drought would last this long. Our farmers need us now more than ever.

Australians living with food insecurity often struggle with stress and depression. As the pressure on Adrian and Beth builds, so does their fear that they won't be able to feed their family.

The relief of a food hamper can ease some of the immense pressure on drought-affected farming families.

Can we count on your support as we try to provide some much-needed relief to families like Beth and Adrian's?

### Donate Today

Amount\*

First Name\*


Last Name\*

Email\*


Mobile\*

I have read and understood these [Terms and Conditions](#) in their entirety and agree to be bound by them.


Donate Now



\$30 will provide one hamper to a farming family



\$90 will provide three hampers to farming families



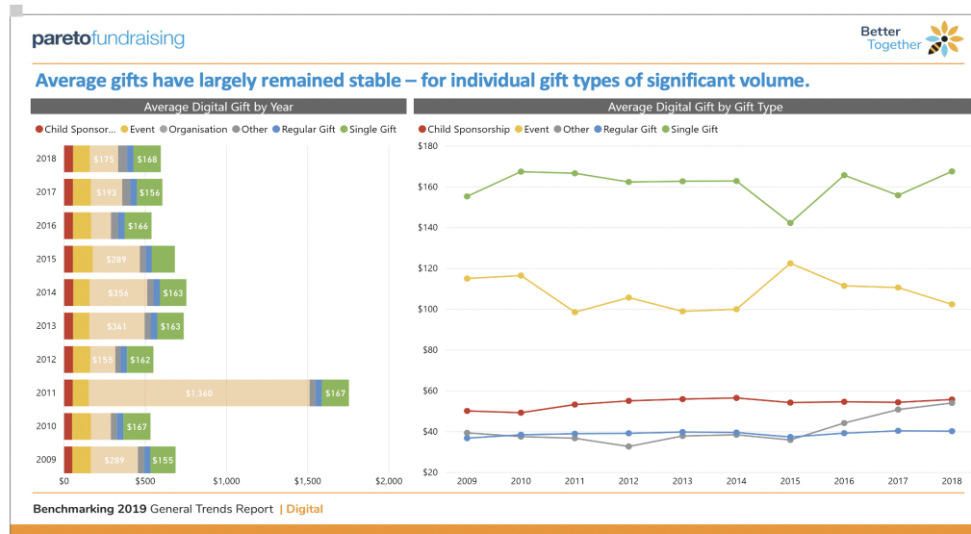
\$300 will provide ten hampers to farming families

All donations over \$2 are tax-deductible. At Foodbank NSW & ACT, we use the GiveEasy platform so your donations are secure. ABN: 22 056 422 407  
www.foodbanknsw.org.au



# Xmas EDM Appeal

Sum of donors	value_chang		
wave	ask_strategy	ask1_valueband	Downgraded Maintained Upgraded
<b>EDM Total</b>			<b>21.26%</b> <b>47.24%</b> <b>31.50%</b>



# Foodbank Xmas EDM Appeal

**From:** Be  
**Date:** Mo  
**To:** Kate  
**Subject:** FW: David, the number of everyday Aussies at risk of going hungry is shocking

FYI - some encouragement ☺

**From:** Dave  
**Sent:** Friday, 1 May 2020 8:17 AM  
**To:** Gerry CEO  
**Subject:** Re: David, the number of everyday Aussies at risk of going hungry is shocking

Gerry, and whoever helps you write your comms... I usually hate the readers-digest-tiered-marketing style of letters and emails that most charities send. Particularly because they almost never acknowledge that when people donate, that's often all they were able to, and asking for more from someone who donated, particularly without using the organisation's data to properly acknowledge donations that were already made, usually feels like faceless ingratitude.

This letter was better. Allowing that such letters are hard to write in a way that connects to a broad base, it was enough. We've sent another \$400 your way. I hope you're also petitioning the government at this time to highlight the situation you find yourselves in so that some cooperative solution can be identified. While some of us still have jobs and are still eating, that also means we still have all the same bills we had before with (rightly) no options for any hardship support, so our spare cash is no higher than it was before.. ie still being employed isn't a sufficient condition to support increased donation. Eg it might look like we've just conjured up extra money to send you, but the reality is it probably means that our belt tightening won't benefit some other charity at some later point. With every donation we have to hope we've picked the greatest need at the time.

Thanks for what you and your organisation are doing. Hope the money helps now and the feedback helps for planning. It's going to be a complex 12 months


Dave & family



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Arts and Response aren't on first during COVID-19. No image? Click here to find more in Australia.



Supporter ID: 9999999

Dear Samantha,

COVID-19 is the challenge of our lives. Isolation and anxiety have soared. I sincerely hope that you and your loved ones are well, and doing whatever you need to feel safe and connected at this incredibly challenging time.

While we're all affected, for some people it's going a lot deeper, triggering feelings of fear, isolation and anxiety.

Right now Lifeline is answering more calls than ever before: at 3,000+ a day, we've never experienced such a sustained spike in calls for help.

... One every 30 seconds from someone feeling so desperate and alone that they may take their own life.

Through those cracks in our feelings of safety, Lifeline is here to help calm the fear. But we have never been more concerned, because this is only going to increase as the grief and stress of social isolation grow.

Please – can you **help us answer every call with your incredible gift of \$20 today?**

**DONATE TO LIFELINE**

Like everyone in Australia, we're keeping health and safety at the forefront, while making sure we all stay connected.

Even though we're working remotely, and our shops and book fairs are closed, our amazing team is doing everything they can to ensure our **13 11 14 phone line, chat and text services are there for everyone.**

But Lifeline already struggles to keep up with the usual call demands. The challenge of COVID-19 has now tipped us into crisis.

With such a sudden drop in our usual revenues, we have a \$5 million shortfall as we work around the clock to reach **every caller, every 30 seconds.**

As those crucial seconds tick by, a life is on the line. We must be able to pick up that call.

**If not, in a heartbeat, we may lose another precious life to suicide.**

In the next 30 seconds, will you please save a life?

Your gift of just \$20 now will help us reach more Australians who are alone, isolated and struggling to cope.

It will only take the next 30 seconds to truly save a life.

Thank you.

**Cathy Beary**  
Chief Executive Officer, Lifeline Australia  
On behalf of the Lifeline Network.

*Thank you. Your gift will help us answer more calls so together we can save lives.*

**ONE CALL TAKES 30 SECONDS**

If you're worried you have health risks, support, please call Lifeline on 13 11 14 or visit [lifeline.org.au](http://lifeline.org.au). If this is in danger, please call 000.

[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

Lifeline Australia  
[lifeline.org.au](http://lifeline.org.au)

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Please – can you **help us answer every call with your incredible gift of \$20 today?**

**DONATE TO LIFELINE**

Like everyone in Australia, we're keeping health and safety at the forefront, while making sure we all stay connected.

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It will only take the next 30 seconds to truly save a life.

Thank you.







**Samantha, save a life today.**

**Every thirty seconds, someone in distress calls Lifeline. Samantha, will you help us pick up the phone?**

COVID-19, bushfires, floods and drought. It's been an incredibly difficult year for Australians. That's why someone reaches out for help every thirty seconds – someone so distressed, they may even consider taking their own life. We've never seen such an increase in calls. We can't answer them all without you.

**Samantha, will you use your next 30 seconds to save a life?** Your donation of \$20 right now will go straight to work, so no one has to face their darkest moments alone.

What you do in the next 30 seconds can be the difference between life and death. Samantha, your incredible gift today can help us answer every call.

- \$20 can go towards answering some of the 3,000 calls for help Lifeline receives each day
- \$30 can go towards paid shifts for Crisis Supporters at times when there is no one else available to answer the phones
- \$50 can be invested in the remote working technology now needed to ensure every call, text and web chat for help is answered

**Donate Today**

Amount\*  
\$ 20

First Name\*  
Samantha


Last Name\*  
Forbes

Email\*  
sforbes@donorpublic.com.au


Contact Number\*  
0408 089 556

I have read and understand these [Terms and Conditions](#) in their entirety and agree to be bound by them.


**Donate with Credit Card**



\$20 can go towards answering some of the 3,000 calls for help Lifeline receives each day



\$30 can go towards paid shifts for Crisis Supporters at times when there is no one else available to answer the phones.



\$50 can be invested in the remote working technology now needed to ensure every call, text and web chat for help is answered

If you or someone you know needs crisis support, please phone Lifeline on 13 11 14, text 0477 13 11 14 or visit [www.lifeline.org.au](http://www.lifeline.org.au)

All donations over \$2 are tax deductible. ABN: 84 081 031 263 Phone: 1800 800 768

At Lifeline, we use the [Cloudy](#) platform so your donations are secure. We will also send a receipt straight to your email. Website: <http://www.lifeline.org.au>

**DONATION DETAILS**

Donation Type

Donation Amount

\$25	\$50	\$150	\$300
------	------	-------	-------

\$1000

Donation / Other Amount  
How: You can spend in different amount.

**PAYMENT DETAILS**

Card Name\*  
Card Number\*  
Card Expiry Month\*  
Card Expiry Year\*

**CONTACT DETAILS**

First Giving As  
First Name\*  
Last Name\*  
City\*  
Postal Code\*

By clicking on the Donate button you confirm that you have read and agreed to Lifeline Australia's [Privacy and Donor Management Policy](#)

Select all squares with **traffic lights**  
If there are none, click skip



**Secure Donation to Lifeline**


Card Number

Expiry Date  
MM / YY

CVV2

Powered by

Select all squares with **bicycles**  
If there are none, click skip



### More good news...



Kate McMillan

To: Andrew Sabatino; Cc: Samantha Forbes; John Campbell; Carrie Fletcher

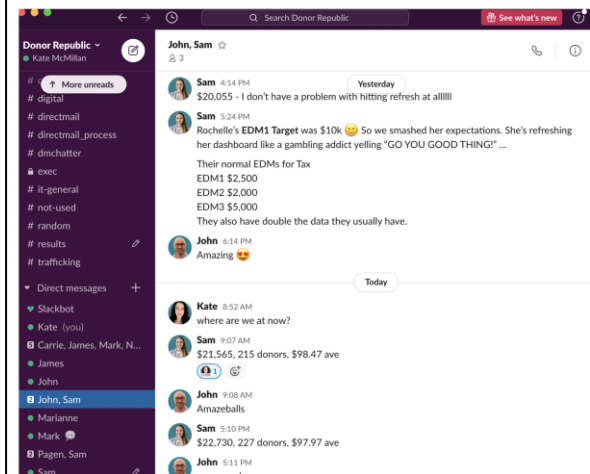
Andrew

Lifeline's EDM1 using purls and sent by John has cracked 22K  
Their target was 10K!

Their normal EDMs earn around 2-5K when they are only using Lifeline Australia data.

This time they used twice as much data – but using our design / copy / PURLS and production they have bettered their normal income by at least 4 times 😄

Congrats John and Sam!



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🔍 Re: Latest EDM results



• Samantha Forbes

To: • Andrew Sabatino

Hi – it near killed both of us this morning – but EDM2 is at \$14,225 so far – the most we've raised in a day so far for LLA 😊

It's our first gift matched page using a multiplier.

Total campaign including EDM1 is \$64,790 to date.

Row Labels	-Y	Sum of GrossAmount	Count of GivingId
Lifeline Emergency Appeal - EDM1	\$	33,600	274
Lifeline Emergency Appeal - EDM1 F	\$	120	3
Lifeline Emergency Appeal - EDM1 OP	\$	800	3
Lifeline Emergency Appeal - EDM1B	\$	16,000	211
Lifeline Emergency Appeal - EDM1B OP	\$	45	2
Lifeline Emergency Appeal - EDM2	\$	12,575	150
Lifeline Emergency Appeal - EDM2 OP	\$	1,650	3
<b>Grand Total</b>	<b>\$</b>	<b>64,790</b>	<b>646</b>

Thanks,  
Sam

**Samantha Forbes**

*Senior Account Manager – Individual Giving*

📞 0408 089 556

📍 4/611 Magill Road, Magill SA 5072

🌐 [www.donorrepublic.com.au](http://www.donorrepublic.com.au)




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## Vinnies EDM - original

BP Billie-Jay Porter <Billie-Jay.Porter@svdpqld.org.au> Yesterday at 3:59 pm  
To: Andrew Sabatino

[View this email in your browser.](#)



Dear Darcy

As I watched the news last night, and in fact over the past few weeks, the continual Covid-19 updates are just a catalogue of bad news. Closed businesses. Lost jobs. Families at a breaking point. I can't help but feel a little overwhelmed by it all. And sadly, I think it's unlikely the news will become better any time soon.

From my service over the last 11 years at Vinnies, I know that **vulnerable Australians who are already struggling will be plunged deeper into poverty**. They will struggle to put food on the table. They will be unable to afford essential medicines to stay healthy. They will be crippled by household bills.

Before this Covid-19 crisis began, there were 3 million Australians living below the poverty line, including 739,000 children\*. It's hard to imagine how this number will increase rapidly as more people find themselves unemployed.

And while some people will be eligible for government assistance payments, it's **often not enough given their existing commitments and family needs**. Home loans, car loans and school fees just to name a few. Can you imagine the huge blow to your self-esteem and dignity to have to ask for welfare support?

[Please donate today](#)

I recently spoke to a fellow member and volunteer, Maria. She is on the front line, working directly with people who need our help.

*"In all my 22 years as a Vinnies volunteer, I've never seen anything so stricken. This pandemic has accelerated at a rapid rate, causing isolation and stress for many, especially those at risk of losing their jobs and mortgage repayments.*

Across the country, Vinnies is **adjusting our emergency relief services to ensure we are meeting the escalating demand of those in need – while keeping our volunteers, staff and community members safe**.

*"We are taking phone calls, rather than face to face interviews with needy families to provide emergency relief. We are dropping off food vouchers and parcels at the front door.*

*"My fellow volunteers who are able to assist, will continue to do all we can to see that the COVID-19 impact doesn't create further burden on those families who are already struggling".*

Darcy, your kindness is so important to help vulnerable people who are in desperate need. [Please will you consider a gift to help Maria and our volunteers put food on the table of needy families?](#)

[Donate now](#)

\$19.8k





Hi Salutation,

This is an email like no other.

After the events of 2020, how could it be anything else?

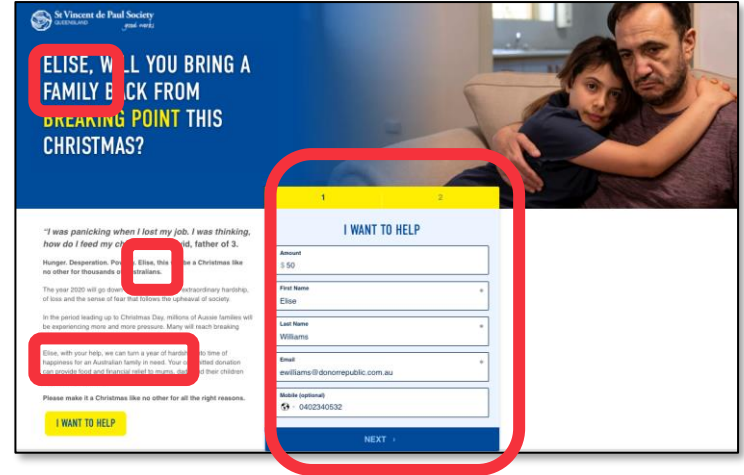
You've watched as your fellow Australians have been pushed into poverty for the first time. You've seen the long queues in front of Centrelink offices around the country, and I'm sure you know a family affected by job loss, illness or anxiety caused by the pandemic. I sincerely hope that you and your family are safe and healthy.

This year will go down as a year of extraordinary hardship. Today, I'm asking for your help as we try to end the year with hope.

Christmas is coming, and where you and I may be fortunate enough to celebrate, millions of Australians will be spending Christmas in poverty.

## Vinnies EDM – Your Journey

Segment	Number of Donations	Income	Average Gift
Bequest	3	\$825	\$275
Default	225	\$27,412	\$121.83
Disaster	64	\$8,144	\$127.25
Lapsed	22	\$3,210	\$145.91
Mid Value	22	\$23,100	\$1,050
Religious	16	\$3,770	\$235.63
RG	7	\$1,400	\$200
<b>TOTAL</b>	<b>359</b>	<b>\$67,861</b>	<b>\$189.03</b>



## Andrew, you can be the difference for people like Phil

CB • Chris Burns, Hutt St Centre • [chello@huttstcentre.org.au](mailto:chello@huttstcentre.org.au)  
To: • Andrew Sabatino



Thousands of South Australians are feeling unsafe without basics like food, medicine and shelter.

Your support is urgently needed to create security and warmth in these uncertain times.

Dear Andrew,

It's been an anxious time, with worry and fear felt right across our community. As we face this unprecedented health crisis, I know it's been difficult for many.

I sincerely hope you and your loved ones are safe and well. For the first time, as a service, we've felt vulnerable, too.

The need in our community has never been greater, and our services are under incredible pressure – but we can't give up on people like Phil\*, and I hope you won't either.

Andrew, as someone who has always understood the incredible difference that can be made in offering kindness to people facing true hardship – we need you now more than ever.

Can I please count on your urgent donation to our Emergency Winter Appeal?

**Right now, \$15 can provide food, access to medical care, and emergency accommodation assistance for people like Phil.**

[Donate Now](#)

Ever since Phil was a child, he's been afraid.

At a time when most of us were playing with our friends, having fun and just being kids, Phil was terrified. While being looked after by a close family friend, Phil was sexually abused.

Too afraid to tell his parents, and too young to stop it, Phil didn't know what to do. He tells me, "if you haven't experienced sexual abuse, you couldn't know what it feels like."

*'I was babysat by a man known to the family. I realise now that I was being groomed and what I had thought at first was friendship and some attention soon became a nightmare. I couldn't escape. I was in grade 5. I pray he hasn't harmed anyone else.'*

Phil has lived with the trauma ever since.

*'You're giving someone a life sentence they will never escape... I haven't been able*

*But amongst the despair, there was a time when, as Phil puts it, his life was 'normal'. Not too long ago, he'd been a head chef, owned his own restaurant, had a wife and children.*

*'I was ambitious, I wanted to be set up as a family for the future.'*

*But, when his relationship broke down, Phil lost everything.*

**Andrew, right now many people have lost everything. Your gift of \$15 today, can help them gain emergency accommodation assistance.**

[Please donate today](#)

Phil moved in the hope of starting again, but with so much distance from his kids, thoughts of his own childhood began to resurface.

He had deeply buried the pain from the sexual abuse he'd experienced as a child, but as he became more depressed, these feelings began to overwhelm him.

Phil began to fall apart. He lost his job.

His life spiralled quickly, and before he knew it, he found himself sleeping in a park.

In just a short period of time, Phil had gone from having security and a family, to living on the streets.

He now recognises: *'After my relationship broke down and I moved out of our home, I moved away to try and start a new life. It seemed like the right thing to do at the time, although it was so painful. I thought I was acting in the best interests of everyone involved. But I see now leaving my kids was the worst thing I've ever done. It traumatised me.'*

Andrew, right now many people in our community are experiencing a range of difficult emotions brought on by uncertainty.

So many people feel isolated and exposed. Many have lost their jobs.

Imagine just how frightening it would be to face all of this without a safe place to call home?

Sadly, that's the reality thousands of South Australians who do not have a permanent place to call home are facing. They are anxious about their future.

Hundreds more, like Phil, are sleeping on the streets. And, on the streets, it's terrifying.

**Will you please donate \$15, \$23, or a very generous \$30 to our Emergency Winter Appeal, and help to provide basics like food and emergency accommodation assistance?**

[Donate Now](#)

Phil knows the life-changing difference this support can make.

After finding his way into the Hutt St Centre, for the first time in a long time Phil enjoyed a meal and a shower. He even got to wash his clothes.

These basic needs were an important start for Phil.

As his trust in us grew, Phil opened up to his case manager, Fiona: *'She helped him find a bed in a men's shelter.'*

Phil even found his way back into the kitchen, and found a job.

Thanks to the incredible kindness of people like you, Phil's life is starting to be rebuilt, but he knows it will take time.

*'That long term support is really important. It's easier to become homeless again, when you've already been homeless.'*

**Make no mistake, Andrew, we are in unprecedented times with the impact of COVID-19. There is a lot of uncertainty and anxiety in our community.**

We've all felt it.

But, I can assure you that for many of the people we work to support every day, this is made much worse without a roof over their head or food to eat.

It's bitterly cold out there, and beyond the fear of being at higher risk of this unknown virus, they have no protection. People like Phil feel very exposed.

It's why your support is needed now, more than ever.

You can help provide food, access to medical support and emergency accommodation assistance in these uncertain times.

You can be the difference for Phil and many others like him.

**Andrew, will you please donate \$15, \$23 or a \$30 and help provide urgently needed crisis support during this extraordinary time?**

Without help, hundreds of people, like Phil, will face chilling winter nights alone and exposed.

Sadly, due to COVID-19 many people have lost their jobs, and many more will face very difficult times.

It's why I'm hoping we can count on your help today.

Fear has been spreading on our streets.

When you do not have a secure place to call home, when your health is already compromised, there's no way you can isolate or protect yourself from COVID-19.

It's a very scary time. But, you can help spread security and warmth instead.

Andrew, as one of our most loyal supporters, what you do today can help many people who are afraid and alone.

**Will you please donate an urgently needed \$15, \$23 or an incredibly generous \$30 to our Emergency Winter Appeal, and help give many people, like Phil, the basics they need to get through this crisis?**

Your kindness at this critical moment can truly make such a difference. Thank you.

Yours sincerely,



Chris Burns  
Chief Executive Officer

P.S. Thank you for your support in the past. We know these are challenging times and we appreciate your ongoing support into the future.

[Please donate today](#)

\*At Hutt St Centre we respect everyone who comes to us for help – and many are working toward a fresh start in life. So while these are their true stories, client names and images have been changed to protect their privacy. Thank you for understanding.



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Website landing page

**Donate**  
HUTTS ST CENTRE

THANKS FOR SUPPORTING HUTTS ST CENTRE!

**DONATION TYPE**

One-off donation  
 Regular donation

**PAYMENT METHOD**

CREDIT / DEBIT CARD >

**AMOUNT**

All donations over \$2 are tax deductible

Other amount  
 \$30  
 \$50  
 \$100  
 \$250  
 \$500

**YOUR DETAILS**

Information provided is confidential and will not be shared with any third parties.

**Title:** [ ] Required  
**First Name:** [ ] Required  
**Last Name:** [ ] Required  
**Organisation:** [ ] Optional - shown on receipt if provided  
**Email:** [ ] Required  
For your receipt only  
**Phone:** [ ] Required

**Donation destination:** [General donation] ✓  
Optional - let us know what you'd like your donation to be used for

I want to stay in touch. Please send me The Word from the Street e-news

To help us prevent fraud, please prove that you're a human.

I'm not a robot

Cancel CONTINUE TO SECURE PAYMENT >

Phone: 0420936442 [ ] Required

Donation destination:  
Optional - let us know what you'd like your donation to be used for

- Select -
- Emergency Winter Appeal
- ✓ General donation





## YOU'RE AWESOME

**Thank you for your generous donation.**

Because of people like you, we are able to continue to provide essential and professional services to people experiencing homelessness in Adelaide this winter.

Warm regards,

**Chris Burns**  
CEO

 **SHARE**  
ON FACEBOOK

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[Security](#) | [Terms of use](#) | [Privacy Policy](#) | Website by Karmabunny



## Hutt St Centre - Thank you for your donation



Hutt St Centre <no-reply@huttstcentre.org.au>

To: Andrew Sabatino



Thank you for your generous donation.

Because of people like you, we are able to continue to provide essential and professional services to people experiencing homelessness in Adelaide this winter.

Warm regards,

**Chris Burns**  
CEO

This is a tax receipt from Hutt St Centre.

**Name:** Andrew Sabatino  
**Organisation:** Donor Republic  
**Receipt No:** 495682  
**Date:** 11/05/2020 - 2:30 pm

Product	Price	Inc tax
Donation	\$10.00	\$0.00
<b>Total</b>	<b>\$10.00</b>	<b>\$0.00</b>

### Hutt St Centre

258 Hutt St Adelaide SA 5000  
T: 8418 2505  
E: [hello@huttstcentre.org.au](mailto:hello@huttstcentre.org.au)  
W: [www.huttstcentre.org.au](http://www.huttstcentre.org.au)  
ABN: 75 055 179 354



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**EMERGENCY  
WINTER APPEAL**

COVID-19 is making  
life on the streets  
terrifying.



Enid, anxiety is spreading in our community. But nowhere is it being felt more, than on our streets.

Thousands of South Australians, like Phil, do not have a permanent place to call home.

They feel unsafe and scared.

They are anxious about their future, and even more so with the uncertainty of COVID-19.

Without basics like food, medicine and shelter, people like Phil are completely exposed, especially as the chilling Winter nights set in.

There's nothing they can do.

We can't give up on people like Phil.

Please donate to our Emergency Winter Appeal, because your gift is urgently needed to create security and warmth in these uncertain times.

Your support will help people like Phil during this critical time.

- **\$75** can provide emergency food to people who are cold and hungry.
- **\$100** can provide access to essential support services including medical care.
- **\$150** can connect people like Phil to emergency accommodation.

### Donate Today

Amount\*  
\$ 75

First Name\*  
Enid

Last Name\*  
Hicks

Email\*  
enidh37@gmail.com

Contact Number  
Contact Number

I have read and understood these [Terms and Conditions](#) in their entirety and agree to be bound by them.

Donate with Credit Card



**\$75**

can provide emergency hot food to people who are cold and hungry this Winter.



**\$100**

can provide access to essential support services including medical care.



**\$150**

can connect people like Phil to emergency accommodation for the colder months ahead.

All donations over \$2 are tax-deductible.

All Hut St Centre, we use the [GiveEasy](#) platform so your donations are secure. We will also send a receipt straight to your email.

If you have any questions or concerns, please get in touch via 08 8418 2000

Hut St Centre

ABN: 75 055 179 354

Phone: 08 8418 2000

Website: <https://www.hutstcentre.org.au/>

Versus PURL landing page and payment gateway



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SHOWCASE

Re: Hutt St results



**Pagen Winen**

Today at 1:03 pm

To: Andrew Sabatino; Cc: Kate McMillan

Show Forward

Hi Andrew,

Sorry for the delay, I had one thing to confirm - here are the results...

	Sent	Opens	Clicks	Donations	RR%	Conversions	Income	AVG
<b>Test A: PURLS</b>	5,168	1,596	142	82	1.59%	58%	\$7,749	\$95.50
<b>Test B: OLD</b>	5,167	1,761	115	22	0.42%	19%	\$1,960	\$89.09

Did you need anything else? Do I need to get you screenshots of anything?

Thanks,  
Pagen

**Pagen Winen**

Account Manager – Individual Giving



0400 460 396



4/611 Magill Road, Magill SA 5072



[www.donorrepublic.com.au](http://www.donorrepublic.com.au)



Donor Republic

At the heart of fundraising



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Thank you  
Andrew Sabatino  
0420 936 442  
[asabatino@donorrepublic.com.au](mailto:asabatino@donorrepublic.com.au)



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