



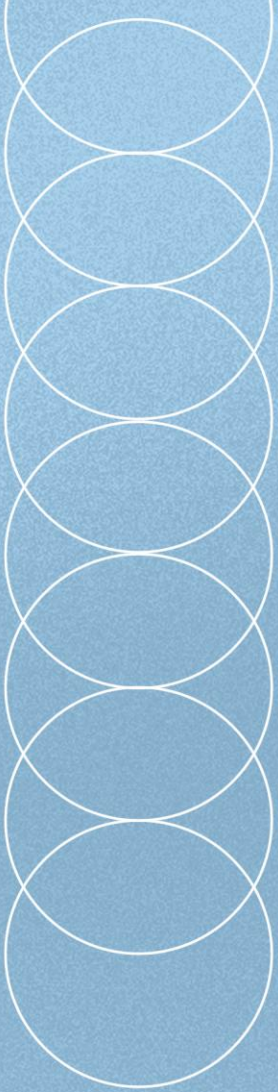
FIA Conference 2023

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FIA

CONFERENCE



How to grow your fundraising program from 300K to 11.6M in 6 years

FUNDRAISING HOW TO

Donor Republic + Foodbank NSW & ACT

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TRACK SPONSOR

Robejohn



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Introductions

Jen Birks
Foodbank NSW & ACT



Andrew Sabatino
Donor Republic



Kate McMillan
Donor Republic



Josie Peach
Donor Republic



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So what did we do?

1. Strategy – seriously, don't bother without it
2. Fundraising Propositions - yep, seriously, don't even
3. Cash – one step at a time
4. RG – get the basics right first
5. Dig acquisition – it takes time and skill, but it is worth it
6. Emergencies – the opportunity to acquire and connect
7. We couldn't do it all at once - what we had to wait for...
8. Good and bad stuff we learnt on the way
9. How to get the best from your agency

Strategy



Christine Feldmanis

BCom, MAppFin, FAICD, SFFin, TFASFA,
CPA, AGIA, JP

Non Executive Director & Chair,
ASX listed & public entities



Larry Kavanagh

GAICD

General Manager of Fresh
Produce & Processing, Coles



John Hudson

FCA

Senior Finance Executive



Emma Peacock

BCom

Director of Sustainable Business
& Communications ANZ,
Unilever



Paul Moulds

AM, BA.

Territorial Director Mission and
Resources – Social, The
Salvation Army



Sam Liston

Consultant: Organisational
Change, Culture and Coaching

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Strategy



Foodbank and Fundraising

The Fundraising Objectives

- To develop fundraising propositions that resonate with the community
- To develop a diverse range of fundraising programs
- Initially, to test mass fundraising initiatives in FY17 and FY18
- Upon that testing, to expand fundraising each year

Getting to the heart.

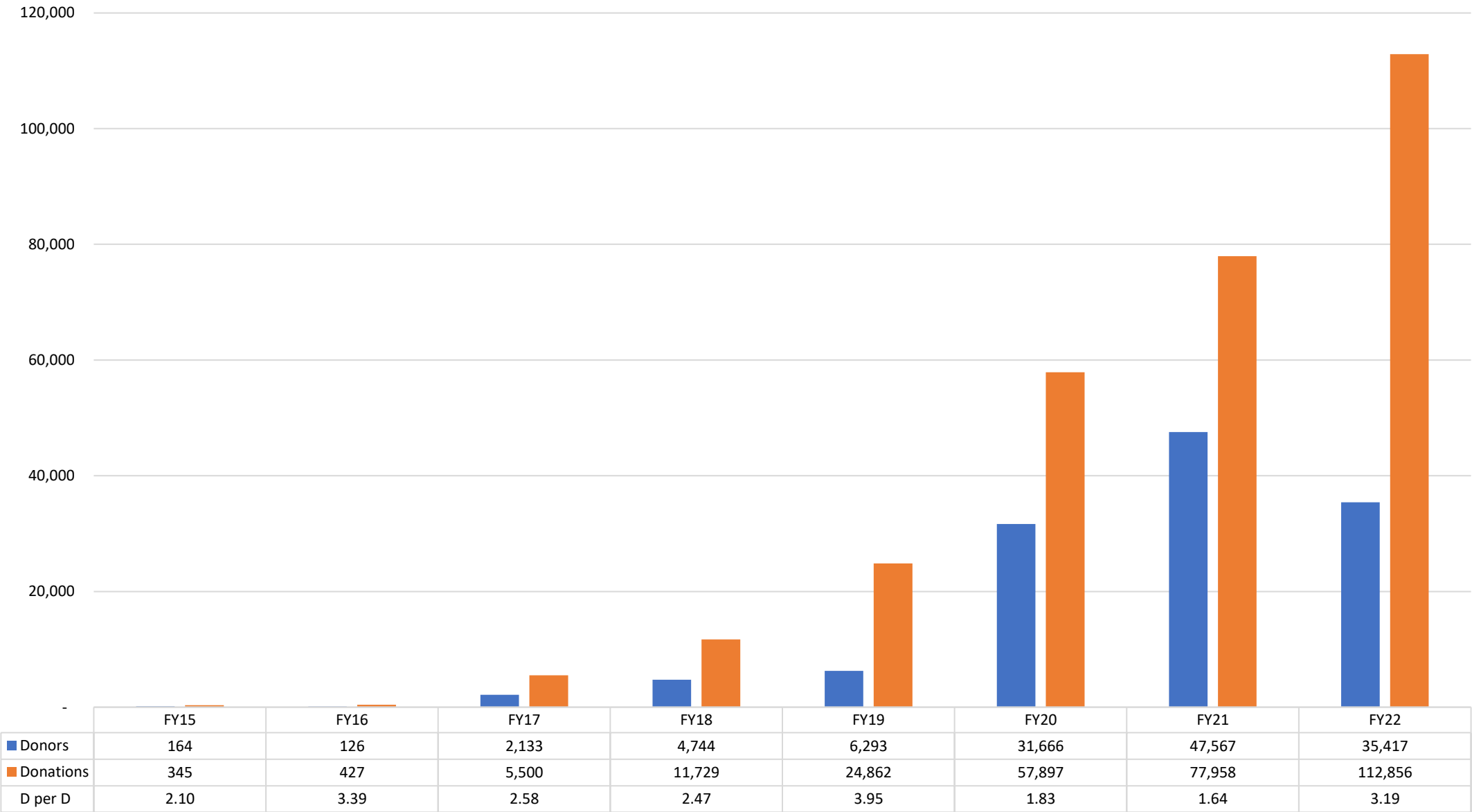
Strategy

Original Fundraising pathway from FY17 to FY21

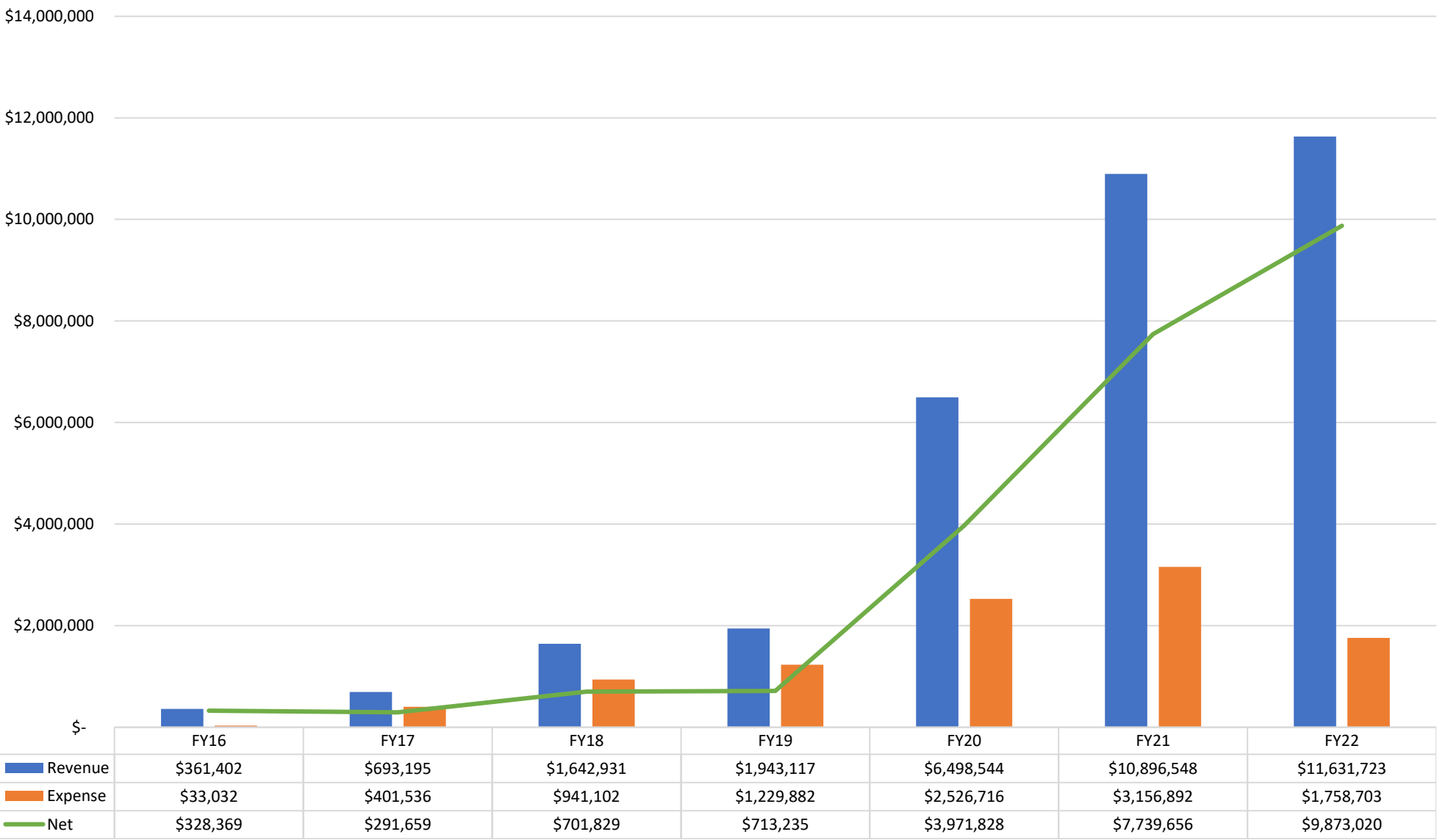
1. Strategic development & Long-term partnership
2. Financial modelling and realistic performance
3. Fundraising Proposition development
4. Philanthropic brand to develop - evolve from a warehouse and logistics company
5. Acquire a supporter base – across multiple channels
6. On-boarding - Thank, welcome, nurture new donors and provide them outcomes
7. Continue to encourage donors to give again
8. Integrate existing donors to digital fundraising and recruit new on digital
9. Develop a reason to give regularly and convert existing donors to monthly giving – and recruit new to regular
10. Identify those with major donor potential
11. Set up a major donor case for support / corporate prospectus that supports larger donations
12. Identify those who could leave a GIW – set up a GIW program
13. Underpin above with solid data analytics and business intelligence

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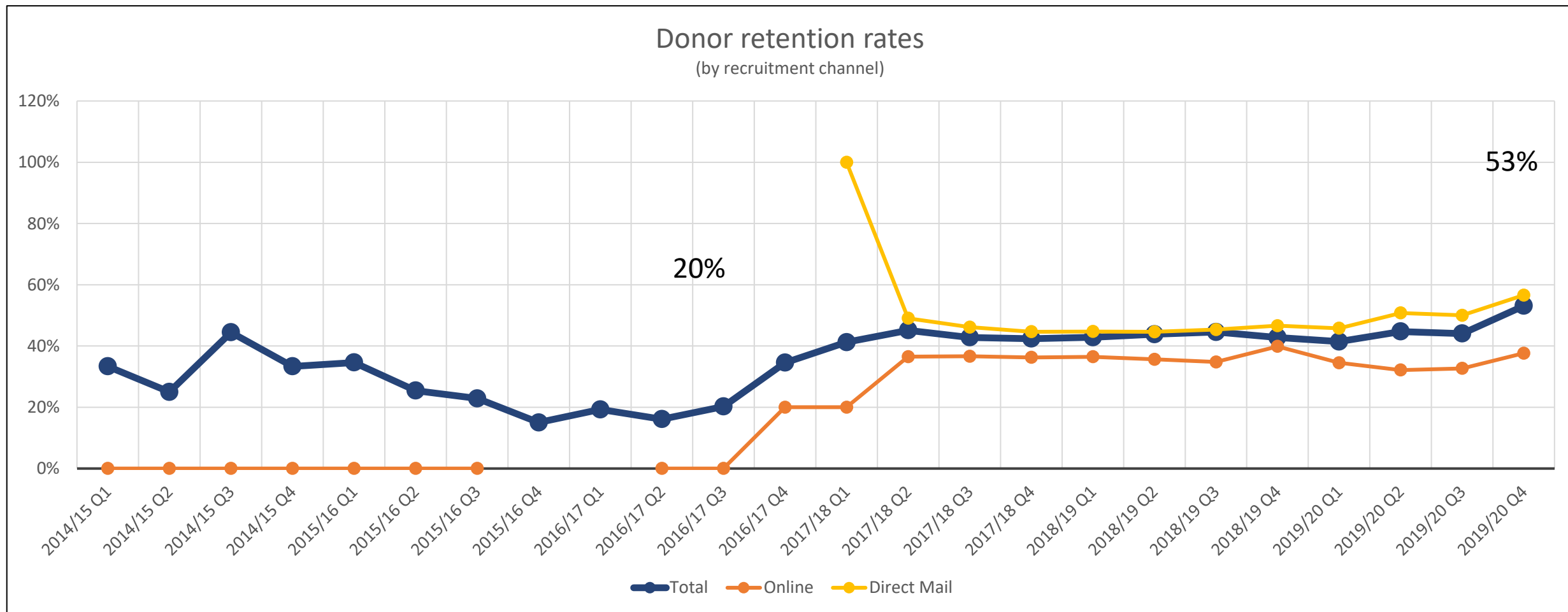
The results



The results



Performance KPIs



Building mid and major pipeline

	FY18	FY22
\$250 - \$499	113	1,111
\$500 - \$999	36	1,889
\$1,000 - \$1,499	22	
\$1,500 – \$1,999	10	
\$2,000 - \$2,999		
\$3,000 +		113
\$5,000 +		

18.5K SV

Strategy



Strategic Fundraising Plan FY17 - FY19

Objective: To develop a practical plan that identifies the appropriate fundraising foundations and that details a road map to build a sustainable fundraising program into the future.



Key challenges

1. Fundraising skill and culture

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2. Connections and Networks

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3. Data, Analytics and BI

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4. Content required to grow

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Top 10 key initiatives

1. **Build a range of compelling rational and emotional propositions** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra
2. **Invest in multi-channel donor acquisition** - Lorem ipsum dolor sit amet, consectetur porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.
3. **Create a donor on-boarding program to builds donor loyalty** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra
4. **Expand the warm appeal cycle to include donor surveys and impact report newsletters, multi wave** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo
5. **Build a regular giving proposition and covert newly acquired cash donors via tele-marketing** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo
6. **Create a digital fundraising program based on integration with existing activity and for acquisition** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit
7. **Nurture mid-level donors with a bespoke program** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.
8. **Create a major donor program and corporate fundraising program utilizing similar case for support** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo
9. **Develop a bequest proposition, conversion program and normalize GIW's** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc
10. **Underpin all activity with regular data analytics and business intelligence** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc

Key Risks

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Now > Future

BOARD	Limited involvement in providing networks.	Lorem ipsum dolor sit amet, consectetur porttitor congue massa. Fusce posuere, magna
CEO	Involved as much as possible and whenever asked.	Lorem ipsum dolor sit amet, consectetur porttitor congue massa. Fusce posuere, magna
STAFF	Under pressure to raise revenue and spread thin across partnerships and events.	Lorem ipsum dolor sit amet, consectetur porttitor congue massa. Fusce posuere, magna
CULTURE	Systems, processes & Database knowledge	Lorem ipsum dolor sit amet, consectetur porttitor congue massa. Fusce posuere, magna
ASK	Needs to be unified and tied together with a centralized approach.	Lorem ipsum dolor sit amet, consectetur porttitor congue massa. Fusce posuere, magna

Strategy

Board and CEO engagement plan

Financial modelling

Strategic audit and review – ever evolving

Understand your key KPIs that will have the biggest impact

Fundraising Propositions

The challenge



=



When for years...

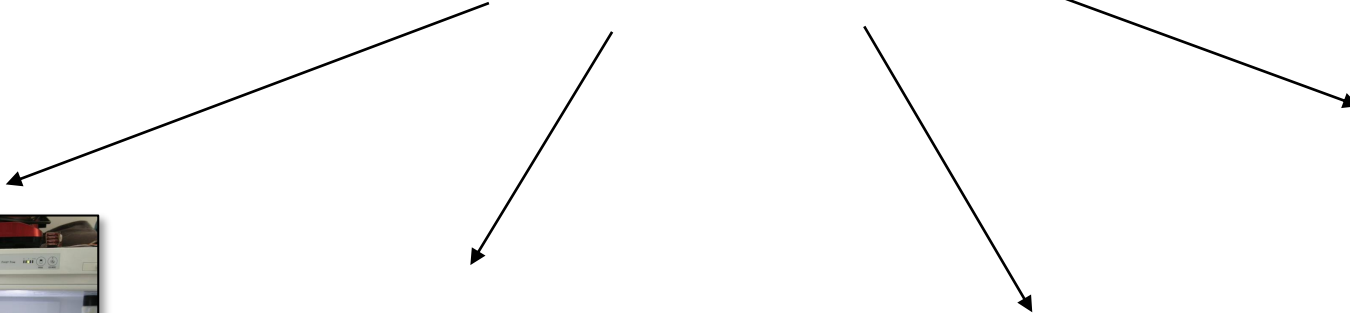


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Rational Propositions

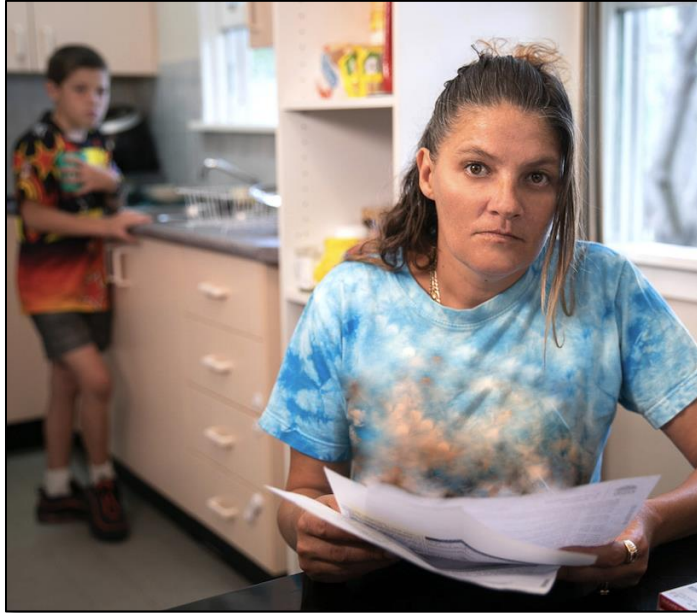




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Emotional Propositions

guilt



anxiety



shame



stress



Emotional Propositions

community



mateship



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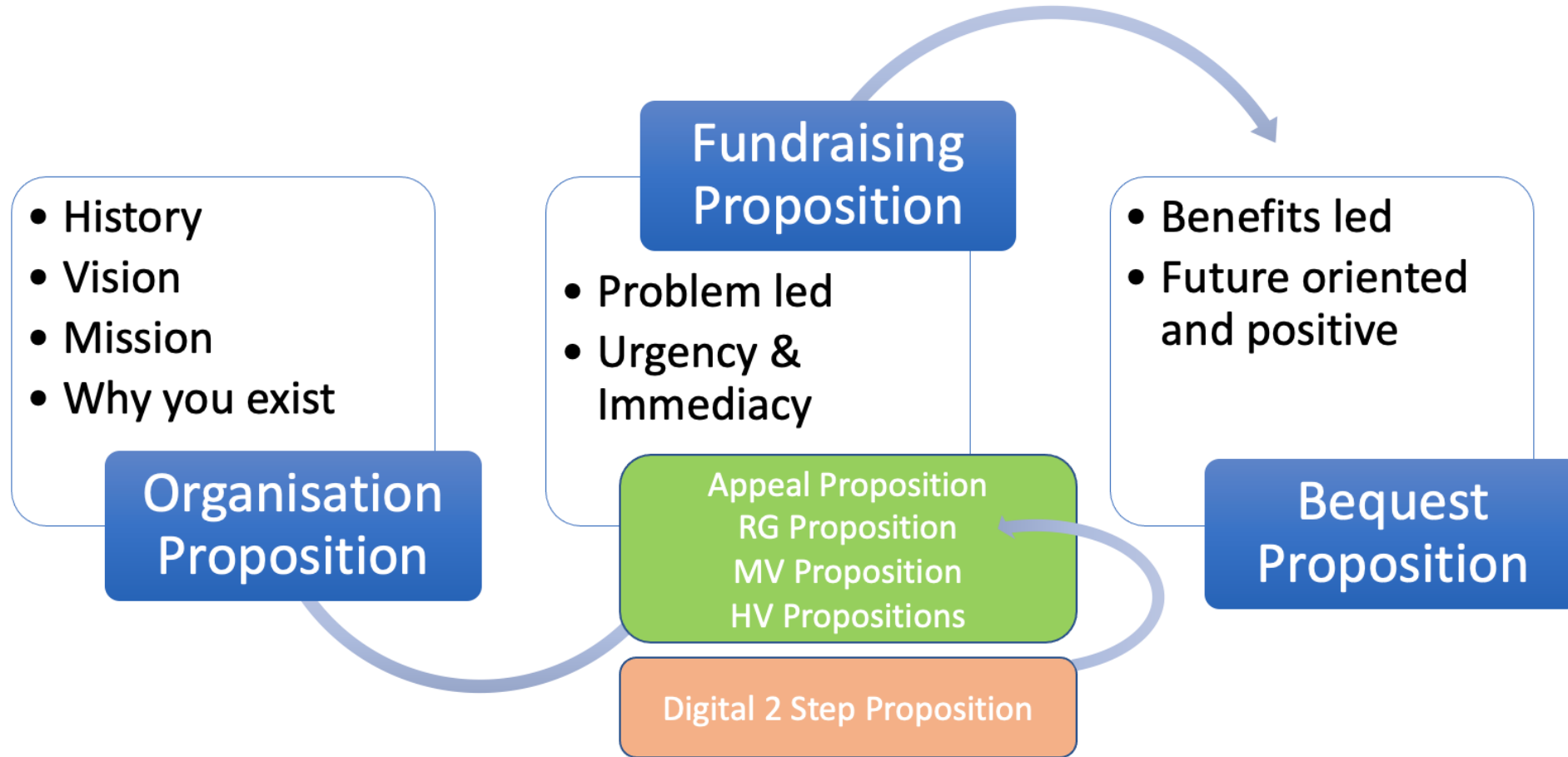
happiness



togetherness



Propositions



Proposition development

Organisational Proposition

We fight hunger by sourcing food for people in need.

Fundraising Proposition

No Australian should go hungry. Help ensure all Australians have access to fresh food and pantry staples to feed their families.

GIW Proposition

By leaving a gift in your Will, you'll be helping to ensure Foodbank NSW & ACT grows stronger, more steadfast, more capable – always ready to respond, putting food on the table and hope in the hearts of NSW & ACT families whenever times get tough.

Appeal Proposition

No mother should have to make the impossible choice between feeding her kids or getting her child life-saving medical care. Your gift can give the relief of fresh food and essential items to hardworking parents struggling to feed their family.

RG Proposition

Every Australian child deserves the best we can give them, not hunger.

Digital 2 Step Proposition

Get your free Eating for Energy guide now.

MV Proposition

TBC – underdevelopment 😊

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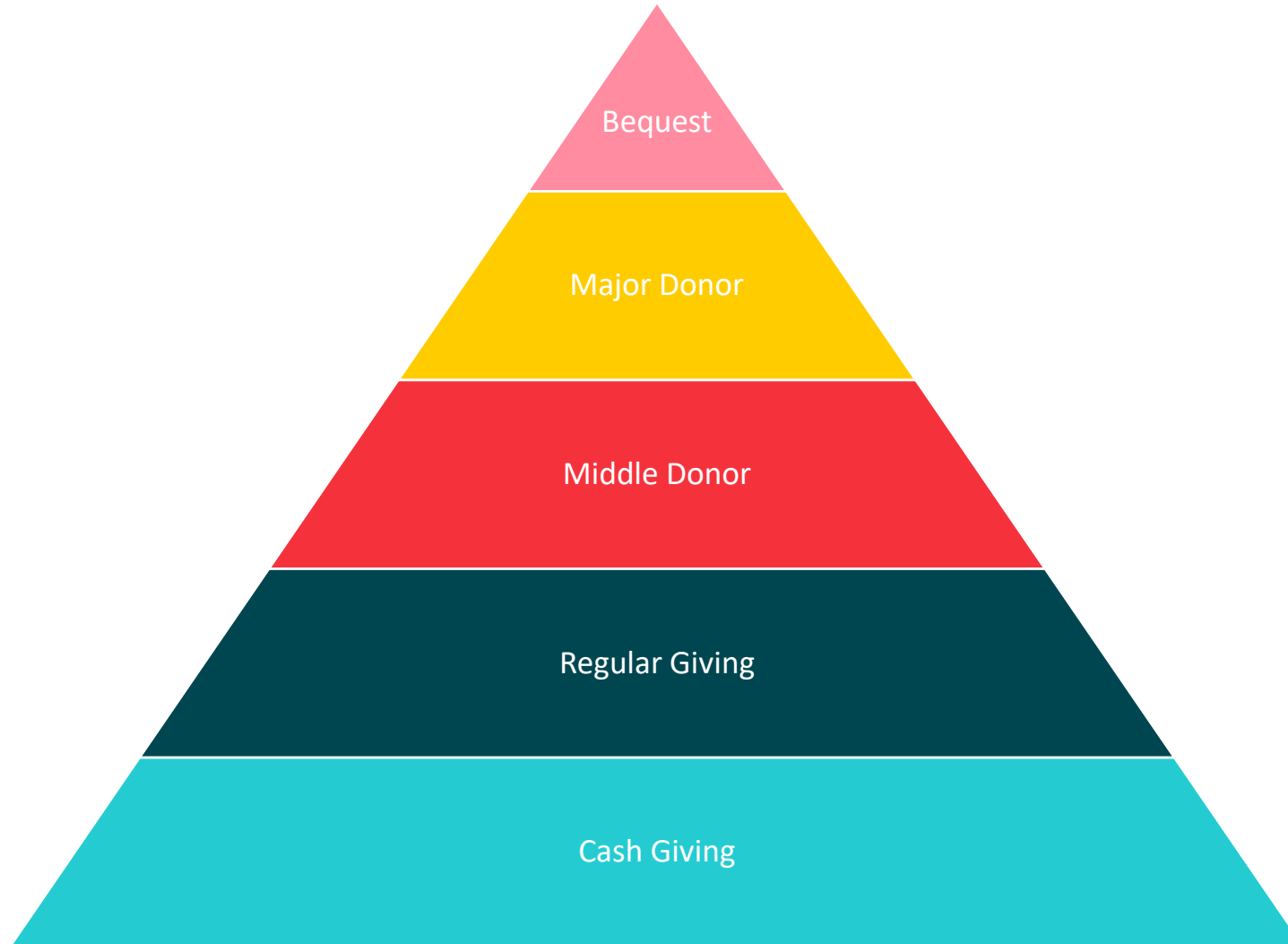
Propositions

Map it out – understand your messaging

Invest in sourcing and managing case studies

Real images, real people (within reason)

Cash



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If undelivered, please return to:
PO Box 241, Plumpton NSW 2761
CM 14041505

**Farming families
are doing it tough.**
**"I worry about
where I am mentally.
I worry about my
husband Adrian."**

Beth, mother of two and baby on the way.



<Personalised>, everyday Aussies
like Phillip are struggling to
feed their families.

<Name>, you have the power to help farming families like Beth's.

Cash – DM acquisition

DM is not dead, acquisition continues to prove itself despite the cost

But it does cost a lot, know your numbers, set expectations

Take your best cash pack and adapt for ACQ

You need a premium – start with local production and prove your business case

You need to know your second gift rates and what sustainable success looks like

You need a welcome journey – no, seriously you do

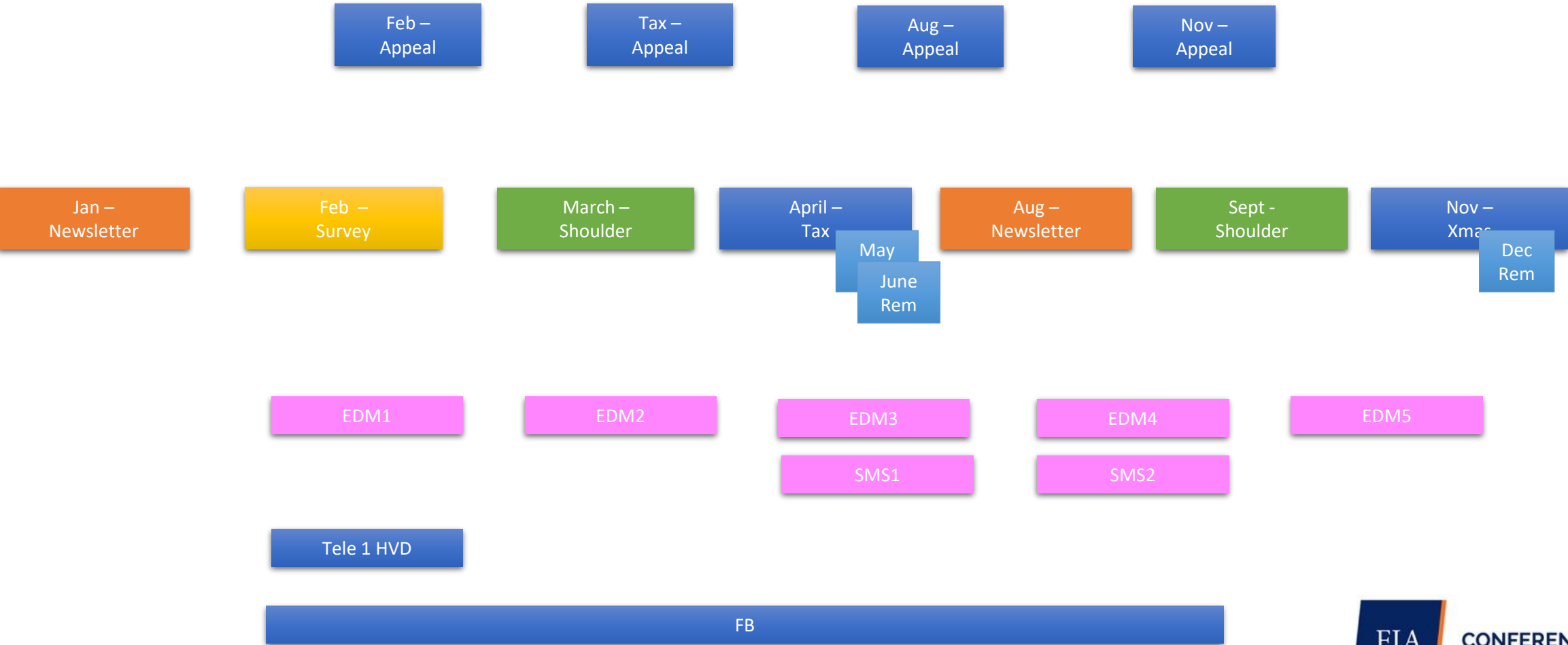
Test, test, test

Make best friends with your data broker – we love you Tedirex

Don't forget to reactivate – we love you too The Data Collective

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Cash – warm



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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**

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Cash – warm

Build up your schedule at your own pace – make sure the ROI works

Don't skimp on the principles

If you don't like planning IG may not be for you

Data or death – know your numbers

Cash – dig integration

Started slow and built over time

EDM – then SMS

PURLs – you do best practice for DM, why not dig?

Testing (long vs short copy, then everything else...)

Landing page optimisations

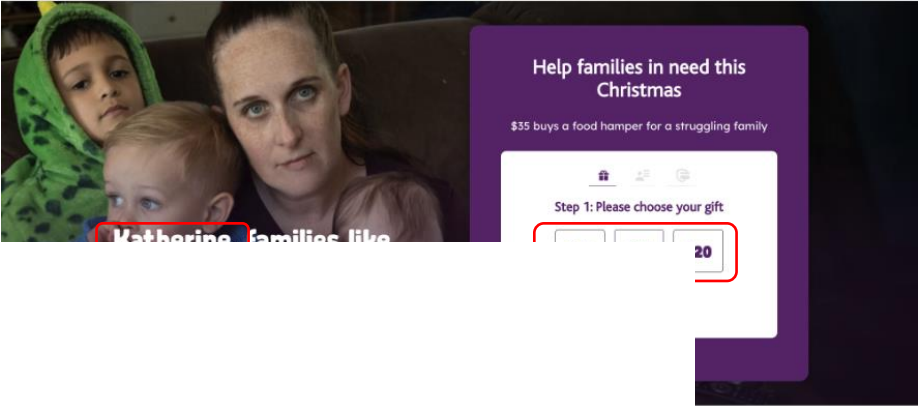
Cash – dig integration

Please help familie

JO Jade o
To: Ka

Xmas 2020

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



Sarah needs it to stay alive.

So, with our finances stretched as far as they'll go, we've had to make savings elsewhere.

And that means we've had to cut back on food. We haven't had much fresh food and I've been missing meals to make sure the kids have enough to eat.

Will you help make sure families like mine don't go without this Christmas?

Here's my donation!

In the last few weeks I've been really worrying about Christmas.

If you have kids, you'll know what a big deal Christmas is to them. They get so excited. And Christmas dinner is one of the things they look forward to the most. I guess we all do.

But this year, I've been absolutely dreading Christmas Day – and having to tell the kids that we can't afford to have Christmas dinner.

I keep thinking about how disappointed they'll be. None of it is their fault. Why should they have to go hungry and miss the best meal of the year?

So, this year, I'm really hoping I can get one of the Foodbank Christmas hampers from the pantry.

Will you help provide hampers for families in need this Christmas?

Here's my donation!

Your kind gift of \$10 today will provide Christmas hampers full of essential pantry items and healthy, nutritious food.

I can't even begin to tell you what a massive difference it will make. It will mean that we can have a family Christmas dinner together. It will make us all so happy.

And, most importantly, it will mean my kids aren't going hungry.

I know you've very kindly supported Foodbank NSW & ACT before now – and I'm very grateful for that. Your generosity has helped families like mine so much in these difficult times. Now I really hope you can make another gift this Christmas.

Your kind support means so much to hard-working families who are doing it tough this year. Thank you so much!

Yours truly,

Jade

DONATE NOW

Will you donate today and help show the same kindness to so many more who need it right now?



\$10 could provide food for a week for families in need.



\$15 could help transport urgently needed food all across NSW and ACT.



\$20 could ensure our warehouse is stocked for any emergency.

Cash – non

Outcomes


Jan –
Newsletter

EDM1

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A message from Jenny, who knows what it's like to lose everything

No images? [Click here](#)



THANK YOU FOR BEING THERE TO HELP PEOPLE LIKE JENNY

Dear Josie,

My name is Jenny and I'm writing to say thank you for being there to help people just like me in the face of unimaginable devastation and crisis.

It was less than 12 months ago when I needed Foodbank's help myself. When COVID-19 hit, I lost my business and income overnight and could no longer feed my family.

It's why I know how powerful your donation to Foodbank is – because for me, it meant my husband and I could feed our family when times were really tough. It was so nice to know that people like you who we had never met really cared about us.

I never imagined that we would need help from Foodbank, too.

It was last March that I was sitting at my sister-in-law's on Sunday night having dinner and watching the news. The Prime Minister decided we needed to close all gyms, sporting centres – and on Monday at midday, he closed everything. And suddenly we were out of business.

We have a martial arts school, so of course, we went from income to no income. As soon as they closed everything, we had no students and no sales. The only thing we could do was send my husband - who was semi-retired - back to work driving trucks. He was struggling, but we had to get some money in the door to feed us and our boys.

We never fully appreciated what Foodbank did – but now we really understand, because we lived it.

And living through crisis has made me realise just what a difficult time those recovering from losing everything in the floods are going through.

Whilst we are starting to get back on our feet, many people in NSW are continuing to struggle – which means martial arts lessons are not a priority. We are so grateful for Foodbank and being able to access fresh food, even today, on the tough weeks when the only income we have covers our rent and bills.

And we are so grateful for your incredible kindness and responding to the call in times of crisis.

There's a lot of times over the past year when I've thought, I can't keep doing this. It's just too much trying to keep everything afloat. But things will get better – I know it. And we are so lucky we've had your kindness on our side.

From the bottom of my heart, thank you.

YOU'VE MADE A WORLD OF DIFFERENCE




50,000 REASONS TO SMILE AGAIN


Every Foodbank hamper changes lives and brings smiles of joy. Last year, Foodbank delivered an unbelievable 50,000 hampers to Australians in need – something that was only possible thanks to the generosity of Hunger Fighters just like you.

The number of people seeking food relief in NSW & ACT at least once a week has doubled. Young people have been hardest hit by the impact of COVID-19, with 57% of those aged 26-40 suddenly hungry. It is heartbreaking

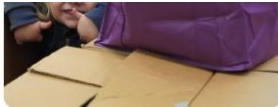
Hi Kate, my name is Jenny.
Thank you for being there to help people like me in the face of a crisis. Here's my message to you: <https://youtu.be/4jfK4AmuujE>



kindness.



50,000 REASONS TO SMILE AGAIN



NO HUNGER IN AUSTRALIA.
22 407 50 Owen Street, Glendenning NSW 2761
www.org.au W www.foodbanknsw.org.au

Sept -
Xmas
Dec
Rem

EDM6

Regular Giving



Foodbank 5 year Net Summary

<u>5 year Net</u>						
	Year 1 FY17	Year 2 FY18	Year 3 FY19	Year 4 FY20	Year 5 FY21	Total
Existing	\$ 290,449	\$ 290,449	\$ 290,449	\$ 290,449	\$ 290,449	\$ 1,452,245
DM	-\$ 95,927	\$ 8,878	\$ 92,427	\$ 134,585	\$ 169,419	\$ 309,381
F2F/D2D		-\$ 849,327	-\$ 139,802	\$ 262,510	\$ 494,801	-\$ 231,818
Tele		-\$ 8,805	\$ 54,536	\$ 216,167	\$ 356,175	\$ 618,072
Digital		-\$ 135,037	-\$ 37,726	\$ 34,542	\$ 86,487	-\$ 51,734
Corporates	\$ 95,000	\$ 220,000	\$ 300,000	\$ 400,000	\$ 500,000	\$ 1,515,000
Events	\$ 50,000	\$ 25,000	\$ 85,000	\$ 135,000	\$ 250,000	\$ 545,000
Major Donor	\$ 120,000	\$ 270,000	\$ 375,000	\$ 475,000	\$ 525,000	\$ 1,765,000
TGF		\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 480,000
Bequests						
Staff	-\$ 140,000	-\$ 210,000	-\$ 385,000	-\$ 480,000	-\$ 510,000	-\$ 1,725,000
Total	\$ 319,522	-\$ 268,842	\$ 754,884	\$ 1,588,253	\$ 2,282,331	\$ 4,676,147

Getting to the heart.


Together, unlimited.

Regular Giving

Started with RG Prop and Journey and F2F roll out



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THANK YOU FOR HELPING FIGHT HUNGER IN AUSTRALIA

Dear Breanna,

Sara didn't have a lot.

Sara's father was struggling to find the money to feed his kids.

With no breakfast and nothing in her lunchbox, Sara sat by herself in the playground, hungry, cold and often alone.

Kids can be cruel sometimes and Sara was isolated because she was different.

All Sara really wanted was an apple like the other kids.

Thankfully, through the support of generous friends like you, we were able to provide Sara and her family with food for breakfast and a big bag of apples.


Sara's father broke down in tears when receiving the food, and Sara drew us a picture of a lunchbox filled with fruit and the words "Daddy is happy, thank you" written underneath.

Thanks to you we're distributing more food than ever.


Enough to provide **172,000 meals for 652,000 people each month**, and we couldn't do this without you.

Your support is truly helping end hunger in Australia.

Our goal is to constantly expand our reach and put more food in the pantries and fridges of people who need it most. Because often fixing one issue can make something else a little easier.



Watch & Share the video on Facebook



THANK YOU FOR HELPING FIGHT HUNGER IN AUSTRALIA

Hi Breanna,


Our Distribution Centre is a hive of activity - morning, noon and night. Every truck and van is greeted by dedicated **volunteers**, who immediately begin moving food onto pallet racks and into chillers.

Food orders also arrive daily, from community organisations, charity partners and schools. Every order is carefully processed, picked and packed by volunteers and charity supporters, ready for delivery or collection.

Our charity partners are a critical part of the supply chain, distributing food within their communities. We are incredibly proud of our work in schools via the School Breakfast 4 Health program.

Foodbank is the largest supporter of School Breakfast Clubs in Australia, providing food to 1,750 schools nationally both directly and via programs run by other organisations. 100,000 students receive breakfast thanks to Foodbank, which provides 185,000 school breakfasts a week.


In this video, take a peek behind the scenes at our Distribution Centre in action and see for yourself the incredible work of our Foodbank volunteers.




Take a peek behind the scenes

We'd love to have you on board as a volunteer, too. [Contact us here](#) if you are interested.

Warmest Regards,
Gerry Andersen
CEO, Foodbank NSW & ACT





THANK YOU FOR HELPING FIGHT HUNGER IN AUSTRALIA

Hi Breanna,

We've all heard that well-worn phrase, 'waste not, want not'. If only this were true in Australia right now. Sadly, it isn't.

Every year, an unquantifiable amount of fresh produce goes to landfill in Australia. It breaks my heart to know about this wastage and as a passionate supporter of Foodbank, I know this will break your heart too. There are so many families in crisis who desperately need that food. Thankfully, Foodbank is leading change by rescuing fresh produce and re-directing it where it's needed most.

Each year, the **Waste Not Want Not (WNNN) program rescues over a million kilos of fresh produce** directly from NSW Riverina farms, delivering highly nutritional food to disadvantaged Australian families struggling to put a meal on the dinner table.

Farmers and growers are some of our most generous food donors, not only redirecting surplus or out-of-date fresh produce, but also proactively making sizeable donations of grain, retail-grade fresh produce, milk, eggs and meat to assist some of Australia's most vulnerable people.


Richard is one of our most loyal farmer supporters. He has been farming pumpkins and wheat for over 40 years and donating produce to Foodbank for six years.

*"Every year, I watch with pride as dozens of semi-trailer loads of pumpkins leave my property. But I have to say, **my biggest thrill is when I load the bins on for Foodbank.** To think that my pumpkins are feeding someone in need who is hungry... **it's the best feeling in the world.**"*

The WNNN program also provides financial assistance to farmers to help rescue their produce, and redirecting fresh food from landfill to full plates, helping **improve environmental sustainability.**

*"If my second grade produce did not go to Foodbank, it would probably just be left in the paddock or thrown out, which is such a waste. **Giving this fresh produce to Foodbank is the ideal solution** - for my business, and to fight hunger in Australia."*

Thanks to generous supporters like you and Richard, Foodbank is changing the future for Australians experiencing food insecurity, delivering relief, joy and hope. We are so grateful for your support.



Regular Giving - Diversify

Tele-Conversion



Warm appeals

YES, *</i>WE* WILL HELP PROVIDE URGENTLY NEEDED STAPLES FOR A HUNGRY FAMILY LIKE LEANNE AND JACK'S.

1 *</i>WE* WOULD LIKE TO MAKE A ONE-OFF DONATION OF:

☐ *</i>ASK 1* Your gift can provide the relief of pantry staples to *</i>X*</i>a *</i>family*/family doing it tough this winter.**

☐ *</i>ASK 2* Your generosity can provide the joy of fresh, nutritious meals to *</i>X*</i>a struggling *</i>family*/family.**

☐ *</i>ASK 3* Your generosity can send *</i>X*</i>a *</i>champion*/champion with essential pantry items and groceries to hurting families to a family in need.**

OR *</i>WE* WOULD LIKE TO BECOME A HUNGER FIGHTER AND DONATE ON A REGULAR BASIS:

☐ *</i>ASK 1* ☐ *</i>ASK 2* ☐ *</i>ASK 3* ☐ My/Our choice of: _____

*Your regular gift will be deducted from the nominated credit card every four weeks.

2 *</i>We* would like to give by: ☒ VISA ☐ Mastercard ☐ Bank of America

Card Number: _____

Expiry: ____/____ CVC: ____

Cardholder Name: _____

Signature: _____

OR ☐ Cheque ☐ Money Order (make payable to Foodbank NSW & ACT Limited)

3 Please amend your details below if they are incorrect or incomplete:

</i>USBO</i> / </i>AppealCode</i> / </i>Package</i>

</i>address name</i> _____

</i>address line 1</i> _____

</i>address line 2</i> _____

</i>address line 3</i> _____

</i>suburb</i> </i>state</i> </i>postcode</i> _____

Phone (home) - (home number) _____

Phone (work) - (work number) _____

Mobile - (mobile number) _____

Email - (email) _____

☐ *</i>I'm/We're</i> interested in leaving a gift in my will to Foodbank NSW & ACT, please send me/some more information.*

☐ *</i>I/We</i> have already left a gift in my/our will to Foodbank NSW & ACT.*

Here's how you can make your gift:

☐ Mail this completed form to: PO Box 241, Plumpton NSW 2761

☐ Donate online at foodbanknsw.org.au

☐ Call 02 9756 3099

BARCODE PLACEHOLDER

FOOD BANK FIGHTING HUNGER IN AUSTRALIA

Thank you for your donation. Gifts of \$2 and over are fully tax deductible.

Website

BECOME A HUNGER FIGHTER: MAKE A REGULAR DONATION

WHY MAKE A REGULAR DONATION?

Make a regular donation to Foodbank NSW & ACT and join the fight to end hunger from just \$25 every four weeks.

Over 4 million Australians experienced food insecurity in the last 12 months and sadly children represent 22% of the need.

Hunger is a hidden crisis in Australia and in spite of our best efforts, we estimate that we need \$29k more food to provide enough for all the people seeking assistance.

Your ongoing gift will have an immediate and everlasting impact on Australians doing it tough like student Sarah who shares:

"Thank you for the yummy food that you gave to my school breakfast club. Your food has helped me to learn and become smart at school."

— Sarah, School Student

DONATION DETAILS

I am making a

☒ Regular Donation

Your donation will be deducted using and saving your credit/debit card. This payment method is subject to your bank's terms and conditions. The card must be valid and have sufficient funds to cover the donation.

\$25 \$35 \$45 OTHER

Other Amount: \$ _____

Donations of \$5 or more are tax deductible in Australia.

PAYMENT DETAILS

☒ Credit Card ☐ Direct Debit

Card Number * _____

Exp. Month * _____ Exp. Year * _____

Name of Card * _____ CCV * _____

By completing this donation you agree to the terms and conditions of the Foodbank NSW & ACT Direct Debit Service Agreement.

\$25 provides 250 children with a bowl of milk and cereal.

\$35 provides 3 healthy meals a day for one person for a month.

\$45 provides meals for a family for a week.

Thank you so much for joining the fight against hunger.

2 Step

Foodbank NSW & ACT Sponsored

Your kids need energy to learn, to grow, to thrive. Discover these simple, cheap recipes that will energise your family in our FREE cookbook.

RECIPES TO POWER YOUR KIDS FROM MORNING TO NIGHT

FORM ON FACEBOOK

Get your free recipe ebook

Give kids the energy they n...

Download

Together, unlimited.

Regular Giving

Model it out - RG can be a significant investment, build your case, set expectations

Foundations first – don't skimp on the proposition

Build the on boarding journey before you acquire

RG is more than F2F, you need to diversify

Don't forget about all the admin... so much admin... the cancellations alone

And please don't forget to upgrade and reactivate

Digital Cash Acquisition

Campaign	CPA	Revenue	Donors	ROAS	Spend	Conv Rate	Ave. Gift
Xmas 2019	\$132	\$8,012	113	53%	\$15,000	18%	\$51

Campaign	CPA	Revenue	Donors	ROAS	Spend	Conv Rate	Ave. Gift
Xmas 2022	\$19.83	\$50,162	698	362%	\$13,852	15%	\$72


Together, unlimited.

Digital Cash Acquisition

Social ads – the beginning

Foodbank NSW & ACT
Sponsored · Like Page

Help us to send food to the hard working farmers who feed us!




WWW.FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Our farmers need our help!
Donate today to help feed families

29 1 Comment 3 Shares

Foodbank NSW & ACT
Sponsored · Like Page

Australia has seen its worst drought in 400 years. We need your help.



WWW.FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

The Drought Has Already Done It's Damage
Just \$40 will feed a family for a week

12 7 Comments 9 Shares

Foodbank NSW & ACT
Sponsored · Like Page

Will you please help provide 4,000 Christmas hampers to families struggling this Christmas?

For just \$40 you can put food on the table for a family like Renee and Grant's, whose income dropped to zero due to circumstances beyond their control.

Buy a hamper for families like Renee's today.



HELP A HUNGRY FAMILY

WWW.FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Families count on Christmas hampers.
Buy a hamper today and help aussie families

Foodbank NSW & ACT
Written by Donor Republic [?] · June 26 ·

Will you help provide food to struggling Aussie families? Make a tax-deductible donation now and put food on the table of a family in need. Just \$40 will feed a family of four for an entire week.



HELP A HUNGRY FAMILY

FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Hungry families need your help
Make a tax-deductible donation now to help a...

Foodbank NSW & ACT
Written by Donor Republic [?] · June 26 ·

A breast cancer diagnosis meant Sue had to quit her job, and struggled to put food on the table.

Sue is not alone – 1 in 6 Australians don't know where their next meal is coming from. Make a tax-deductible donation today and you can help women like Sue feed their families when times are tough.




SUPPORT SUE

WWW.FOODBANK.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Help feed Aussie families doing it tough
Donate today to help women like Sue

Foodbank NSW & ACT
Sponsored · Like Page

A donation of just \$40 can help feed a drought-affected family of 4 for a week. Our hampers are going to those most in need.




WWW.FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Help Can't Wait, Please Donate Today
Help us put food on families tables

69 1 Comment 23 Shares 2.8K Views

Foodbank NSW & ACT
Sponsored · Like Page

People in the bush, dependent on the land, are struggling to put food on the table. They need your help!



WWW.FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Help Feed Families
Just \$40 will feed a family for a week

9 2 Shares

Foodbank NSW & ACT
Sponsored · Like Page

Hunger is a hidden crisis in Australia. Too many mums like Renee are affected – and too embarrassed to ask for help.

You can help improve living standards, emotional wellbeing, social relationships and give kids a brighter future in families like Renee's. Please help end hunger in Australia with a donation this Christmas.



DONATE THIS CHRISTMAS

WWW.FOODBANKNSW.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Help feed Aussie families this Christmas
Please donate today and help.

Foodbank NSW & ACT
Written by Donor Republic [?] · May 28 ·

Foodbank rescues over 33 million kilos of food destined for landfill. It turns it into 60 million meals a year for the 4 million people in Australia who are food insecure.

Join Foodbank to continue to reduce food waste and provide meals for Australian families going hungry. Give a gift today.



WWW.FOODBANK.ORG.AU
NOT AFFILIATED WITH FACEBOOK

Give a gift today to feed Aussie families
and support reducing food waste

Foodbank NSW & ACT
Written by Donor Republic [?] · June 18 ·

Foodbank rescues over 33 million kilos of food destined for landfill and helps turn it into 60 million meals a year for the 1 in 6 Australians who don't know where their next meal is coming from.

Foodbank works with farmers, wholesalers, manufacturers, and retailers to develop new programs and initiatives in order to end hunger in Australia.

Join Foodbank to provide meals for Australian families going hungry and continue reducing food waste. Give a tax-deductible gift today.



SAVING FOOD FROM LANDFILL

WORKING WITH FARMERS


And feeding Aussie families in need

Support reducing food waste


Together, unlimited.

Digital Cash Acquisition

Test propositions

Foodbank NSW & ACT
Sponsored · 🌐

Will you help feed a hungry Aussie family doing it tough?
...see more



FOODBANK.ORG.AU
Give a \$35 Hamper today
Not affiliated with Facebook

DONATE NOW

Hampers for hungry families

Foodbank NSW & ACT
Sponsored · 🌐

More Aussie kids are going to school hungry than ever before.
...see more



FOODBANK.ORG.AU
Help feed hungry Aussie...
Not affiliated with Facebook

DONATE NOW

School breakfast

Foodbank NSW & ACT
Sponsored · 🌐

Hunger doesn't go on holidays. Give a Foodbank hamper and help a struggling family put food on the table this holiday
...see more



FOODBANK.ORG.AU
Help a struggling Aussie...
Not affiliated with Facebook

DONATE NOW

Hunger doesn't go on holiday

Together, unlimited.

Digital Cash Acquisition

Test – need vs outcome

**Foodbank NSW & ACT**
Sponsored · 🌐

Give a Foodbank hamper this Christmas to help put food on the table for struggling Aussie families like single dad Phillip and [...see more](#)




**BUY GIFTS?** **OR** **BUY FOOD?**


Families like Phillip's are STRUGGLING this Christmas.

FOODBANK.ORG.AU
Send a \$35 hamper this...
Not affiliated with Facebook

DONATE NOW

**Foodbank NSW & ACT**
Sponsored · 🌐

Give a Foodbank hamper this Christmas and you'll be helping deliver a whole lot more than prepared meals, biscuits, pasta, [...see more](#)



FOODBANK.ORG.AU
For \$35 send a hamper...
Not affiliated with Facebook

DONATE NOW

Together, unlimited.

Digital Cash Acquisition

It takes time to build your learnings – what works today may not work tomorrow

Dig cash acquisition is a specialised skill – get help – constant tweaking & optimization

Your appeal content may not always work

Find your dig cash banker and test, test, test

On boarding and engagement plan – this is acquisition after all

Monitor second gift rates

Emergencies

From: [redacted]
Sent: Saturday, July 17, 2021 9:32 AM
To: [redacted] [john@foodbanknsw.org.au]
Subject: my family is running low on their bills.

Hello,

I'm a high school student in grade 8 and my parents received covid 19.

As far as i heard, we couldn't pay for enough groceries and your help.

They don't know how long they are going to find another to earn the most money for our bills with any jobs but our.

We're hoping to receive some food. Your charity will be

Together, unlimited.

Shiralee and her
one-fifth of the
They cannot get
catastrophe in
Shiralee says,
"It's the day to
that would be a
As John explains
from that, it's
then at the end
"The only option
more detail so

A message from John to the Foodbank community.

No images? [Click here](#)

Dear Kate,

I'm sure you've heard the news that lockdown has been extended for Greater Sydney by at least four weeks.

This news may not have come as a surprise, but it is still a devastating blow for thousands of Aussie families who have already struggled through so much uncertainty.

I want you to know that Foodbank is here for you during these challenging times.

If you have already donated to help get emergency hampers to people in need – thank you from the bottom of my heart. There are thousands of families who have food on the table thanks to you.

I am incredibly proud to share that thanks to your generosity since lockdown began, Foodbank have sent out 16,683 hampers. That's in addition to over one million kilograms of food distributed with our charity partners – which equates to 2,182,323 meals for hungry people in our community.

Kate, I knew that our Foodbank community was special, but I have been blown away by the kindness and compassion that I have witnessed over the past few weeks.

It brings me great comfort in the weeks to come knowing that, like always, we will get through this together.

Kind regards,

John Robertson
CEO
Foodbank NSW & ACT



P.S. If you require assistance because of the latest COVID-19 lockdown announcement, please reply to this email and we will get an emergency hamper to you ASAP.

P.P.S. [If you would like to send a hamper to vulnerable Aussies who have been impacted by the lockdown extension, please click here.](#)

No images? [Click here](#)

that I received this week.

ents recently lost their jobs due to the restrictions of
ceries and they are running low of rent bills. We need
d another possible job but they are trying all their best
bs but obviously it's difficult for them because of covid.
y will be a great help for my family these days.

d.

been inundated with emails and phone calls from
strain of the most recent lockdowns.

tude to you for the support you have shown times.

et a hamper to the family of the year 8 student
his family and thousands of others are going to
there are other Aussies looking out for them.

assion you have shown our community.

his lockdown.



[families facing hunger this lockdown, please click](#)

cent lockdowns and need our help, please reply
you as soon as we can.



er generous donation of \$14 to assist flood

he kindness demonstrated by people just like you.
with what seemed like an insurmountable task,
ng.

ystal in my last email, whose lives were swept
that they needed most – household essentials

Foodbank Crisis Hampers to thousands of

at we had a few days of sunshine, the rains have
ampers more difficult.

ere ready to face any challenge.

atitude.

instoppable community spirit, and are always there



Emergencies

During the COVID NSW Lockdown campaign

of the 12 emails that were sent, only five were asks.

The other 7 were thank – and delivered tangible updated with

What had been achieved thanks to donor (with cheeky soft ask in PS)

Together, unlimited.



Dear Kate,

I hope this email reaches you and your family safe and well.

Since lockdown began, we've seen increases in demand beyond what anybody could believe was possible. So many people in our state are doing it tough and struggling to put food on the table.

But thanks to you, Kate, Foodbank Emergency Hampers are getting to people in real need right across the state. In fact, thanks to people like you, we've distributed more than 64,000 hampers since lockdown began.

Please never think that your donations are not making a difference, they are. Every day, I'm inundated with emails, letters, and calls of thanks from people who have received an Emergency Hamper in lockdown thanks to your kindness. Expectant mothers, students, those who have been stood down from their jobs – people from all walks of life who would otherwise be going hungry are all so incredibly grateful for your support.



Emergencies

Have a plan (SMS and homepage, EDM1 to emergency donors, EDM2 to all donors etc...)

CEO on board with your emergency approach

Be responsive rather than perfect

Align the messaging to an emerging crisis when possible

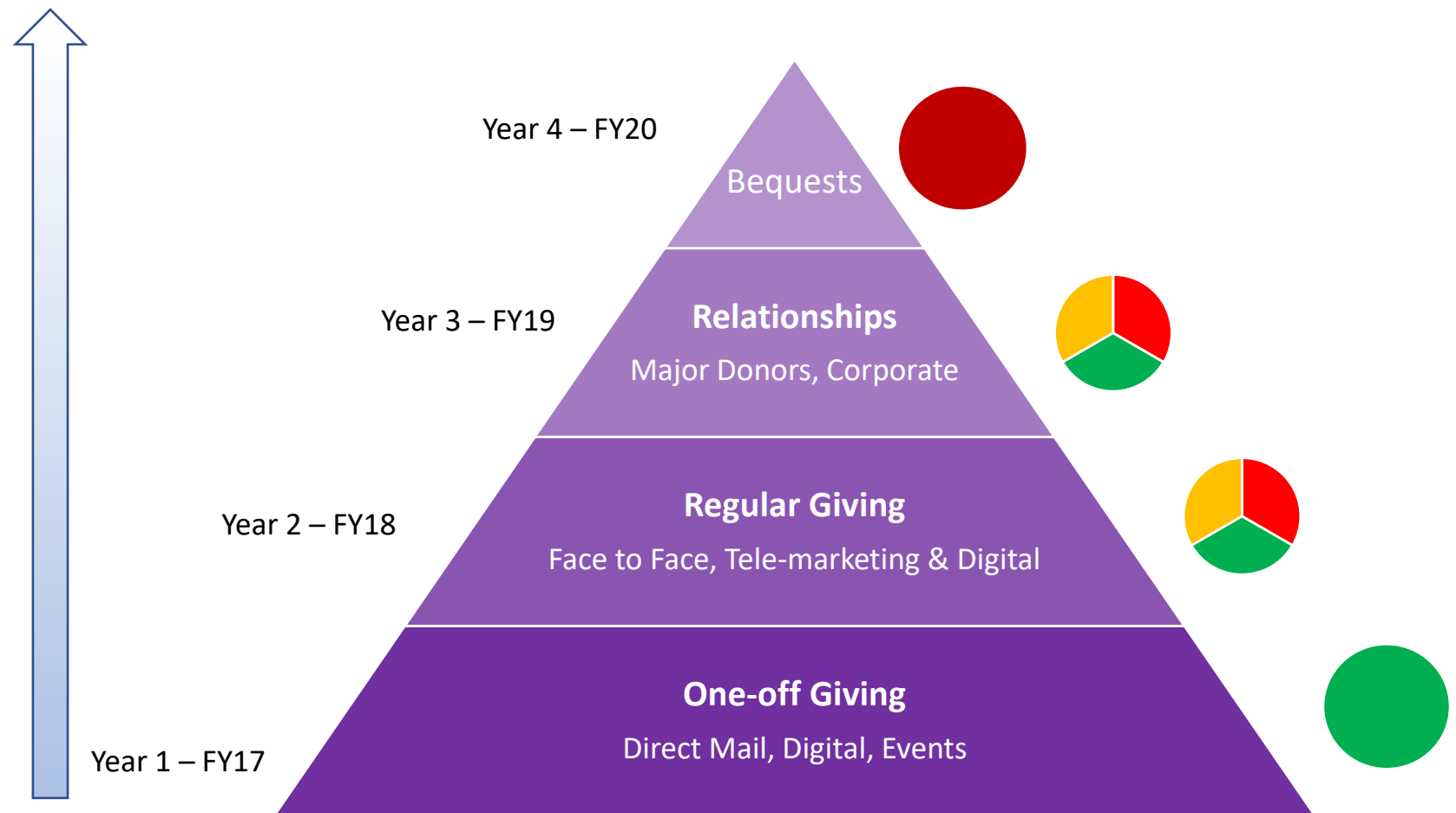
Be authentic – in what you ask for and what you share

Thanking is critical – not just at the end

Strip back design

No PURLs – slow you down, also look over engineered in a crisis

We couldn't do it all at once



Together, unlimited.

Good and bad stuff we learnt along the way

FBNA client #1 – growing pain on both sides

Be honest about capacity – both on client and agency side

Progress over perfection - evolution – sell that in to your stakeholders

Shared planning and results tools for the team

Review quarterly and annually – reflect and assess

Don't skimp on data support and insights – thank you Dan Wilson!

Be single minded in each action

Being too ambitious – hello chatbots 2019 – FAIL

Proof reading is good

Don't settle if it doesn't feel right – your donors deserve it

Together, unlimited.

How to get the best from your agency

From the start:

- Do your research – get to know them and what they offer (and what they don't).
- Pick an agency that has a history of delivering results. Not once. Not twice. Consistently.
- Look for a partnership that's based on mutual respect and feeds collaboration.

Once you have:

1. Build rapport – you're going to spend a lot of time together!
2. Build clear expectations from the start around ways of working and review progress regularly.
3. Set goals that are clear and measurable for every activity.
4. Call each other on issues right away – be nice – but be timely
5. You're entering into a partnership – approach and solutions together.

Together, unlimited.

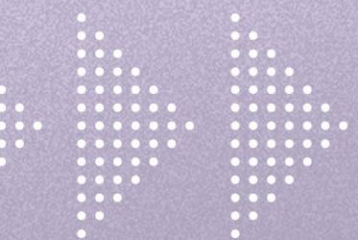
Thank you

Andrew Sabatino – asabatino@donorrepublic.com.au

Kate McMillan – kmcmillan@donorrepublic.com.au

Josie Peach – jpeach@donorrepublic.com.au

Jen Birks - jennifer.birks@foodbanknsw.org.au



Thank you

FIA Conference 2023
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Robejohn



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