

FIA Conference 2023

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The Great Donor Acquisition Debate: Direct Mail vs. Digital **AGAIN!?...** **This time it's different!**

INDIVIDUAL GIVING & GIFTS IN WILLS TRACKS

Various speakers

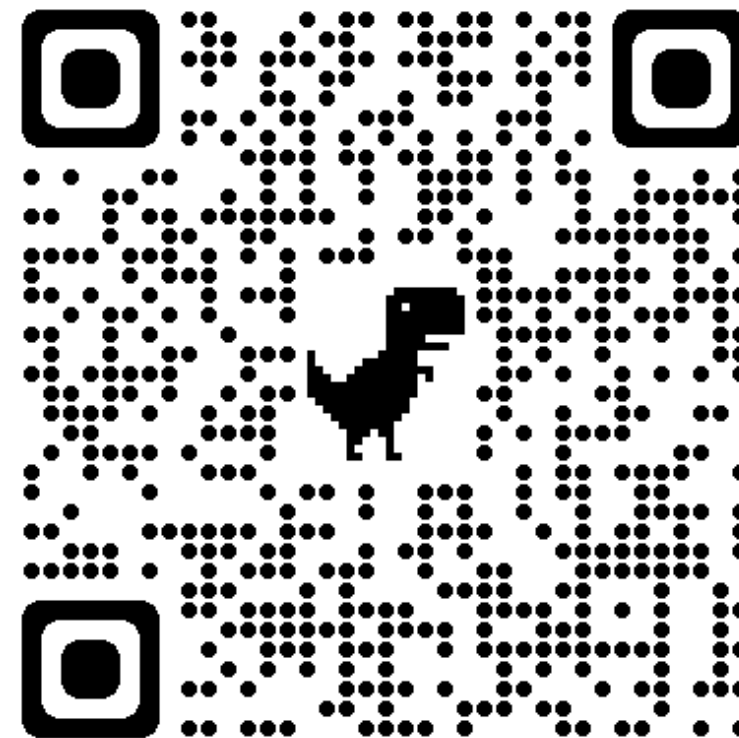
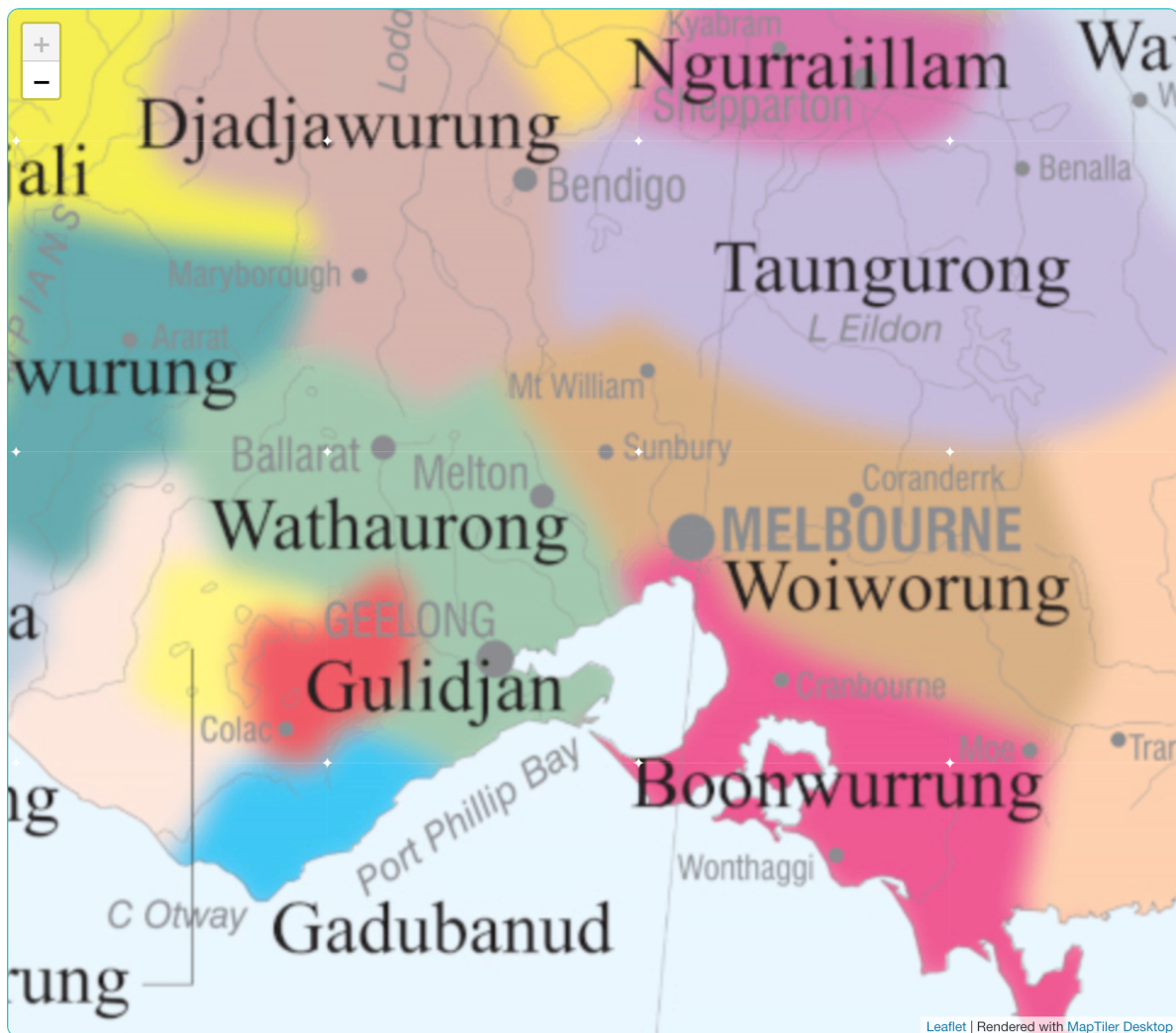
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Scan for more info from Wurundjeri.com.au

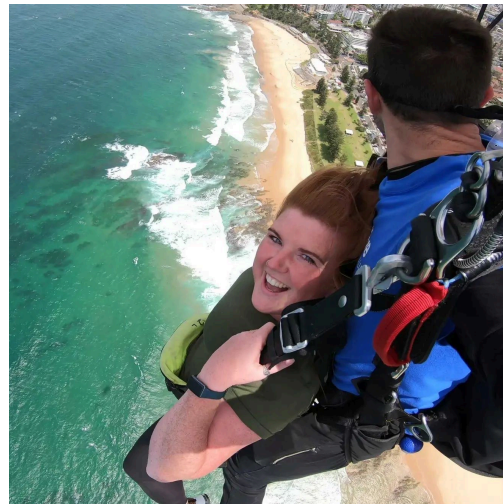
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Mail Rocks



Bethan Hazell
The Premium of the Pack!
Peter Mac



Katie Badman
Landing in your postbox!
Garvan Institute

Digital is the future



Paul Bailey
Speeding on the digital
highway?
Amplify Fundraising



Erin Anderson
Loves the digital field!
Smith Family

Your panel today

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Sean Triner
Totally unbiased and neutral
Moceanic

Your host

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It's not a new debate

- Direct mail dead / not dead
- Digital: flashing light distraction or serious contender?
- Too expensive!
- Too young!
- Too old!
- Wastes paper!
- The future is digital!



“Estne Direct Mail Mortuus?”

Fundraising Institutum Sacri Romani Imperii

Conferentiarum Prague, 1327

Why bother now?

New, meticulously managed data from Peter Mac reveals long term value of donors' gifts

Bequest gifts can be much larger than living gifts – should that change our thinking!?

The panel brief

- Fun learning opportunity
- Fight your corner tooth and nail!
 - It's ok to go beyond your own conviction!
- Props welcome (encouraged)
- Get the serious point over ... but entertain

Follow up with the full information – that could (should) change the way you do donor acquisition

Data in detail tomorrow,

9:25 am - 10:25 am

“Ten years of Gifts in Wills insights that should change your supporter engagement activities”

Great for fundraisers working in gifts in wills, mid & major donors, digital, dm and even f2f!

Format

- Four mins each person, each team, taking turns
- MC will summarise and
- **Open voting**
 - Voting will be online, so get your phone handy!
 - Vote for the strongest case, or the most entertaining team!!
- Teams will try and get the edge whilst you're voting. And you CAN change your mind!
- Voting is putting your money where your heart is – donating to good causes

VOTE DIGITAL FOR HEALING FOUNDATION

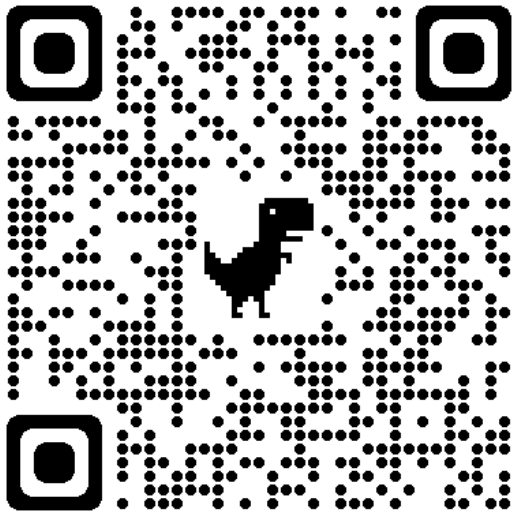
Amount raised

\$1,261

VOTE MAIL FOR FAME

Amount raised

\$2,372



mycause.com.au/vote

'Voting' forms courtesy of

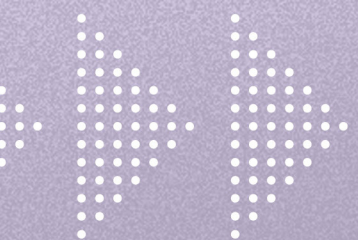




HEY, FUNDRAISER...
THANK YOU!

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Thank you

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