

# Good Prop, Bad Prop

A session to prop up your fundraising.

FIA

Fundraising  
Institute  
Australia

The Professional Body for Australian Fundraising

2023 Tasmanian Fundraising Forum

Friday, July 28

**amplify**  
fundraising

# Amplify Fundraising



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Founder, Amplify Fundraising



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Consultant, Amplify Fundraising  
Fundraising Manager, Sacred Heart Mission



Amplify work across Australia and New Zealand, providing strategic consultancy and unbiased advice across fundraising and communications functions.

On the first day, there was light...

*Recall the day you first opened your newborn fundraising eyes. Do you remember letting out your first little fundraising cry?*

*The world was brand new and all the fundraising truths you learned inspired you to raise more and to be the best fundraiser you could be.*

*But over time, the marketers and brand police – the non-believers and anti-fundraising forces – began to take their toll.*

*It's time to be re-inspired.*

*This session is about returning to your fundraising birth. When external influences didn't confuse our best work.*

*We're here to remind ourselves how simple the fundraising message can be – in fact, should be.*

Back from the Brink – a case study



# Sacred Heart

## Mission



2017



\$361k from appeals



\$29k in major gifts



2022



\$905k from appeals



\$1.1m in major gifts

Two campaigns. Same proposition. 12 months apart.

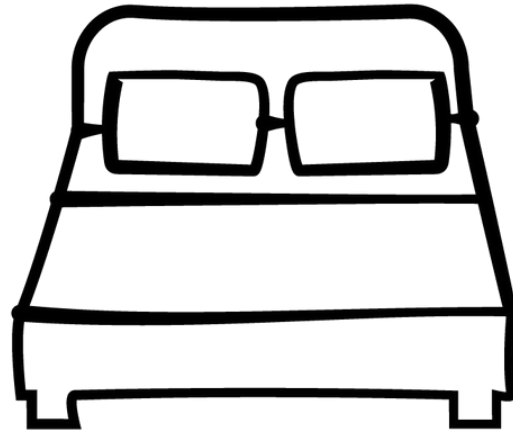


Two campaigns. Same proposition. 12 months apart.



# MAKE A HOUSE A HOME

- Campaign supporting vulnerable people through the pandemic
- Piggybacking off Government support
- Expand an existing SHM service
- A successful shoulder appeal
- Tangible/realistic asks



**SACRED HEART MISSION**

**YOU CAN HELP TURN A HOUSE INTO A HOME**


This year Sacred Heart Mission will be providing houses for over 1,000 Victorians like Phil\* who have been sleeping rough for years. Pitch in today to help us make their new houses into a REAL home.


[Pitch In](#)


1 2 3

**Pitch In**

ONE OFF MONTHLY

 **\$47**  
will pitch in for bed linen, a pillow and blankets

 **\$125**  
could provide plates and cutlery to eat with

 **\$275**  
will help with furniture and white goods

**\$ OTHER**

Donating in Australian Dollars

[Next](#)

**AFTER YEARS OF SLEEPING ROUGH, PHIL\* MOVED INTO HIS OWN APARTMENT AT THE END OF LAST YEAR. HE IS ONE OF THE OVER 1,000 VICTORIANS WE'RE HOUSING THIS YEAR.**

Having a roof over your head is a basic human right. But if Phil didn't get the essentials, it would've remained an empty shell. And that is simply not a home.

That's why we need your help. [We need to Make A House A Home for everyone we're housing this year.](#)

This crucial fund will help fill homes like Phil's with the items needed to feel safe and comfortable. By pitching in today, you'll also be giving security, dignity and confidence, and ending a person's experience of homelessness.

We've got the safe housing for Phil and over 1,000 other Victorians.

[Please help us make it a home for them.](#)

## MAKE A PLEDGE: HELP FILL A HOUSE

Everyone deserves a place to call home. We've got the housing. Please pitch in today to turn it into a real home.



\$47 - will provide a bed, pillow, and blankets, which most haven't had for YEARS.

[Pitch In](#)



\$125 - could provide plates and cutlery for people to eat a proper meal with.

[Pitch In](#)



\$275 - will provide furniture and white goods, things that really make a home.

[Pitch In](#)



Your support today will help someone create a home and build a new future.

[Pitch In](#)

# MAKE A HOUSE A HOME Online

A \$20k pitch campaign in April 2021 with a two-fold approach:

- Conversion – overt donation ask
- Remarketing/nurture – to RG

Key objective to inform viability for future rollout of a digital acquisition campaign.

Donors targeted through social media.

# Two campaigns. Same proposition. 12 months apart.

**Sacred Heart Mission**  
Sponsored · 🌐

In 2021, we're putting over 1,000 Victorians who have been sleeping rough into permanent housing. But to make it feel like a ...see more



**SACRED HEART MISSION**

**DONATE NOW TO TURN A HOUSE INTO A HOME**

SACREDHEARTMISSION.ORG  
Help Make A House A REAL Home [LEARN MORE](#)

**Sacred Heart Mission**  
Sponsored · 🌐

2021 will be the first year we'll help over 1,000 Victorians who have been sleeping rough into safe, permanent housing. It's a real ...see more



**SACRED HEART MISSION**

**WE'VE GOT THE HOUSES. HELP US TO MAKE IT A HOME.**

SACREDHEARTMISSION.ORG  
We've Got the Houses. Let's Make Them a REAL Home [LEARN MORE](#)

**Sacred Heart Mission**  
Sponsored · 🌐

2021 will be the first year we'll help over 1,000 Victorians who have been sleeping rough into safe, permanent housing. It's a real ...see more



**PITCH IN TO MAKE A HOUSE A HOME**

**SACRED HEART MISSION**

SACREDHEARTMISSION.ORG  
We've Got the Houses. Let's Make Them a REAL Home. [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

**Sacred Heart Mission**  
Sponsored · 🌐

After experiencing homelessness, Alex thought he'd never make a cuppa in his own kitchen again. But thanks to Sacred Heart Mission, he has a new home and everything he needs to make it his own. Including a new kettle! Without life's essentials, a house is just an empty shell. Donate now to TURN HOUSES into REAL HOMES.



**"FOR THE FIRST TIME IN YEARS I HAVE A FRIDGE, CUPS, AND A WASHING MACHINE"**

**SACRED HEART MISSION**

## Results comparison – year on year

### April 2021

- ▶▶ \$6,500 media spend
- ▶▶ 119 one-off gifts
- ▶▶ 13 monthly gifts
- ▶▶ \$13,949 raised
- ▶▶ \$49 cost per donor

Year 1 Return on ad spend = 2.64

### April 2022

- ▶▶ \$5,800 media spend
- ▶▶ 8 one-off gifts
- ▶▶ 2 monthly gifts
- ▶▶ \$630 raised
- ▶▶ \$582 cost per donor

Year 1 return on ad spend = 0.12

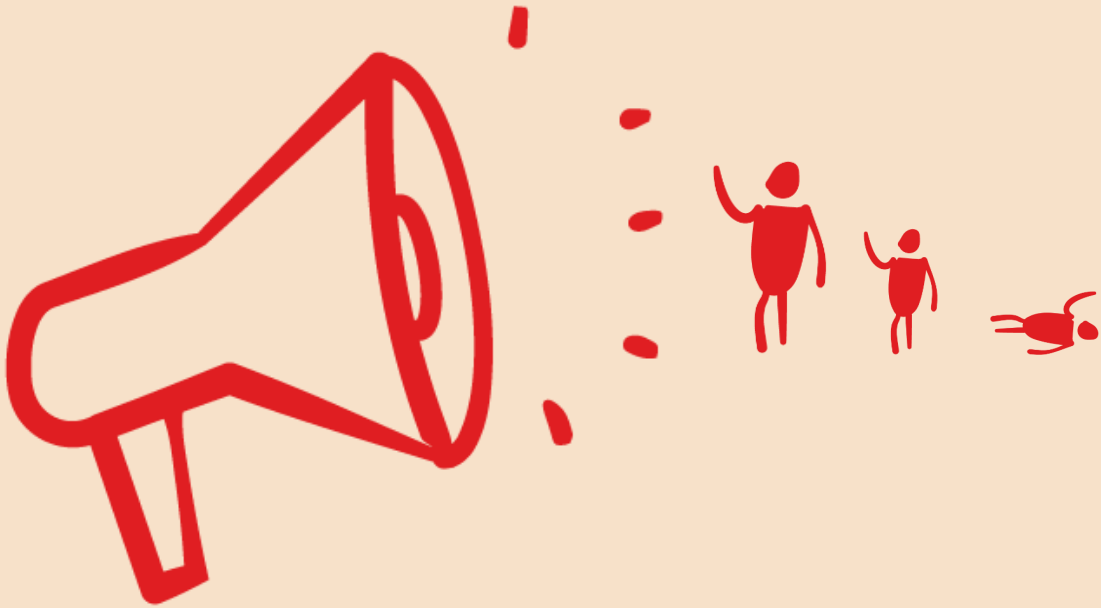
The Sacred Heart Mission team went through an internal process to examine the proposition.

Was the proposition:

1. Clear?
2. Did it propose something that other orgs couldn't?
3. Did it make donors feel something?

# The moral of the story?

**We were asking our potential donors  
to do too much work!**



# THE RESULTS

- ▶▶ \$27,797 media spend
- ▶▶ 317 one-off gifts
- ▶▶ 27 monthly gifts
- ▶▶ \$21,751 raised
- ▶▶ \$96 cost per donor

154 donations  
\$71 CPA



Year 1 return on ad spend = 0.95

Sacred Heart Mission  
Sponsored · 🌐

Right now, hundreds of vulnerable people in Melbourne are in need of a meal and they need your support. ...see more

**KEEP THE DINING HALL OPEN**

giveafuture.sacredheartmissi...  
**\$5 can change a life**  
Life-changing meals at Sa...

Learn more

Like Comment Share

# Your task today

Each table is the fundraising team for a fictional charity.

You are responsible for defining the following:

1. **What is your organisation's vision?**
2. **What is the problem you exist to solve?**
3. **What is the specific solution that your organisation brings to the problem?**
4. **What do you need a donor's money for?**
5. **What is the value proposition you will take to your target audience?**

In teams, present your organisation's case for support as a pitch to the audience in any form that you choose. **Be creative and inspiring.** (approx. 5 mins each).

Vote for the presentation that most inspires you to donate to its mission.

The winning team will earn a \$500 donation to the charity of your choice.



The teams...

# National Orienteering and Wayfinding Association of Australia



Team NOWAA



# Union for Detection And Metal Prospectors



## Team UDAMP



# Institute for Protection Of Original Bus And Train Shelters

Team  
IPOOBATS



# Institute for Development, Upgrade and Maintenance of Australian Sandcastles

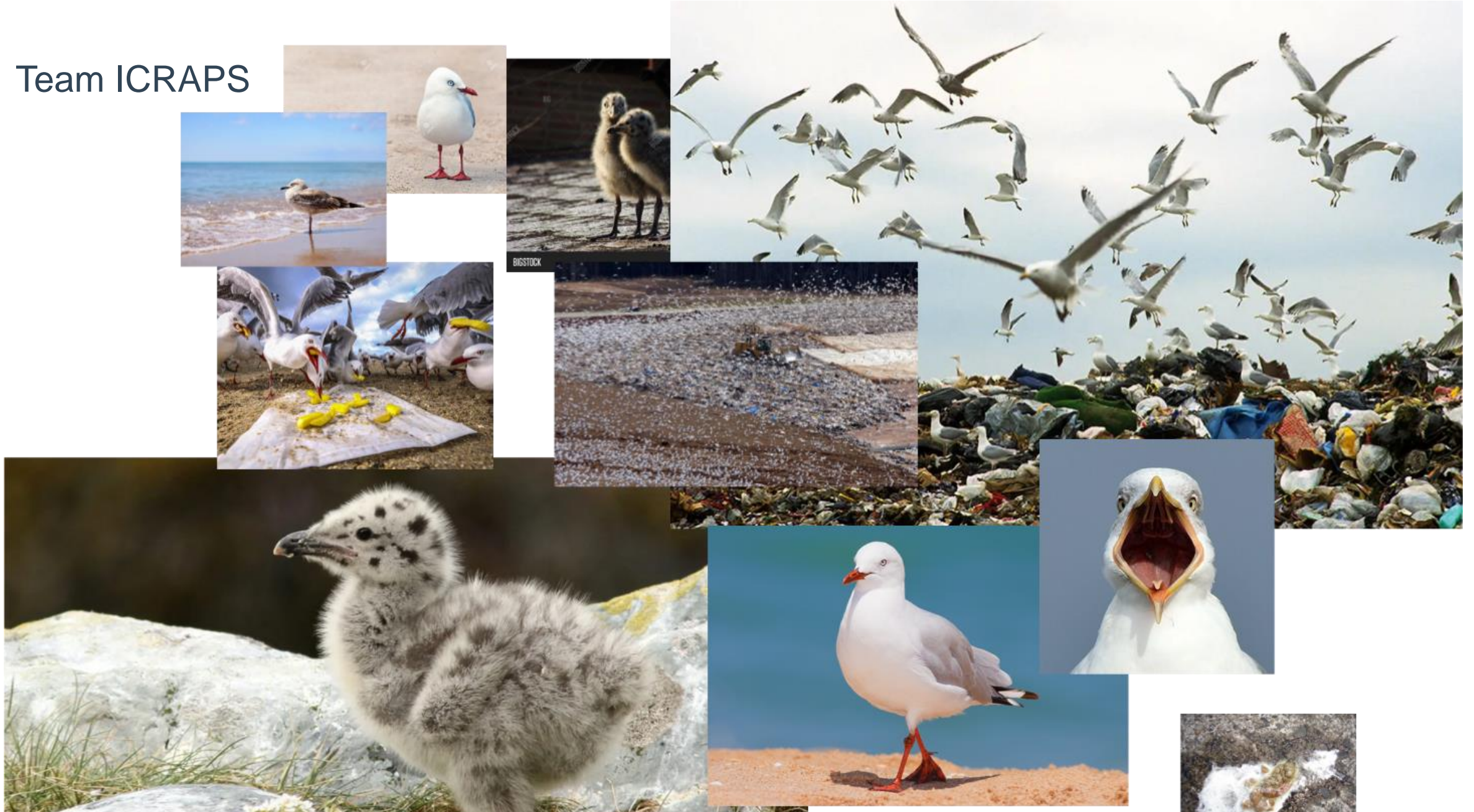


Team IDUMAS



# Institute for Conservation, Reinvigoration And Protection of Seagulls

Team ICRAPS



# Association for Toilet and Urinal Restoration in Devonport



Used and Abused toilet

\$15

Listed over a week ago in Buffalo, MN

Send seller a message

Is this still available?

Send



## Team ATURD



Any questions for Andy or Paul?





Park Bench Union of Moonah (PBUM) (formerly Moonah Organisation for the Outdoors, Nature and Enjoying the Environment)

National Orienteering and Wayfinding Association of Australia (NOWAA)

Upper Burnie Organisation for Greenspaces And Nature (UBOGAN)

Institute for Protection Of Original Bus And Train Shelters (IPOOBATS)

Institute for Development, Upgrade and Maintenance of Australian Sandcastles (IDUMAS)

Association for Toilet and Urinal Restoration in Devonport (ATURD)

Institute for Conservation, Reinvigoration And Protection of Seagulls (ICRAPs)

Derwent River Institute for Protection of Sprinklers (DRIPS)

Union for Detectors And Metal Prospectors (UDAMP)

Hobart Education, Language and Literature Society (HELLS)

Association for Derwent River Flora Trust (ADRFT)

# Timing outline

Intro to Amplify – 5mins

Intro to case study – SHM – 10mins

Time to produce presentations – 15mins

Time to present – 25mins

Finish, voting and questions – 5mins