



What's HOT

What's HOT 
and what's not! 

What's HOT 
and what's not! 
(And the in between).

Marcus Blease
Co-Founder & Director
Donor Republic



The heart of our business



Marcus Blease
Co-Founder and Director



Andrew Sabatino
Co-Founder and Director



Kate McMillan
Group Account Director
Individual Giving



Carrie Fletcher
Group Account Director
Digital



Zebedee Stone
Group Account Director
Events



Brent Frewen
Group Account Director
Individual Giving



Josie Peach
Account Director
Individual Giving



Cara Morrison
Account Director
Individual Giving



Pagen Winen
Account Director
Individual Giving



Elise Williams
Senior Account
Manager



Katie Farina
Senior Account
Manager



Ally Dobbing
Account Director
Individual Giving



Michelle Lesco
Senior Account
Manager



Kaela Good
Account Manager



Tessa Hourigan
Account Manager



Nick Lamb
Senior Account Manager



Nerissa Templin
Senior Account Manager
Individual Giving



Emily Dougan
Digital Strategy
Director



Ashleigh Yardy
Digital Strategist



Jess Carius
Digital Strategist



Michael Wilson
Digital Strategist



Danielle Anastasi
Account Manager



Tamsin Loy
Account Director
Events



Louisa Frigo
Account Director
Events



Daniel Nesci
Digital Producer



Obad Rozenweig
Front-end Developer



Sophia Hynes-Bishop
Digital Strategist



Liam Calder
Senior Account
Manager



Danielle Cameron
Senior Account
Manager



Georgie Porter
Senior Account
Manager



Georgia Henley
Digital Strategist



Ashley Southwell
Senior Account
Manager



Jo Wriede
Senior Account
Manager



Clair Bretherton
Supporter Relationship
Coordinator



Juliette East
Digital Production
Manager



Skye Butler
Senior Account
Manager



Emily Hull
Supporter Relationship
Coordinator



Maria Jackson
Supporter Relationship
Manager



Izzie Matthews
Senior Account
Manager



John Campbell
Digital Producer
Optimisation Specialist



Zac Gough
Data Engineer



Jennifer Wu
Digital Producer



Stuart Ghent
Executive Creative Director



Sarah Keogh
Head of Design
Individual Giving



Natalie Ip
Art Director



Nikki Farmer
Art Director



Chris King
Creative Director
Digital Individual Giving
& Events



Drew Nguyen
Head of Design
Digital Individual Giving
& Events



Malcolm Zahra
Marketing & Fundraising
Innovation Manager



Alexandra McDowall
Copywriter



Maria Mijovic
Digital Design Lead
Events



Lauren Da Silva
Junior Graphic/
Digital Designer



Frankie Brook
Senior Copywriter



Lachlan Kanoniuk
Digital Copywriter



Lee-Emma Iwanicki
Agency Traffic Manager



Michelle Hook
Finance & Administration
Coordinator



Nicole Lawrence
Finance Manager



Mark Harper
Business Manager



We work across all areas of *giving*

- Strategy and execution
- Donor acquisition
- Multi-channel appeals
- Regular giving
- Donor journey mapping
- Digital Fundraising
- Gifts in Wills
- Mid and Major Gifts
- Data analytics
- Brand, marketing & communications
- Events & campaigns

At the *heart*
of fundraising



Donor Republic is *proud* to work with the following partners:





AUSTRALIAN
CANCER
RESEARCH
FOUNDATION

act:onaid

ACTU
australian
council of
trade unions

JewishCare
Enriching Lives

Glaucoma
Australia
Saving sight

No MEAT MAY

redkite

theAlfred
FOUNDATION

Cancer
Council

AnimalsAsia
Until the world ends

ANZUP
Asthma New Zealand

AsthmaWA

Autism
QUEENSLAND

Blind
Low Vision NZ

Caritas
AUSTRALIA

amrric
Asthma Management in Rural and
Remote Indigenous Communities

childhood cancer

CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes

Cerebral Palsy
ALLIANCE

AURORA
EDUCATION
FOUNDATION

Butterfly

canteen

GREENPEACE

Heart
Research
Australia

Diabetes
SA
Support
Always

11 febfest

* ADELAIDE
* FRINGE *

608 campaigns

mpa
Mental Health Foundation
AUSTRALIA

Mental Health
Foundation
NEW ZEALAND

ODYSSEY HOUSE
NEW SOUTH WALES

Hobart City
Mission
Calling since 1820

SURFAID

National
Lung Cancer
Foundation

next
Sense

The Shepherd Centre
Living real lives in a new way

HalfCut

New Zealand AIDS Foundation
Te Whānau Raukawa



OrangeSky
— AUSTRALIA —

MS

OXFAM
Australia

TARONGA
CONSERVATION SOCIETY AUSTRALIA
For the Wild

Perkins
HARVEY PERKINS INSTITUTE
OF POLICE RESEARCH



the pyjama
foundation

SMILING
MIND

SVA
Social Ventures
Australia

SPCA

Ronald McDonald
House Charities
Australia

RSPCA



St Vincent de Paul Society
good works



NADIA AND ALF
TAYLOR FOUNDATION



UNITING
COMMUNITIES

UIA
United In All Things
For the People of Israel

UNSW
SYDNEY



St John



SAFE
For Animals
Support Animal Welfare

VERY
SPECIAL
kids

UnitingCare
Queensland

WIRES



SAMMY D
FOUNDATION

THE UNIVERSITY OF
SYDNEY

variety
the children's charity

rpa Green Light
Institute
FOR EMERGENCY CARE

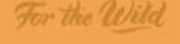
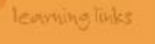
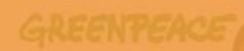
WEHI
brighter together

Wilderness
Society



YSAS
YOUTH SUPPORT SERVICES

Raising \$290m



6 trends *to watch*



1
Is inflation and cost of living worries impacting fundraising?



2
Events – reaching new levels of saturation?



3
Individual Giving – back to pre Covid levels & cash growth occurring



4
Digital taking a hot seat into traditional relationship areas



5
Email appeals, are we really using email effectively

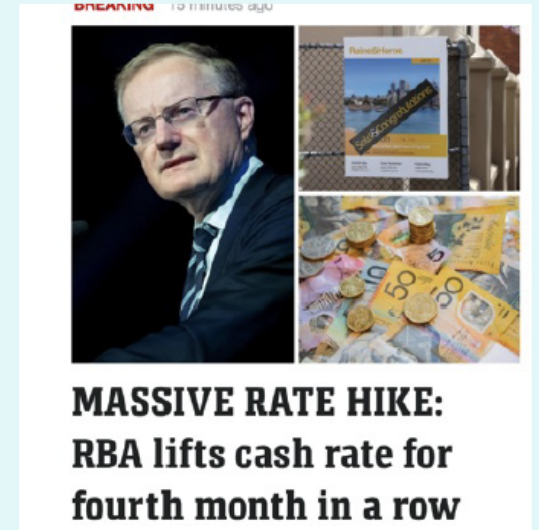


6
GIWs, are we doing as well as we think?

1

**Is inflation and
cost of living worries
impacting fundraising?**

Donors are used to seeing these...



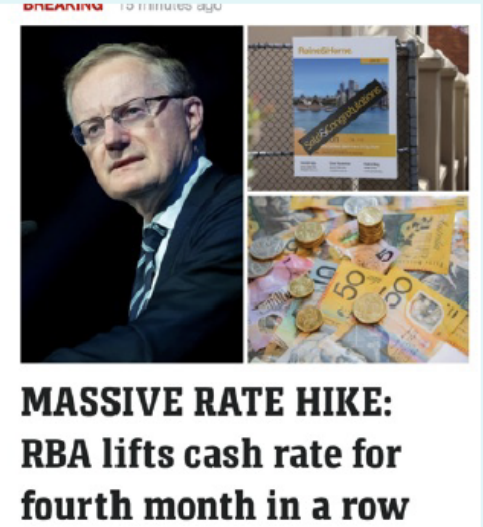
Donors are used to seeing these...

ANALYSIS

Why today's interest rate rise could be particularly painful

[The Drum](#) / By [David Taylor](#)

The RBA's decision on how high to lift the cash rate will impact millions of Australians and have flow-on effects for the economy. But it seems there's no official clarity on how well we're actually placed to manage the change, writes David Taylor.



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NEWS 19 minutes ago



MASSIVE RATE HIKE:
RBA lifts cash rate for
fourth month in a row

What next for the property market?

If this bank's forecasts prove accurate, we could see the "biggest fall in 50 years".

THE AUSTRALIAN >

Donors are used to seeing these...

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Brace yourselves for an economic 'hurricane,' Jamie Dimon says

Paul R. La Monica, CNN Business

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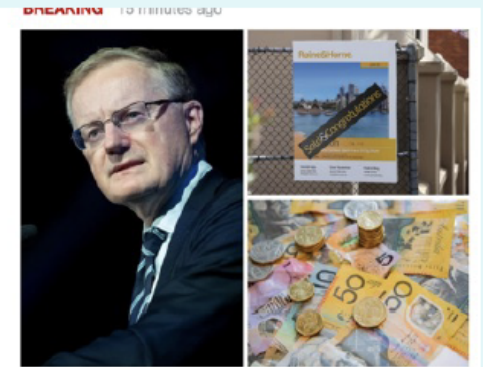
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INTEREST RATES 4 minutes ago

How much rate rise will cost you



Australian homeowners have been slugged with another super-sized rate rise meaning they will need to find hundreds more to meet repayments.



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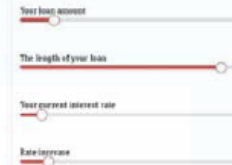
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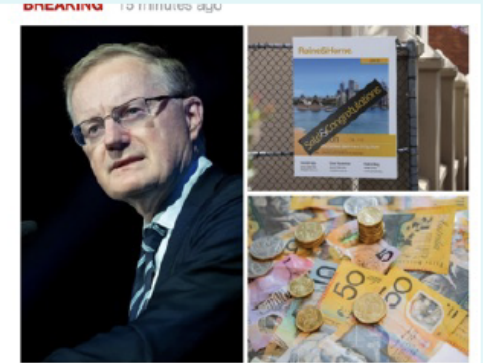
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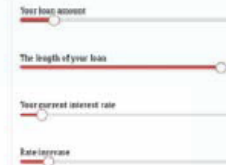
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THE AUSTRALIAN >

Inflation

Reserve Bank says it will do 'what is necessary' to tame inflation as it raises rates for fourth-straight month

By business reporter Michael Janda

The Reserve Bank increases interest rates for the fourth month in a row, raising its cash rate target by half a percentage point.

As well as these...



NEWS

Russian troops have been accused of castrating a Ukrainian POW. It tells us a lot about their army

2h ago



FORTUNE

'One miscalculation away from nuclear annihilation': U.N. chief warns of global conflict as Ukraine war pushes nuclear risk...

7h ago



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Analysis | Putin's hubris in Ukraine recalls Russia's disastrous war with Japan

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BBC NEWS

Ukraine war: First grain ship leaves and the thoughts of rural Russians

10h ago



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18h ago



THE CONVERSATION

As Russia and Ukraine trade blame for prisoner-of-war deaths, what becomes of the Geneva Convention?

2h ago · Alexander Gillespie



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7h ago



BBC NEWS

Ukraine war: First grain ship leaves and the thoughts of rural Russians

10h ago



sky news

Ukraine war: First grain ship leaves port city since Ukraine war began - as grain tycoon 'killed in targeted missile strike on his ho...

23h ago



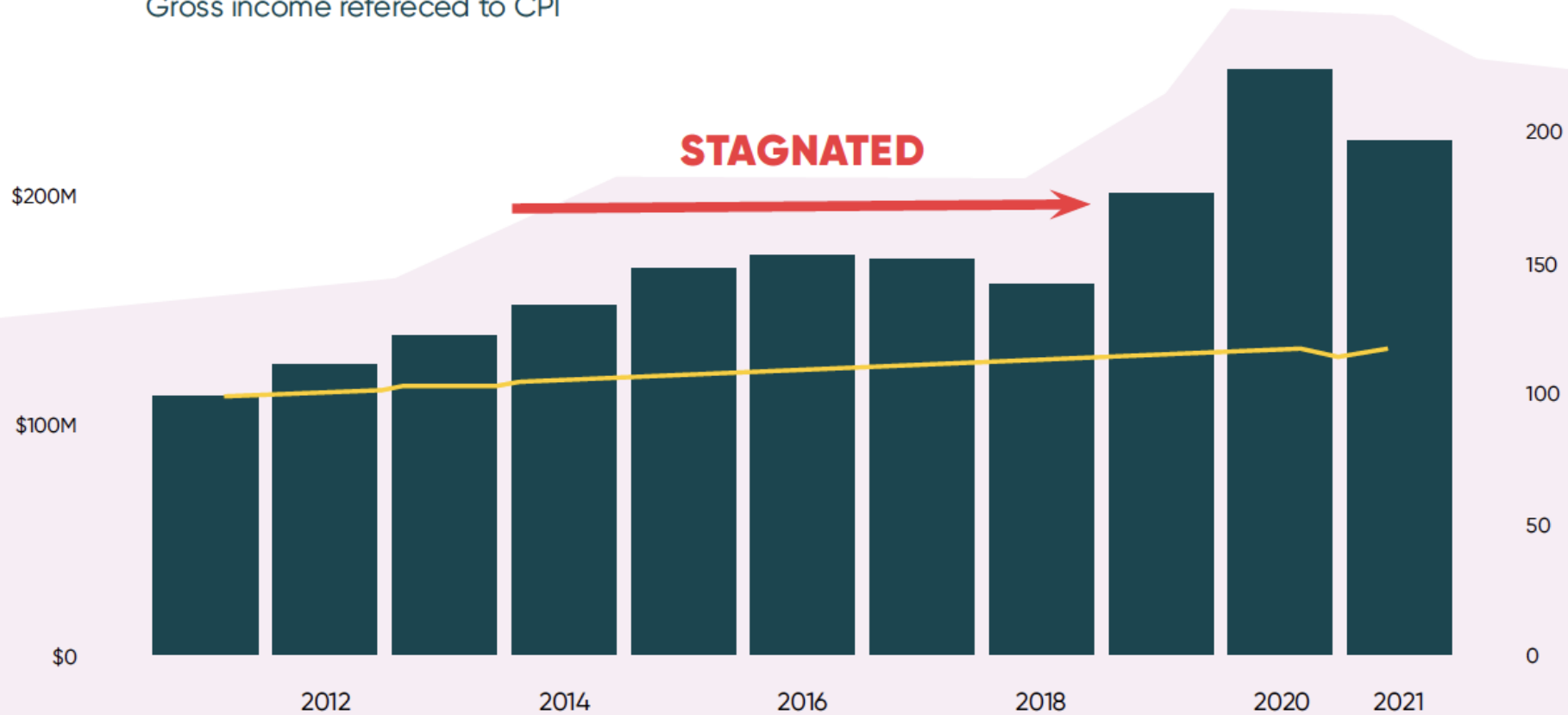
The lucky country



Important to remember

Gross Income

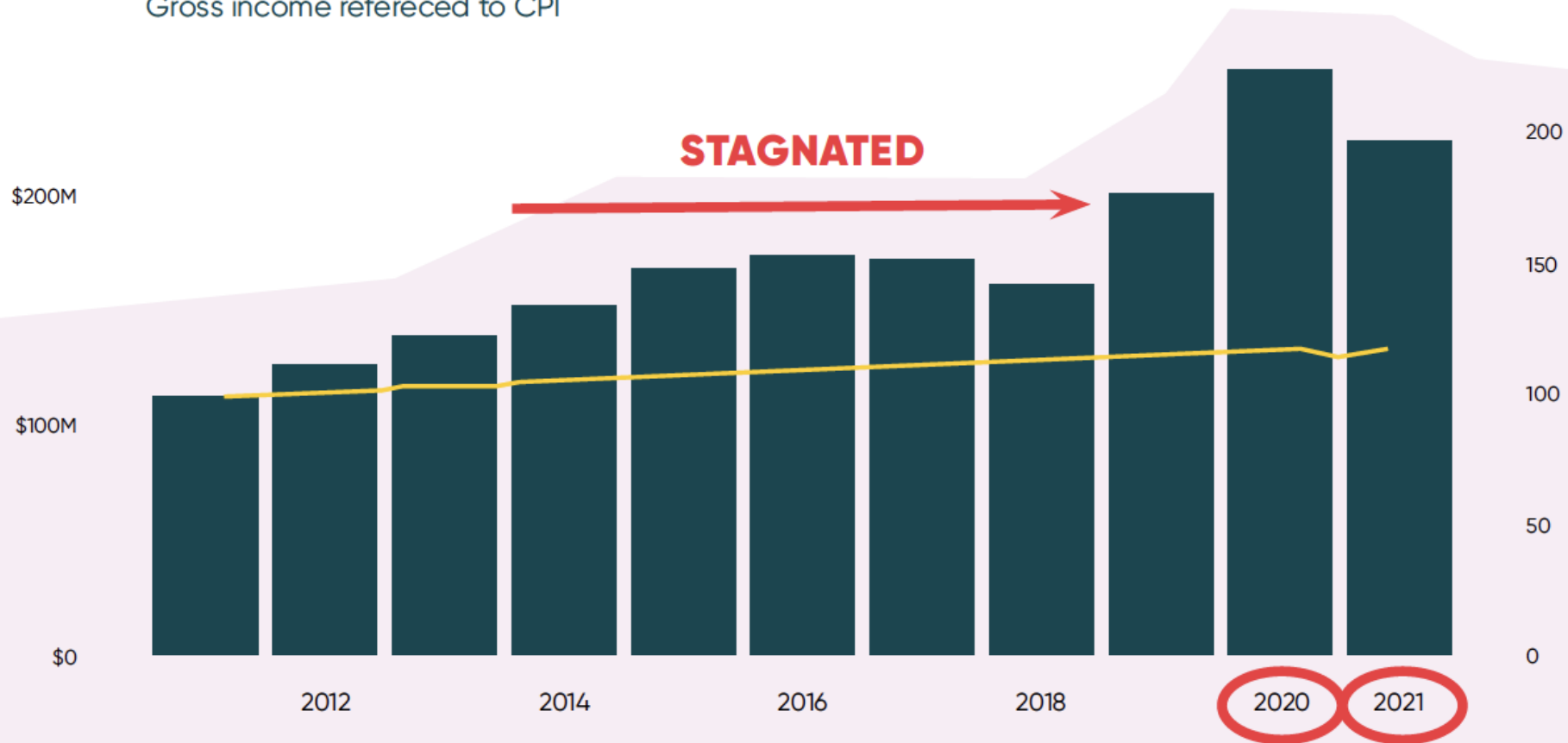
Gross income referenced to CPI



Important to remember

Gross Income

Gross income referenced to CPI





Evidence of impact?

Collective 2021 vs. 2022 Tax Results



Response Rate – 11% decrease

Evidence of impact?

Collective 2021 vs. 2022 Tax Results



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Average Gift – 18% increase

Evidence of impact?

Collective 2021 vs. 2022 Tax Results



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Revenue – 9.5% increase

Evidence of impact?

Collective 2021 vs. 2022 Tax Results



Response Rate – 11% decrease



Average Gift – 18% increase



Revenue – 9.5% increase

**A trend to watch.
No revenue decline as yet.**



Evidence of impact?

Xmas 2022 vs. 2021



Average Gift – up by 3%

Evidence of impact?

Xmas 2022 vs. 2021



Average Gift – up by 3%



Donor volume – up by 3%

Evidence of impact?

Xmas 2022 vs. 2021



Average Gift – up by 3%



Donor volume – up by 3%



Revenue – is up 11%

For donors we should remember



**People feel
powerless**

For donors we should remember

1



**People feel
powerless**

2



**Giving is a way to
take some sense
of control**

For donors we should remember

1



**People feel
powerless**

3



**There's lots of
bad news**

2



**Giving is a way to
take some sense
of control**

For donors we should remember

1



**People feel
powerless**

3



**There's lots of
bad news**

2



**Giving is a way to
take some sense
of control**

4



**Giving
makes people
feel good**

For donors we should remember

1



People feel powerless

3



There's lots of bad news

5



Giving enables people to affirm the world they want to live in

2



Giving is a way to take some sense of control

4



Giving makes people feel good

For donors we should remember

BUT
we need
to ask

1



People feel
powerless

3



There's lots of
bad news

5



Giving enables people
to affirm the world
they want to live in

2



Giving is a way to
take some sense
of control

4



Giving
makes people
feel good

For donors we should remember

BUT
we need
to ask

AND
we need to stay
relevant in these
challenging times

1



People feel
powerless

3



There's lots of
bad news

5



Giving enables people
to affirm the world
they want to live in

2



Giving is a way to
take some sense
of control

4



Giving
makes people
feel good



As fundraisers we should remember

- **Costs may increase**
- **Donors may give to less charities**
- **Acquisition may soften**



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- **Costs may increase**
- **Donors may give to less charities**
- **Acquisition may soften**
- **Philanthropy & corporate revenues may decrease**
- **Organisations who ceased acquisition or cut investment during the Bushfires, GFC, Covid and other natural disasters were impacted most negatively in the longer term.**

As fundraisers we should remember

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- **Keep Fundraising!**

0270

Global downturn.
What's the first mistake
businesses make?

www.ft.com/budgets

We live in **FINANCIAL TIMES**

TITAN

GRAFFITI: ~~GOODER DRONE~~ ~~SMALL~~

2

**Events – reaching new
levels of saturation?**



Events & Peer to Peer



98

Fundraising
events in 2021



Events & Peer to Peer



98

**Fundraising
events in 2021**



250

**Fundraising
events in 2022**



Events & Peer to Peer



98

**Fundraising
events in 2021**



250

**Fundraising
events in 2022**



=

155%

increase year on year!



Events & Peer to Peer

**98 Fundraising events
in 2021 raising**



\$160,105,872



Events & Peer to Peer

**98 Fundraising events
in 2021 raising**



\$160,105,872

**250 Fundraising events
in 2022 raising**



\$182,476,822





Events & Peer to Peer

**98 Fundraising events
in 2021 raising**



\$160,105,872

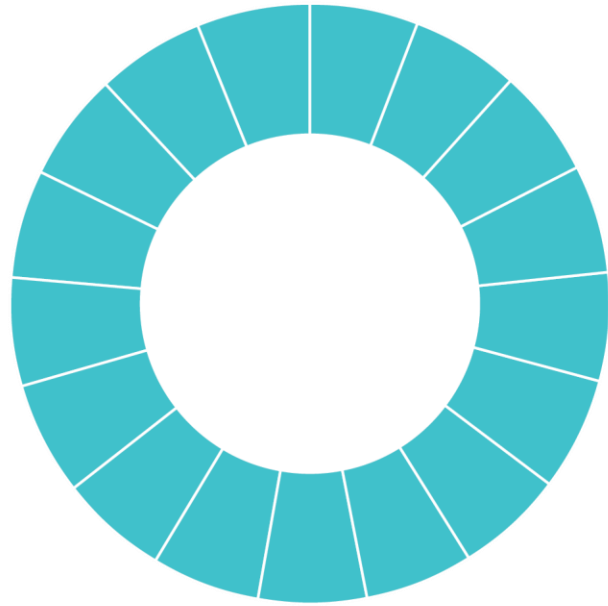
**250 Fundraising events
in 2022 raising**



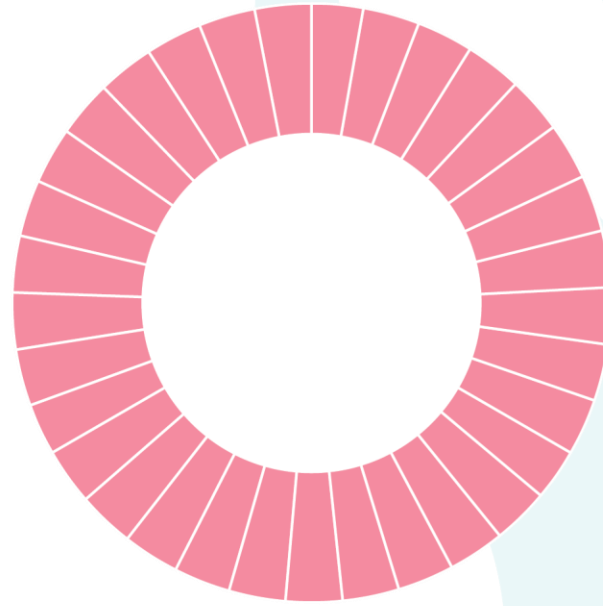
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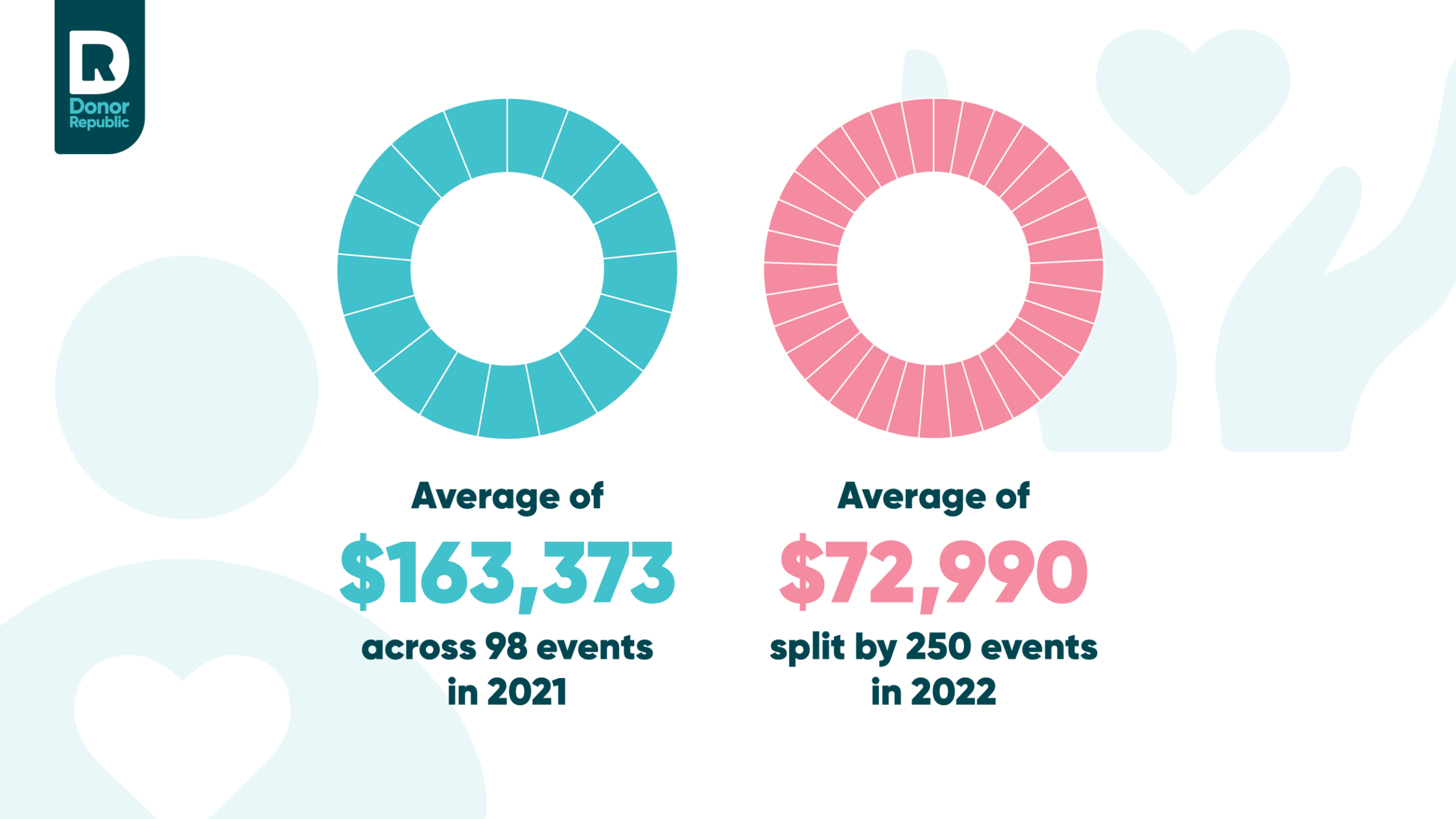
14% increase in revenue.



Average of
\$163,373
across 98 events
in 2021



Average of
\$72,990
split by 250 events
in 2022



100KM DOG WALK
#paws4cancer

canteen

100 Skips
a day in August for
Jeans for Genes
#skipforkids

UNIVERSITY OF
MEDICAL RESEARCH
PART OF THE
Jeans for Genes

1,000 PUSH-UPS IN 10 DAYS
JOIN THE FIGHT AGAINST PROSTATE CANCER THIS AUGUST

DR. PATRICK THOMAS
PROSTATE CANCER RESEARCHER

MAN DATE

MARATHON IN A MONTH
#moveforsickkids

For what? For a world of
Prostate Cancer Survivors
and their families

100 squats a day in April

PROJECT PRNK

Challenge accepted

JOG 3KM A DAY IN MARCH

OSFAH

66 SQUATS A DAY IN AUGUST

THAT SQUAT

77 CRUNCHES A DAY IN MAY
for below the belt cancers!

ANZUP
Cancer Walks Great Lives!

Bravehearts
bravehearts.org.au

100 Sit Ups
a Day in May

Bravehearts

10,000 Steps A Day In May
#Steps2SaveLives
Lifeline

Heart Foundation

3,000 Squats in April

63 SQUATS A DAY IN MAY
#Squats4Survival

Mr Pinkini



Everyone gets a T-shirt!

50-60% Raise \$0
yet still get a T-shirt
(or other merchandise)

**At \$20 per participant –
that can be quite costly.**

This is distorting results across all events

**Cost per
acquisition**



**Conversion to
fundraising**



**Averages
raised**





Cost of fundraising ↑

VIPs & Top Tier Groups

SHINING *Nights* VIP BENEFITS:



Your very own Hoodie



Recognition along the course



A special McDonald's queue jump



A glass of sparkling to enjoy with a hot breakfast



Special VIP badge



VIP bib to wear on the night



Private tour of Ronald McDonald House with other VIP's

VIPs & Top Tier VIP Groups

TYSON BRANDIS
 This is my 3rd year riding to beat cancer
 My level: **GEAR 3**
 YOU'VE RAISED **\$263.40** of your **\$2000** goal

MY PROGRESS

FUNDRAISING PROGRESS
 My target: **\$2,000**
 Raised: **\$263.40**

DONATION STATS

LEADERBOARDS

YOUR FUNDRAISING TIER
GEAR 3
 You've raised 50%-76% of your fundraising goal

YOUR IMPACT

HONOUR ROLL

HONOUR ROLL - BUY

HARRY'S HEROES

KEVIN THOMSON
 This is my 3rd year riding to beat cancer
 My level: **HONOUR ROLL**
 YOU'VE RAISED **\$3879.75** of your **\$4000** goal

MY PROGRESS

- Update Profile Picture
- Made a Self-Donation
- Shared on Social
- Met Ride Minimum
- Received 5 Donations
- Invited a Friend
- Met Fundraising Goal
- In Honour Roll
- Surprise

HONOUR ROLL BENEFITS

- Limited edition jersey
- Recognition at the opening ceremony
- Route section dedicated to you
- Your name up in lights
- VIP message
- Valet baggage service
- 2x tickets to VIP night
- Free entry for 2024

FUNDRAISING PROGRESS
 My target: **\$4,000**
 Raised: **\$3880**
 So far, you've raised 97% of your fundraising goal!

DONATION STATS

- 10 Donations Received
- \$388 Avg. Donation Amount
- \$1,920 Largest Donation

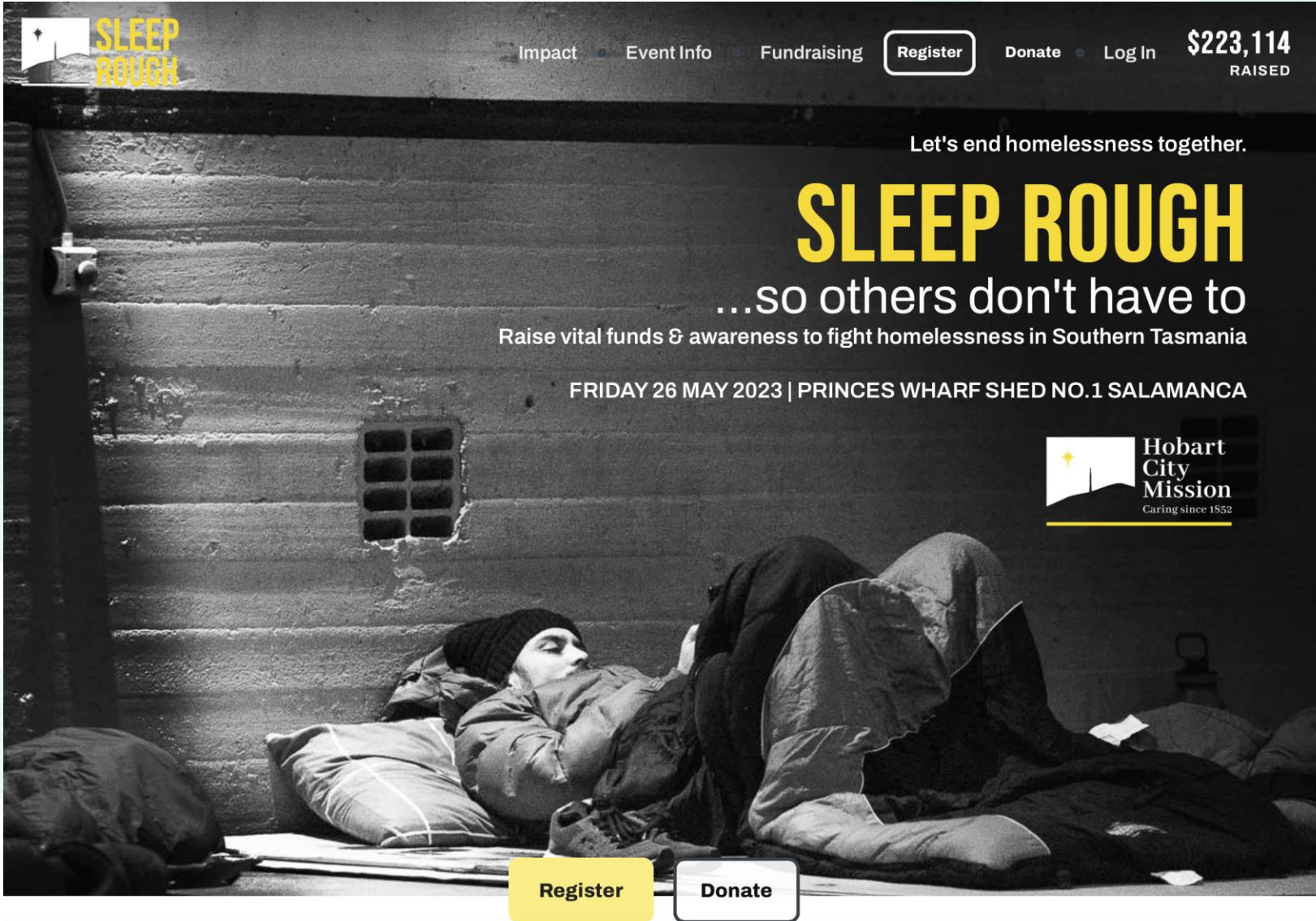
GEORGE PRINCE
 This is my 3rd year riding to beat cancer
 My level: **HARRY'S HEROES**
 YOU'VE RAISED **\$4322.11** of your **\$10000** goal


MY PROGRESS

- Update Profile Picture
- Made a Self-Donation
- Shared on Social
- Met Ride Minimum
- Received 5 Donations
- Invited a Friend
- Met Fundraising Goal
- In Honour Roll
- Surprise

HARRY'S HEROES BENEFITS

- Honour Roll Benefits
- A personal lab tour and lunch with Prof. Peter Leedman and a researcher
- Personalised Keyring
- Plush Robe
- Harry's Heroes Jersey
- Personalised Resources

A banner for the 'Sleep Rough' event. The background is a black and white photograph of a person sleeping on the floor of a shed, covered in a heavy blanket. The person is wearing a beanie and a jacket. The wall behind them is made of concrete blocks and has a small, square, gridded window. The text is overlaid on the right side of the image.

 **SLEEP ROUGH**

[Impact](#) • [Event Info](#) • [Fundraising](#) • [Register](#) • [Donate](#) • [Log In](#) **\$223,114**
RAISED

Let's end homelessness together.

SLEEP ROUGH

...so others don't have to

Raise vital funds & awareness to fight homelessness in Southern Tasmania

FRIDAY 26 MAY 2023 | PRINCES WHARF SHED NO.1 SALAMANCA

 **Hobart City Mission**
Caring since 1852[Register](#)[Donate](#)

3

**Individual Giving –
Back to pre Covid levels &
cash growth occurring**

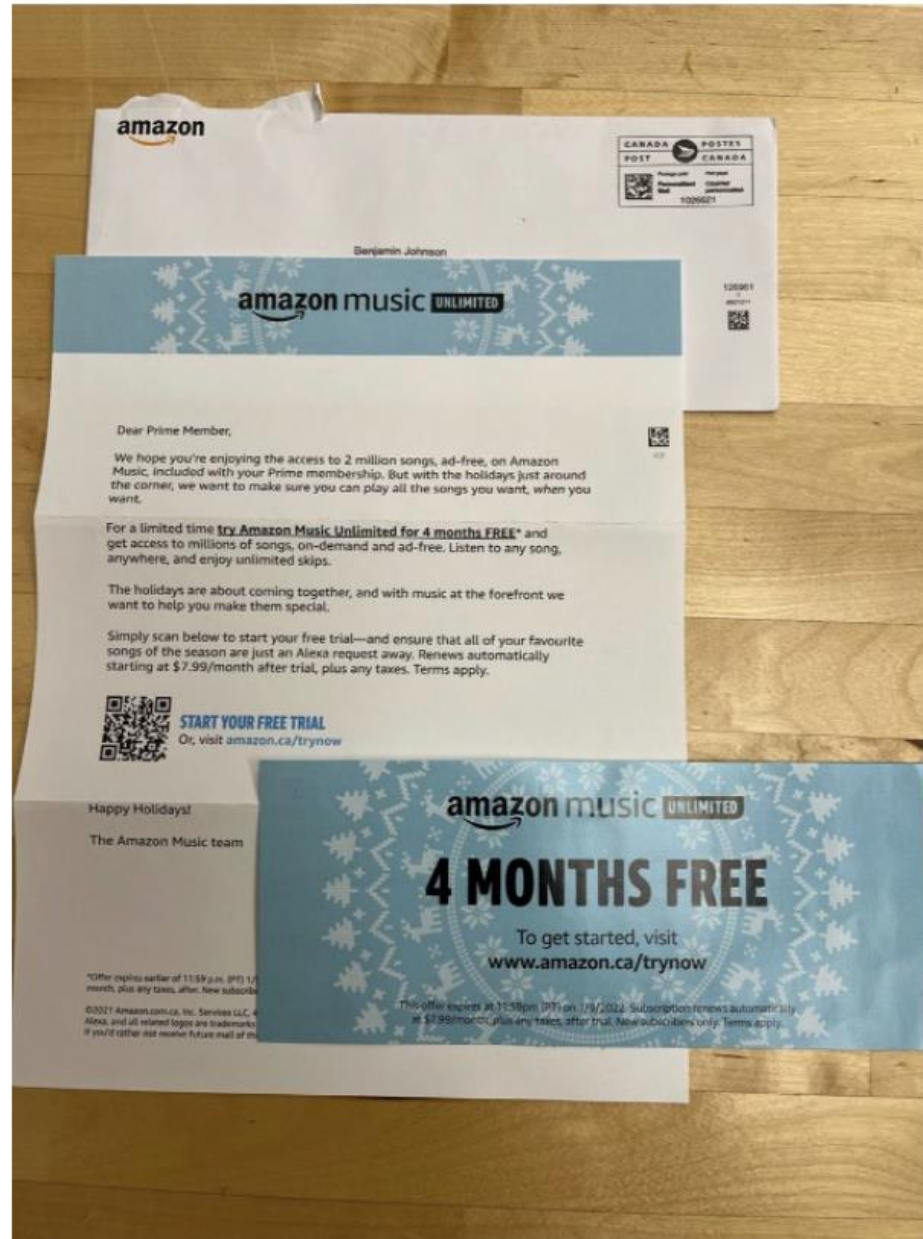
For Marcus Blease

Direct mail. The REAL digital disruptor...

Why direct mail is still the secret weapon
of successful marketers in the digital age.



Malcolm Auld



amazon



Benjamin Johnson

amazon music UNLIMITED



Dear Prime Member,

We hope you're enjoying the access to 2 million songs, ad-free, on Amazon Music. Included with your Prime membership. But with the holidays just around the corner, we want to make sure you can play all the songs you want, when you want.

For a limited time **try Amazon Music Unlimited for 4 months FREE*** and get access to millions of songs, on-demand and ad-free. Listen to any song, anywhere, and enjoy unlimited skips.

The holidays are about coming together, and with music at the forefront we want to help you make them special.

Simply scan below to start your free trial—and ensure that all of your favourite songs of the season are just an Alexa request away. Renews automatically starting at \$7.99/month after trial, plus any taxes. Terms apply.



START YOUR FREE TRIAL
Or, visit amazon.ca/trynow

Happy Holidays!
The Amazon Music team

amazon music UNLIMITED
4 MONTHS FREE

To get started, visit
www.amazon.ca/trynow

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Benjamin Johnson

amazon music **UNLIMITED**

Dear Prime Member,

We hope you're enjoying the access to 2 million songs, ad-free, on Amazon Music, included with your Prime membership. But with the holiday season on the corner, we want to make sure you can play all the songs you want.

For a limited time **try Amazon Music Unlimited for 4 months FREE** and get access to millions of songs, on-demand and ad-free. Listen to music anywhere, and enjoy unlimited skips.

The holidays are about coming together, and with music at the forefront, we want to help you make them special.

Simply scan below to start your free trial—and ensure that all of your favorite songs of the season are just an Alexa request away. Renews automatically starting at \$7.99/month after trial, plus any taxes. Terms apply.

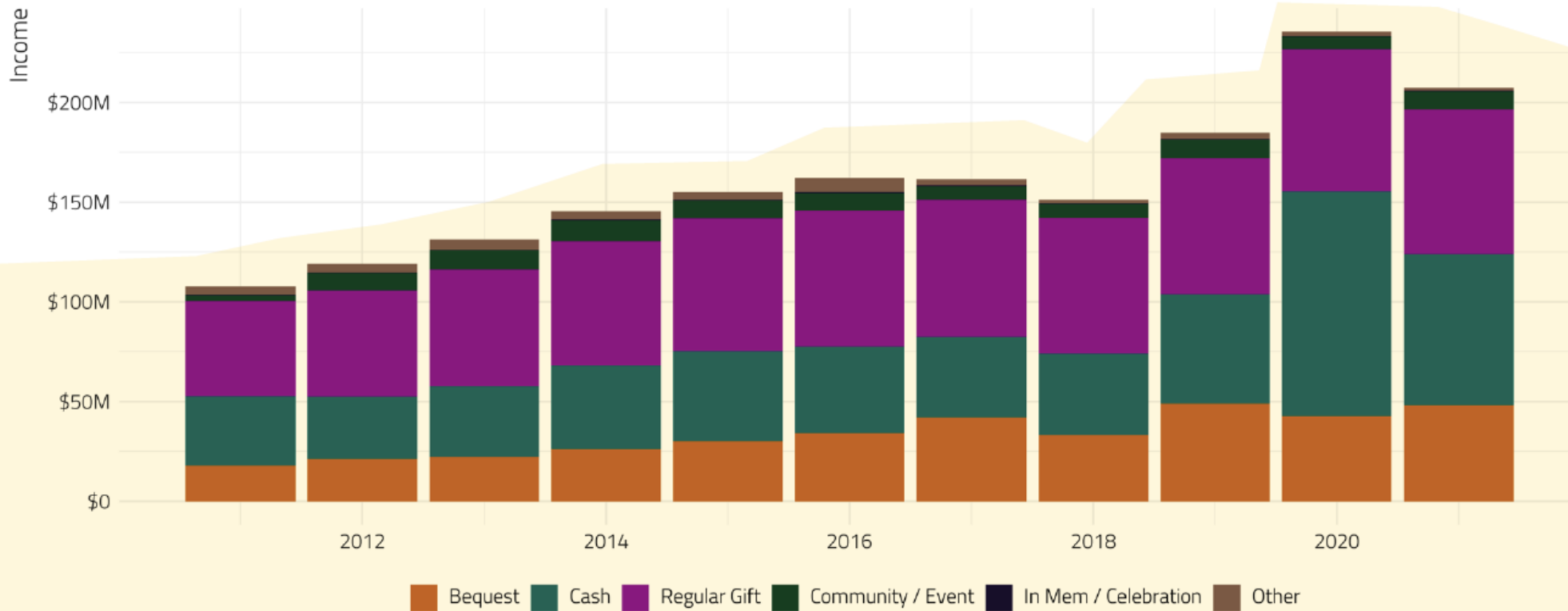


START YOUR FREE TRIAL
Or, visit amazon.ca/trynow

Cash giving drove sector growth over recent years

Individual Gross Income

Individual gross income in 2021 was valued at **\$207.4M**

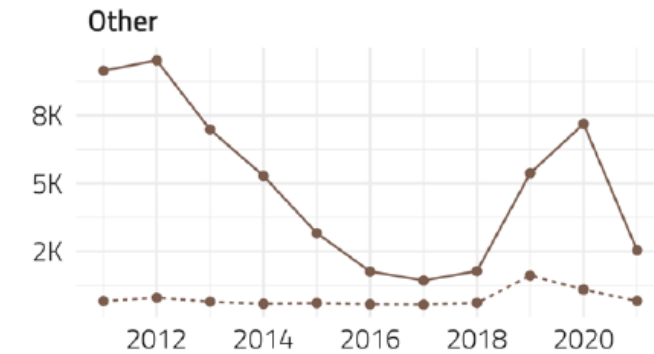
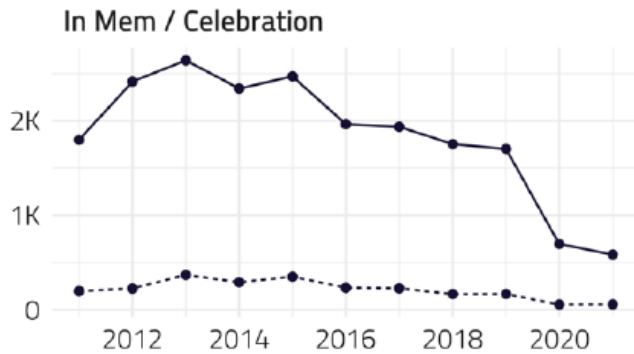
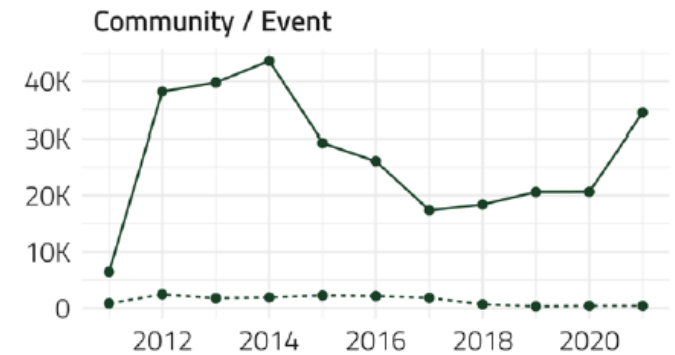
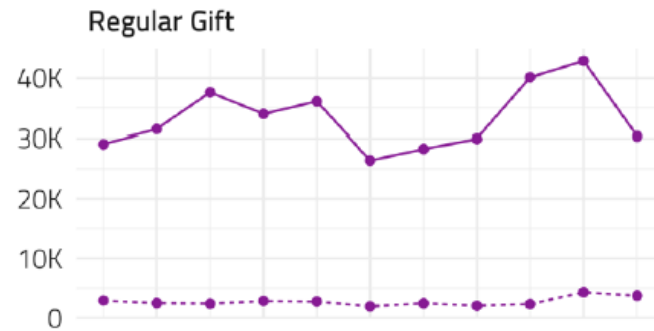
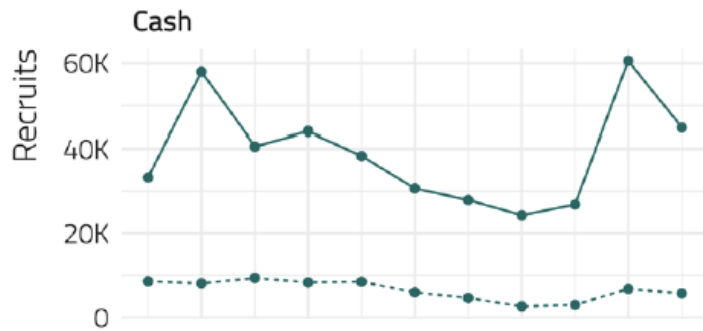


Individual giving only

Strong recruitment of new single givers in past 2 years

Individual Giving Recruitment

Individual giving recruits accounted for **127.5K** donors in 2021



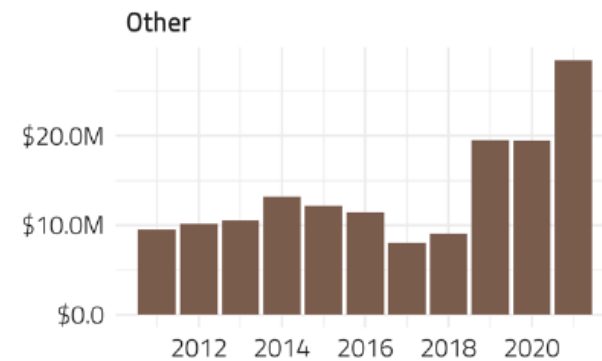
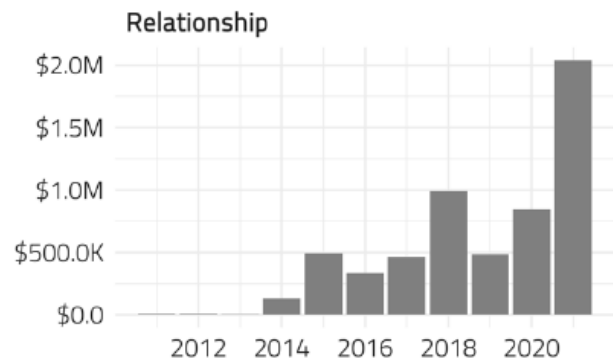
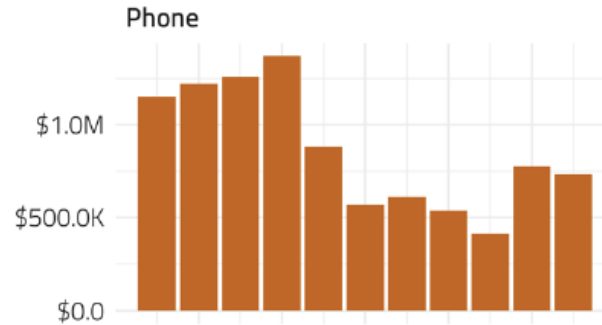
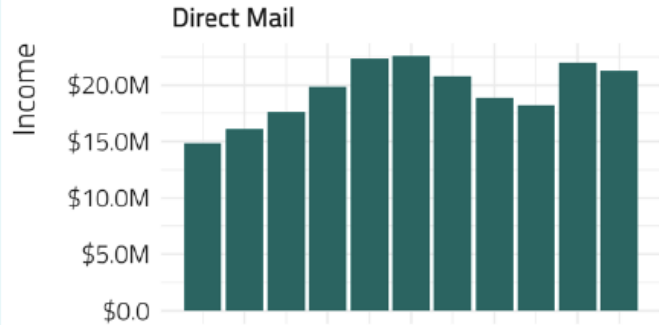
— New - - - X-Sell

Individual giving recruits only (excluding Emergency)

Uplift across many channels, with Direct Mail trending back up

Individual Cash Income

Individual cash income referenced to CPI



Individual giving only
Excludes Emergency gifts

As fundraisers we should keep in mind

- **List swaps**
- **Co-ops**
- **Tepid Data**
- **Cold Data**
- **Pop out premiums (not freemiums, not standard)**
- **Sourced overseas cheaper unit costs to drive ROI**
- **On-boarding for new donors essential**



Direct Mail Acq pack acquired 4,800+ new donors. ROI 0.89



Pen



C5 OE



4PP Cover letter – Lily Acq letter



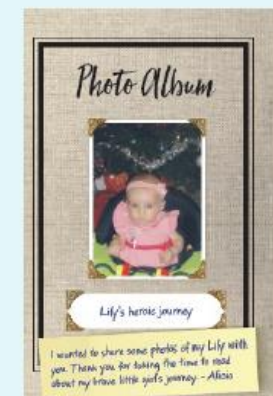
Response Mech



BRE



Lift #1 Deborah



Lift #2
Lily A6 brochure



Garden Gloves
with floral pattern



Personalised labels



3x branded greeting cards with matching envelopes



Lift #3 – drawing from Lily



4

**Digital, making an entry into
traditional relationship areas**

Digital & Major Donor Acquisition

Can it work?

Objective:

Attract Major Donor Prospects



At the heart
of fundraising

3 Creative Concepts Tested

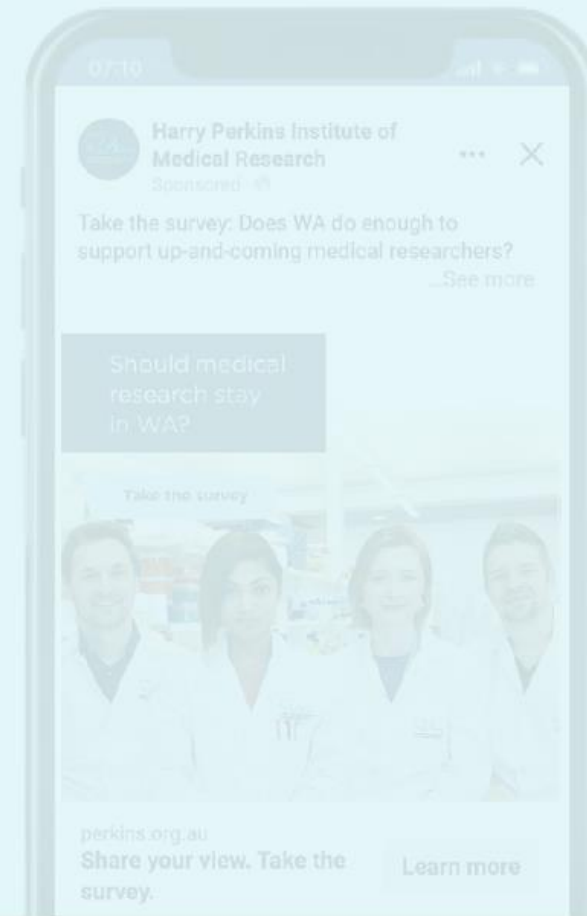
1



2



3

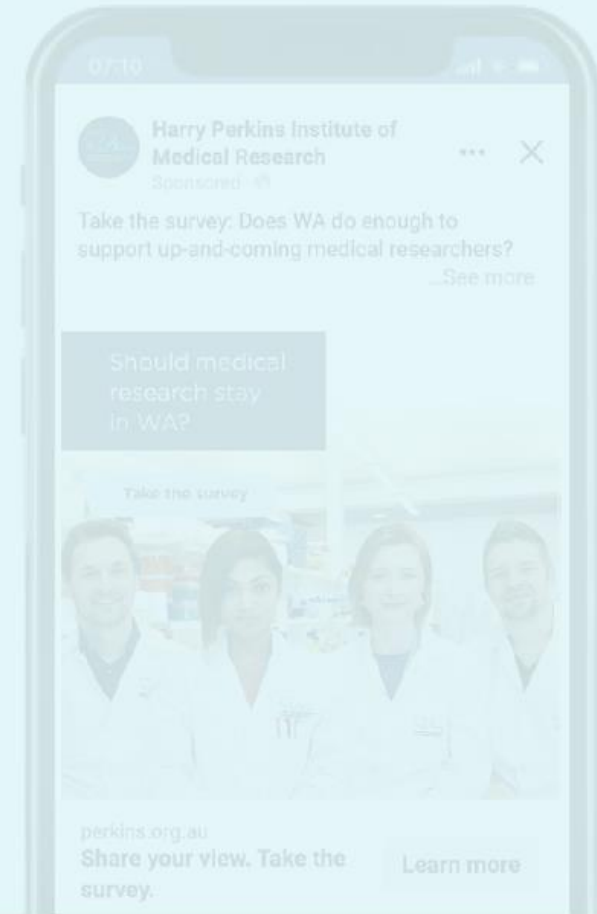
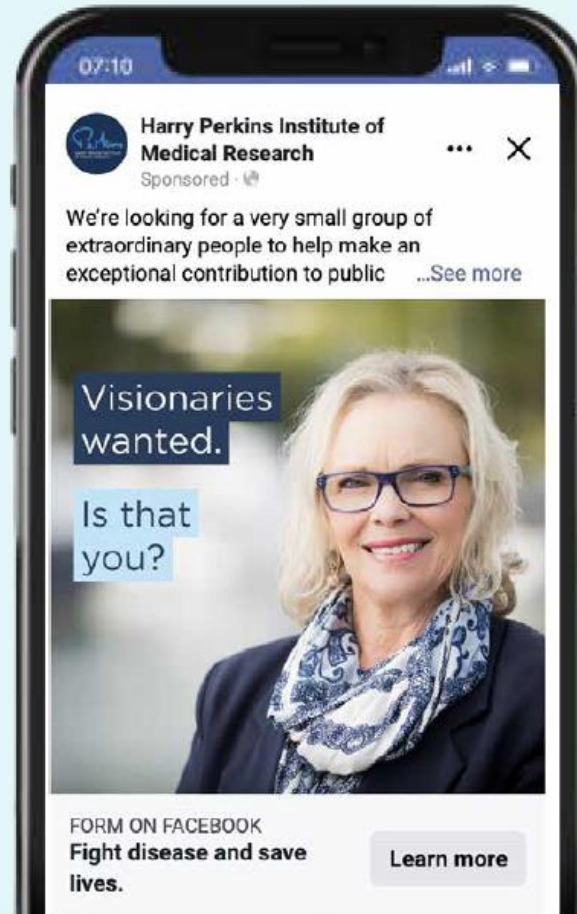


3 Creative Concepts Tested

1



2



3 Creative Concepts Tested

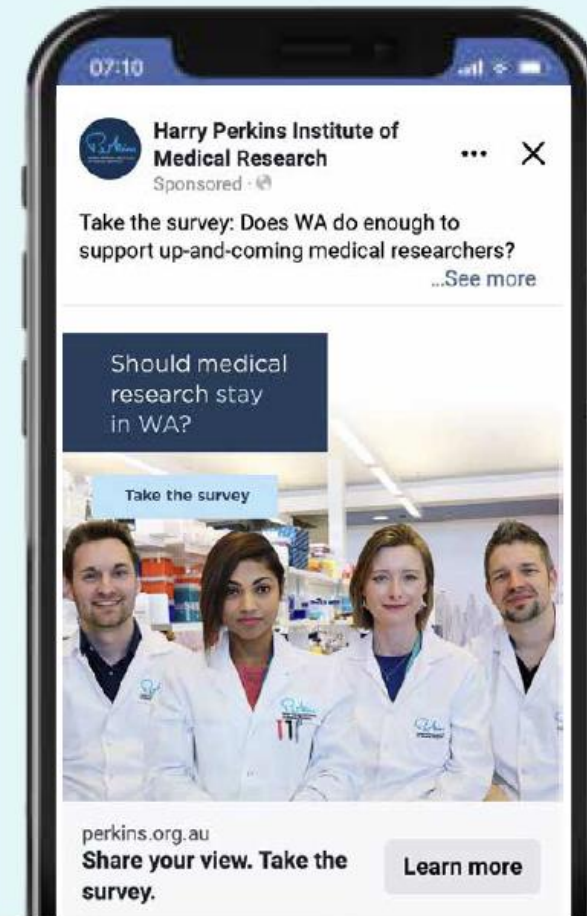
1




2



3



Each with customized landing pages & personalised journeys

A teal arrow pointing from the text towards the tablet on the right.

Results

Campaign generated **242 direct major donor leads**
and **209 individuals asked for more information.**



And...

\$20,000 donation

made to the campaign

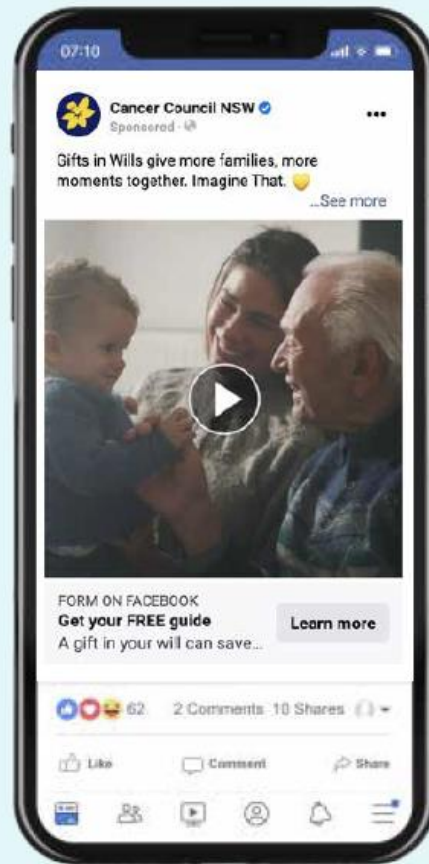
**Digital IS working for
Gifts in Wills acquisition**

The campaign in a sentence

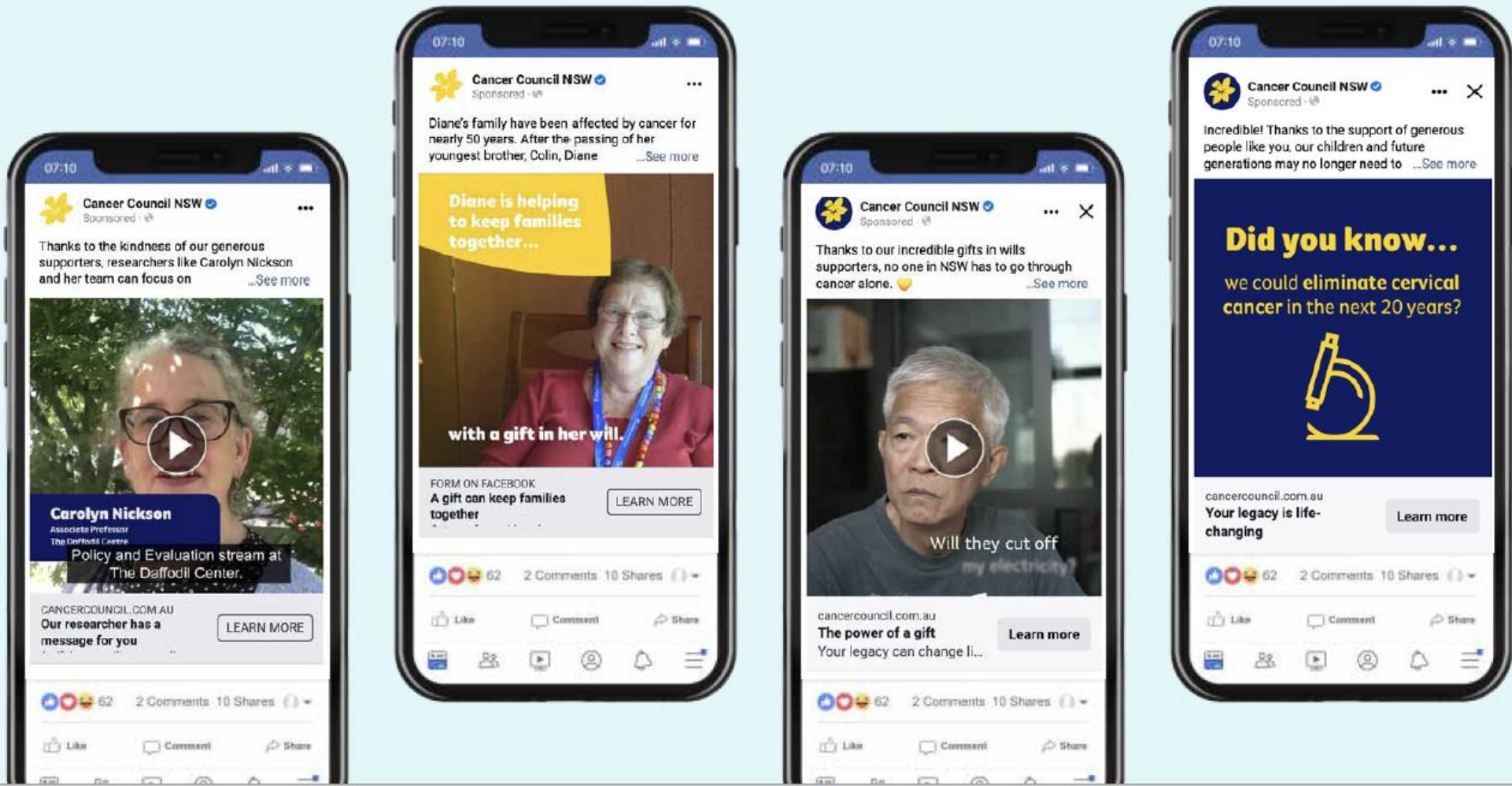
Promote leaving a gift in will to Cancer Council NSW via social media to our target audiences to either sow the seed of the idea, further their consideration or continue to affirm their decision.



Cold audiences straight to GIWs



Warm prospects already in the funnel or CCN warm supporters



Digital GIW Results



Cost per lead
\$15 to \$40



Hundreds
to thousands of
GIW prospects



Conversions
commencing

5

**Email marketing – are we
using it effectively?**



Email journeys are underperforming for many reasons



**Multi wave EDM coms strategy
isn't strategically mapped**



Email journeys are underperforming for many reasons



Multi wave EDM coms strategy isn't strategically mapped



Audiences aren't accurately segmented/targeted, nor stewarded into an appeal ask



Email journeys are underperforming for many reasons



Multi wave EDM coms strategy isn't strategically mapped



Audiences aren't accurately segmented/targeted, nor stewarded into an appeal ask



Often missing a strong and single-minded proposition

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Email is sometimes an after thought to direct mail

Email journeys are underperforming for many reasons



Multi wave EDM coms strategy isn't strategically mapped



Lacking personalized messaging and asks



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**Poor landing page design
*(not optimised for mobile)***

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Often missing a strong and single-minded proposition



Email is sometimes an after thought to direct mail



Lacking personalized messaging and asks



**Poor landing page design
*(not optimised for mobile)***



Incremental test & learn optimisations aren't being utilised

Tell authentic stories

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 recently lost their jobs due to the restrictions of covid 19.

As far as i heard, we couldn't pay for enough groceries and they are running low of rent bills. We need your help.

They don't know how long they are going to find another possible job but they are trying all their best to earn the most money for our bills with any jobs but obviously it's difficult for them because of covid.

We're hoping to receive some food. Your charity will be a great help for my family these days.

[REDACTED]

Thank you for helping Aussies doing it tough.

No images? [Click here](#)

Dear Kate,

I want to share a heartbreaking message that I received this week.

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 recently lost their jobs due to the restrictions of covid 19.

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We're hoping to receive some food. Your charity will be a great help for my family these days.

[REDACTED]

Unfortunately, this email isn't one of a kind.

Over the past few weeks, the team have been inundated with emails and phone calls from thousands of Aussies who are feeling the strain of the most recent lockdowns.

Kate, I want to extend my sincerest gratitude to you for the support you have shown Foodbank during these truly challenging times.

Thanks to you, Foodbank will be able to get a hamper to the family of the year 8 student who reached out to us. Because of you, this family and thousands of others are going to bed tonight with full bellies, knowing that there are other Aussies looking out for them.

I am humbled by the kindness and compassion you have shown our community.

Thank you, Kate, for giving hope during this lockdown.

Kind regards,

John Robertson
CEO
Foodbank NSW & ACT



P.S. [If you would like to help even more families facing hunger this lockdown, please click here](#)

P.P.S. If you have been impacted by the recent lockdowns and need our help, please reply to this email and we will get a hamper to you as soon as we can.



Tips for best practice email design



Minimal design elements –

- Unless the image is going to enhance some part of your proposition (*EG: by very clearly communicating a problem*)

Tips for best practice email design

- ✓ **Minimal design elements –**
 - Unless the image is going to enhance some part of your proposition (*EG: by very clearly communicating a problem*)
- ✓ **Use both **buttons** and **text links** for your asks**

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- Minimal design elements –**
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- Ensure your emails are **scannable**, using **bolded text** and links.

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- ✓ **Readability and clarity above all (*definitely above brand-heavy design*)**

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- ✓ **Use both **buttons** and **text links** for your asks**
- ✓ **Ensure your emails are **scannable**, using bolded text and links.**
- ✓ **Readability and clarity above all (*definitely above brand-heavy design*)**
- ✓ **Ensure font size is easy to read on mobile.**

Tips for best practice email design

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- ✓ Ensure your emails are **scannable**, using bolded text and links.
- ✓ **Readability and clarity above all** (*definitely above brand-heavy design*)
- ✓ Ensure font size is easy to read on mobile.
- ✓ Read email tests on your mobile device

**Remove distracting
links from landing pages** →

We are losing donors!



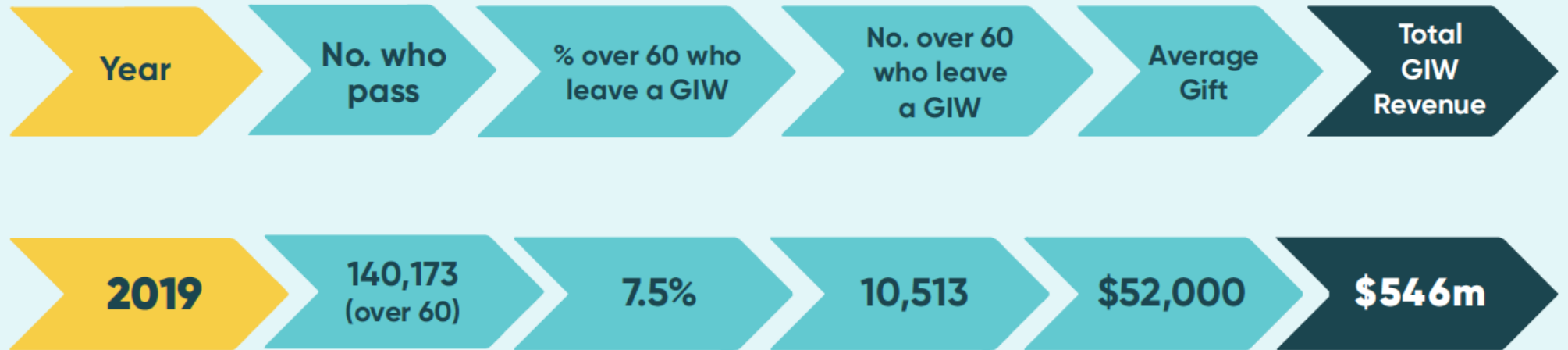
6

**GIWs, are we doing
well enough?**

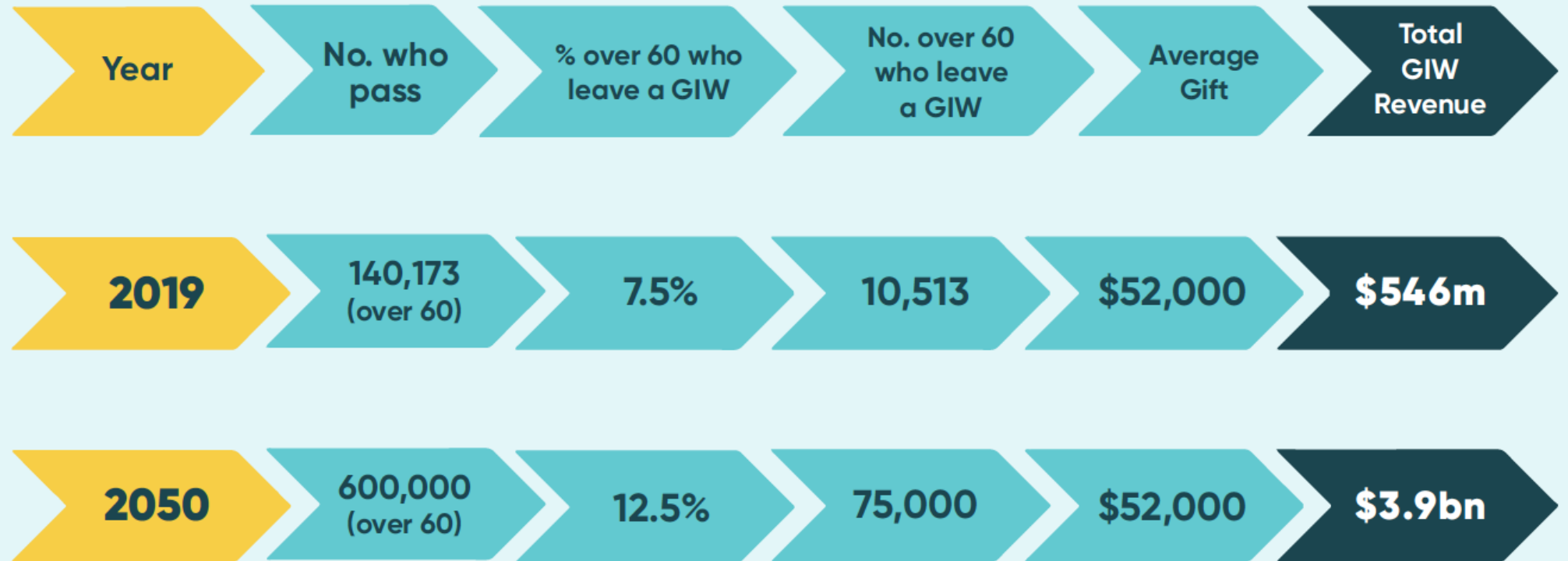
GIWs potential



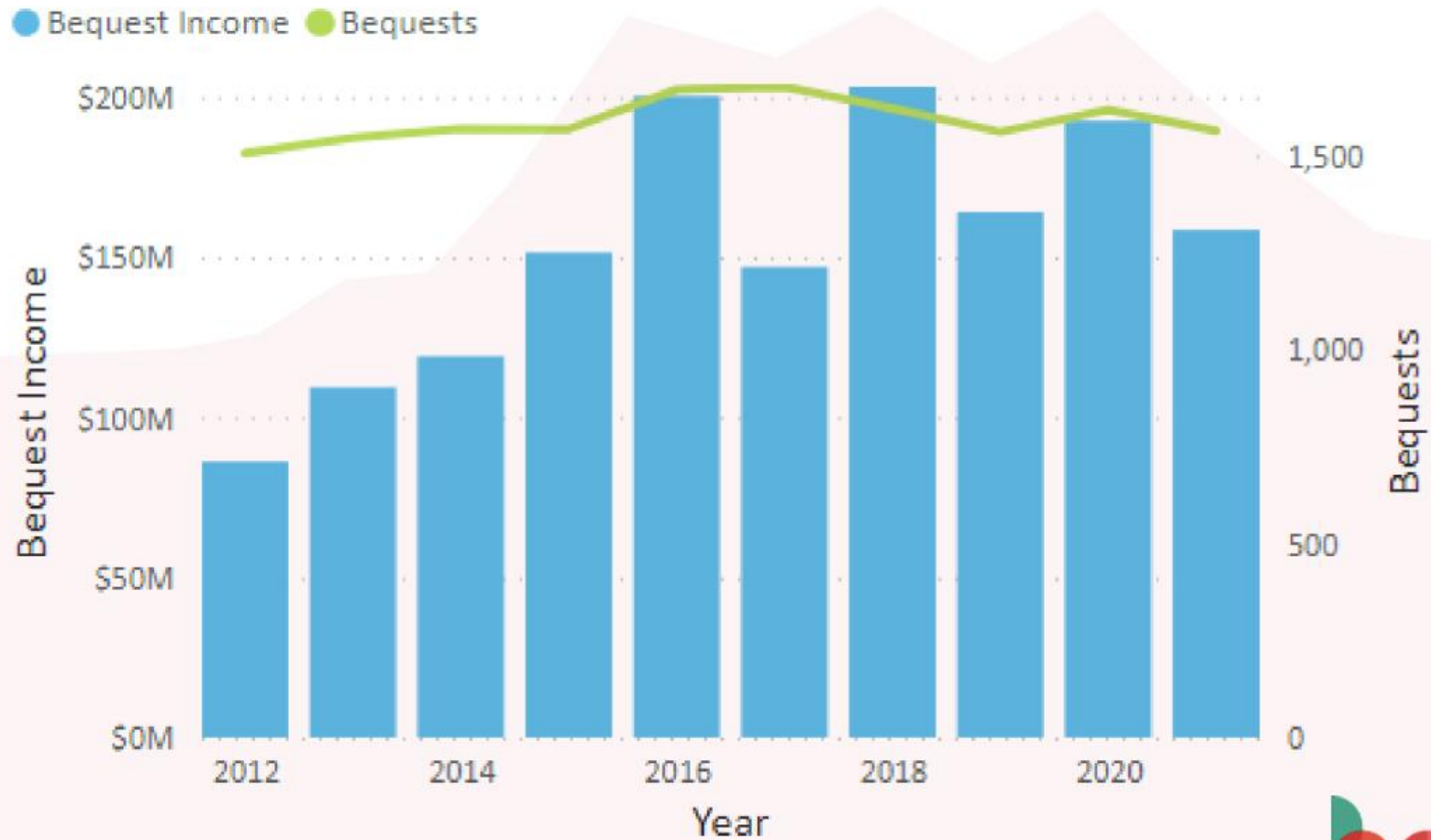
GIWs potential



GIWs potential



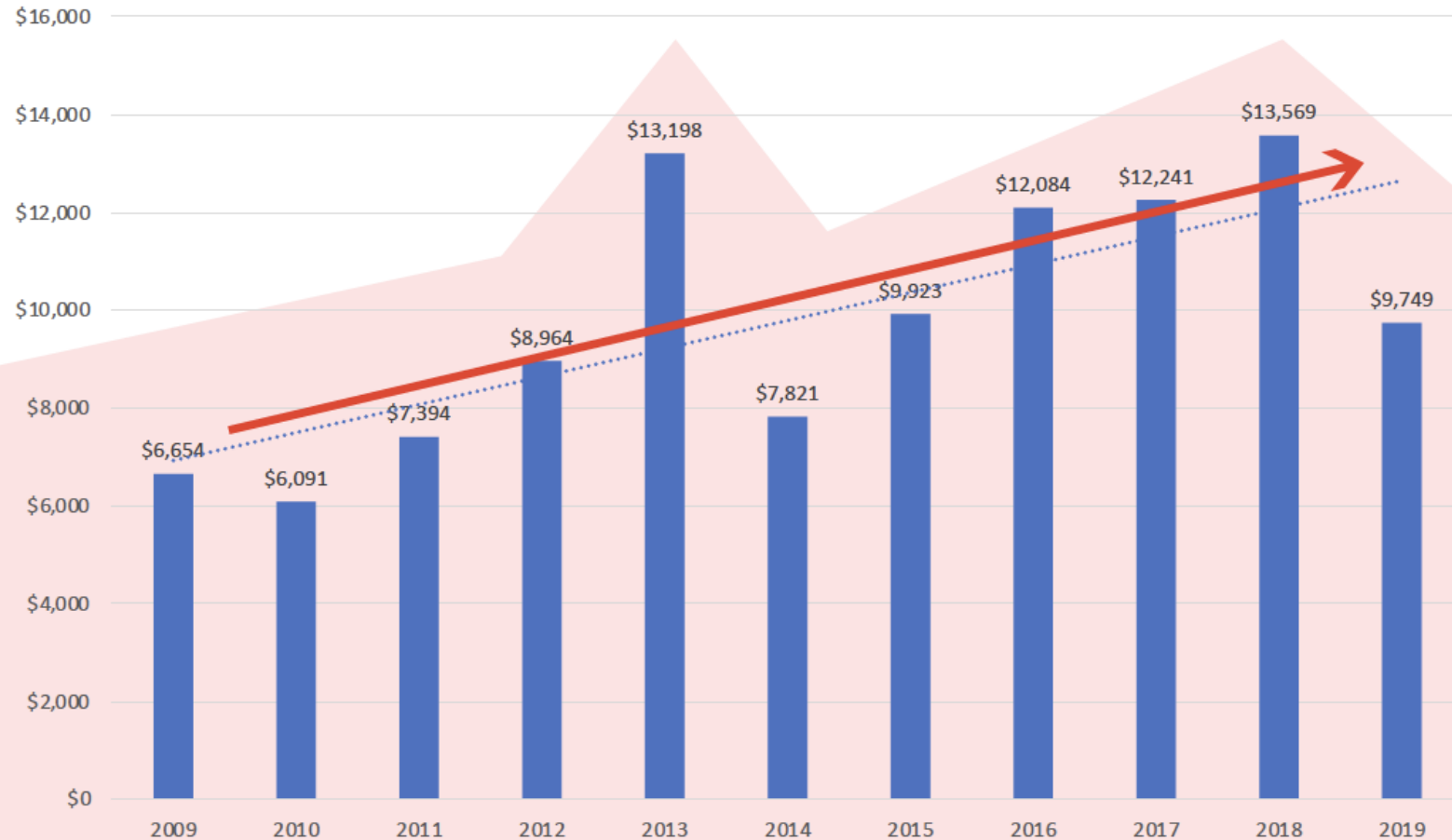
Growth in giving in Australia over last 10 years





Take a look at your results

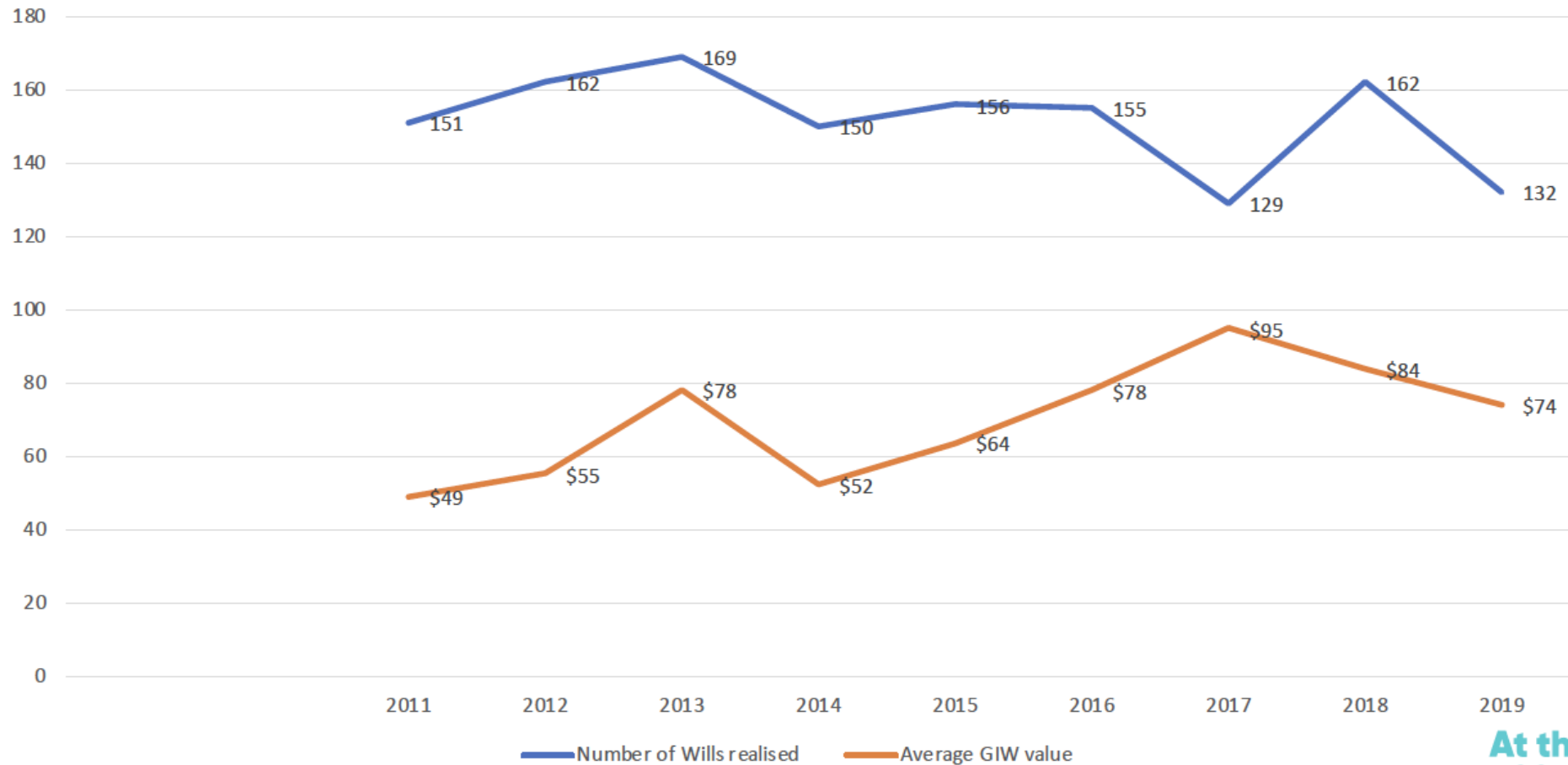
Revenue



At the heart
of fundraising

Take a look at your results

Number and average



Seeding the idea through GIW mentions



1% Nudging

Did you Know?

By leaving a gift of even 1% in your Will, after you've taken care of loved ones can help save lives

Leaving even 1% of your estate can make a huge difference to lost and neglected animals.

It's easy to include a gift in your Will to The Lost Dogs' Home. Please discuss your wishes with your loved ones and then ask your solicitor to help you leave a gift to The Lost Dogs' Home.

The logo for The Lost Dogs' Home, featuring a stylized illustration of a dog and a cat sitting together.

THE LOST DOGS HOME.

www.dogshome.com
ABN 84 004 789 726

A blue line-art icon of an open book with several pages visible.

**A gift in your will
– even 1%**

after you've taken care of your loved ones – can help create a future free from cancer. Just imagine!

Did you know?

By leaving a gift of 1% in your Will...

- You could support a researcher in medicine and save lives
- You could create opportunities for disadvantaged students
- You could nurture a career in the arts
- You could create the foundation for another breakthrough or innovation.

No matter the size, your gift will help change future lives.

Bookmarks

"A dog is the only thing on earth that loves you more than they love themselves."

- Josh Billings



Leaving even 1% of your estate can make a huge difference to lost and neglected animals.

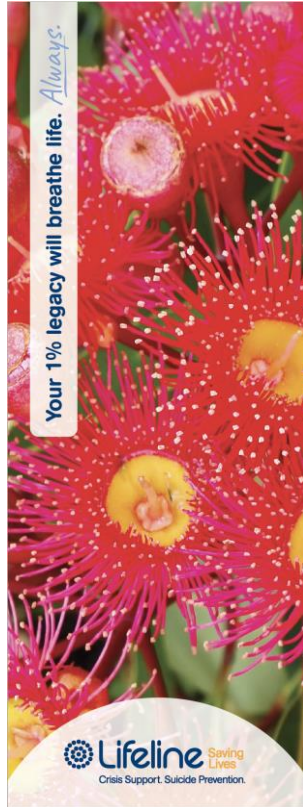
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THE LOST DOGS HOME.

www.dogshome.com
ABN 84 004 789 726

Your 1% legacy will breathe life. *Always.*



Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Imagine
with all your mind, believe
with all your heart,
achieve with your might.



Make your mark for the future

With the support of people like you...

Just imagine the world you could create.

Did you know?

By leaving a gift of 1% in your Will...

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- You could create opportunities for disadvantaged students
- You could nurture a career in the arts
- You could create the foundation for another breakthrough or innovation.

No matter the size, your gift will help change future lives.



Newsletters / GIW Newsletters



THE CIRCLE

Daffodil Circle Newsletter



Gifts in wills are helping bring us all so much closer to a cancer free future.



Top tips from Julie

Tempted to pat that gorgeous guide dog? Who wouldn't be? But if they're wearing their harness, it is important not to touch them.

They're working and distracting them can be dangerous for the dog and their handler and could interfere with them getting safely to where they're going. They might be stopped at the lights waiting to cross, but that's important work and the dog needs to be able to concentrate.



Julie Woods, Blind Foundation ambassador known as 'That Blind Woman.'

A gift that keeps on giving

Sometimes, you're so grateful you just want to give something back. That's how it is for John, who after losing some of his vision, has included a gift to the Blind Foundation in his will.

"I decided to give to the Blind Foundation knowing how they help so many people and need donations to survive."

In the 1980s, retired Associate Professor of Chemistry John lost much of the sight in his left eye as a result of leaking capillaries.

Although the leaks were sealed with laser treatment, John still has a blind spot in the centre of his vision.

"I cannot read or see faces with that eye," he says, although he does have peripheral vision. Since then he's also developed cataracts in his good eye, which, thankfully, have been successfully treated.

"I was scared that if I lost my sight in my right eye too, I wouldn't be able to read. Losing my vision made me realise that anything could happen in the future. That is why I chose to support the Blind Foundation," says John.

If you'd like more information or a confidential chat about including the Blind Foundation in your will too, please contact Tim Pannabecker on 0800 366 283, or you may prefer to email tpannabecker@blindfoundation.org.nz and he can call you at your convenience.



The Blind Foundation is grateful to John for generously including a gift to the Blind Foundation in his Will.

Blind Foundation to become Blind and Low Vision NZ

The Blind Foundation will soon be changing its name to **Blind and Low Vision NZ**.

Did you know you don't have to be completely blind to receive services and support from the Blind Foundation?

Many Kiwis who would benefit from our services don't know that. That's why we will be changing our name to Blind and Low Vision NZ.

As New Zealand's population ages

more and more Kiwis are losing some of their vision. But many of them don't realise that the Blind Foundation is here for them too. Our research has shown that we're currently only reaching about 40% of people who would benefit from our services and support, because many people with low vision don't realise we are here for them too.

Three quarters of the people who use our services are not blind but do have low vision. And some people with quite low vision simply don't think of themselves as blind.

That's why we have decided to change our name. Soon we will be known as 'Blind and Low Vision NZ'. We are keeping our legal name of Royal New Zealand Foundation of the Blind, but we hope that the new name will let people with low vision know that we are here for them too.

As New Zealand's main provider of vision rehabilitation, we believe we have a responsibility to do the best possible job of letting those who may benefit from our services know that support is available to them.

A legacy for the future

Sadly, I've come to appreciate what it means to lose your eyesight. I'm 89 now, and I've lost all sight in my right eye and half the eyesight in my left. The older I get, the more I value my independence - my freedom - and I'm sure others must feel the same. I would hate to lose it, and it's important to me to help others keep theirs.

Now that I'm older, it's natural to think about the future and how I want to leave things when I go.

The one thing that's given me the greatest joy in my life is giving, so to be able to help future generations after I'm gone, is important.

- Nola



Nola's legacy, and others like her, will change the future for people who are blind or have low vision.

If you're thinking about the future and how you can truly make a difference, one of the best ways to have an impact is to consider a special gift in your Will. If you'd like to find out more about including Vision Australia in your Will, please contact us on 02 9334 3371.

Tick boxes



1 | PLEASE ACCEPT MY GIFT OF:

- \$<Ask 1>, can provide seeds and gardening tools to enable families to grow their own nutritious food and stay healthy.
- \$<Ask 2>, can help women learning income-generating skills so they can provide for their families without relying on farming.
- \$<Ask 3>, can help provide women with the knowledge and confidence to fight for their rights to clean water.
- Or an incredibly generous and exceptional gift of <\$Ask4> can help install a solar panel irrigation system for <a community/XX communities>.
- MY CHOICE OF: \$ _____

2 | PAYMENT DETAILS:

<Appeal Code> <Con ID>

Please charge my:

- Visa
- MasterCard
- Amex

Card number

Expiry date / Cardholder name _____ Signature _____

OR I enclose my cheque/money order made payable to Oxfam Australia.

- Please send me information about how to include Oxfam in my Will.
- Yes, I have included Oxfam in my Will.

3 | PLEASE CHECK YOUR DETAILS ARE CORRECT:

<Mailing Name>
 <Company> Email: <email address>
 <Addr1> Mobile: <mobile number>
 <Addr2> Home/Work: <home/work phone>
 <Addr3>
 <Addr4>
 <Suburb> <State> <Post Code>

PLEASE RETURN THIS FORM IN THE REPLY PAID ENVELOPE PROVIDED YOU CAN ALSO CALL US ON 1800 088 110 OR MAKE A DONATION VIA OXFAM.ORG.AU/SWEET-WATER

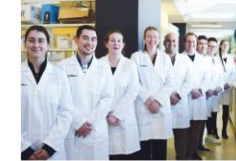


Yes! I want to see these exciting new discoveries make their way to clinical trials.

1. Here is my gift of:



<Ask1> can help our researchers grow more cancer cells in the lab for further testing.



<Ask2> can help research teams like A/Prof Hawkins' test different combinations of anti-cancer agents.



<Ask3> can help take SMAC mimetics to clinical trial, to develop more effective treatments for people like Kelly.

My choice of \$ _____ (please specify amount).

Gifts \$2 and over are tax-deductible.

2. I'd like to make my gift by:

Barcode

Please find enclosed my cheque (payable to Cancer Council Victoria).

<Supporter ID / Source Code / Trigger>

Please debit my Visa MasterCard Amex Diners

Credit card number Expiry Date -

Name on card Signature

Or alternatively you can donate online via BPAY® (you will not need to return this form to Cancer Council Victoria)



Bill Code: 225581
Ref: <XXXXXXXXXXXXXXXXXX>

3. Do we have your details correct? If not, please make changes below:

<Supporter ID> / <Source Code> Home Phone: <HomePhone>
 <Salutation> <Firstname> <Lastname> Mobile: <MobilePhone>
 <Address Line 1> Email: <EmailAddress>
 <Address Line 2> Date of Birth: <DOB>
 <City/State/Postcode>

- Please send me information about leaving a bequest to Cancer Council Victoria in my Will
- I have already included a bequest to Cancer Council Victoria in my Will

Make sure to update your email address so we can send you a special thank-you message.

<LetterSalutation> there are three easy ways to make your gift:

- ✉ Return this form in the reply paid envelope provided
- ☎ Call Supporter Care on 1300 65 65 85
- 💻 Donate online www.cancervic.org.au/xxxxxxxxx

To manage how you would like to hear from us, please call us on 1300 65 65 85.



Funding Statements that Promote GIWs

Introduce a funding statement on everything that leaves the organisation.

Examples

Did You Know?

- 1 in 3 of our research grants are funded from Gifts in Wills
- 1 in 5 of our student scholarships are funded from Gifts in Wills
- 1 in every 3 dog or cats rehomed by XXX was made possible thanks to Gifts in Wills



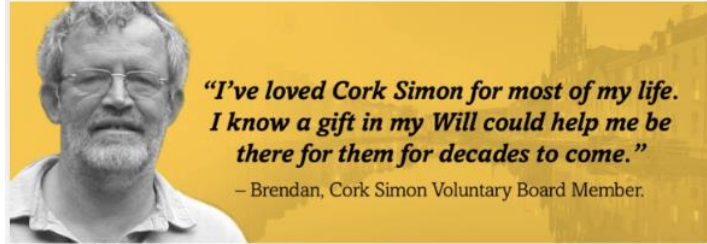
Anniversary Mailings



Stronger
Together



Great GIW Websites



GIFTS IN WILLS



Hi - I'm **Leona Walsh, Legacies Manager** here at Cork Simon. We are blessed that our supporters have enriched our community, with their generous gifts. What we achieved, with the amazing support of our donors, represents our community at its very best.

Please get in touch if you would like more information about leaving a gift in your will to Cork Simon. Rest assured that you are under no obligation and your intentions can change at any time.

PHONE: 021 4929 418

EMAIL: leona@corksion.com

If you are considering leaving Cork Simon a gift in your Will - thank you! An increasing number of our donors are choosing to remember Cork Simon in their Will - shaping a brighter future and continuing to care for people who are homeless in our community, even after they are gone. Any gift large or small makes a difference.

Considering your legacy is a very personal matter. Of course, you'll want to think of your family and loved ones first. But you can also provide enduring support for the cause you believe in. And we would be truly honoured to be part of your legacy.



It is very easy to leave Cork Simon a gift in your Will. You will simply need the following information for your solicitor:
 Cork Simon, St Nicholas House, Cove Street, Cork, T12 DEH5.
 Charity number: CHY9155.
 Registered Charity Number: 20022914.

The most usual gifts are:

1. A sum of money, which can be any sum of money that suits your circumstances.
2. A percentage of the value of your estate - this is formally called a **residuary gift**. It can be from 1% to 100% of your estate - whatever suits your own circumstances. Just 1% would be a fabulous gift to people who are homeless here in Cork.

If you would like more information, please call our Legacies Manager, **Leona Walsh** on 021 4929 418 for a confidential discussion, or email Leona. Rest assured that you are under no obligation and your intentions can change at any time.

Thank you for considering supporting Cork Simon with a gift in your Will.

Please take a moment to watch this short video of **George**, a supporter of ours who has left a gift to Cork Simon in his Will.



Thank you,

Leona

Leona

Related

[How we can get more for your donation](#)

[Tax Efficient Giving](#)

[Corporate support](#)

Most read

[Work with us](#)

[Donate](#)

[Factheets](#)

[Part time volunteering](#)



Sponsor a Room

As a Room Sponsor you will be helping to save lives. You give a monthly gift, in an amount you can afford, to provide someone who is homeless with a safe room of their own, everything they need with that, and a pathway to move into independent living, believing in people.



Christmas Cards

Our Cork Simon Christmas Cards are now available in packs of 12 cards featuring all four festive designs. Order your cards today to make sure you have them in plenty of time for posting.



Gifts in wills

If you know Cork, you know that we live in a caring community. That sense of belonging, that feeling of community was here before all of us - and will be here long after us. An increasing number of our donors are choosing to remember Cork Simon in their Will - shaping a brighter future and continuing to care for people who are homeless in our community.



Donate

"I'm living proof of the difference you can make when you support Cork Simon... Please will you help someone who is sleeping rough before winter arrives?"

[Donate](#)

Stronger Together

Baby Boomers to pass on \$224b a year by 2050



Aleks Vickovich

Wealth editor

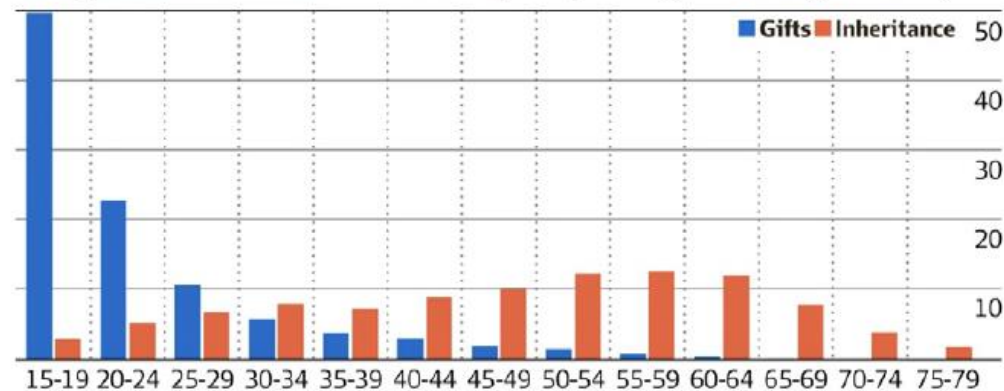
Dec 7, 2021 - 12.15am

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Baby Boomers will pass on an estimated \$224 billion each year in inheritances by 2050 as record housing and super wealth, and fewer heirs, create a \$3.5 trillion bonanza for younger generations, including the poorest Australians.

In the first-ever official study of wealth transfers in Australia, the Productivity Commission has projected a fourfold increase in the value of inheritances over the next 30 years.

Intergenerational wealth transfers by recipient age bracket (% of total)



Baby Boomers to pass on \$224b a year by 2050



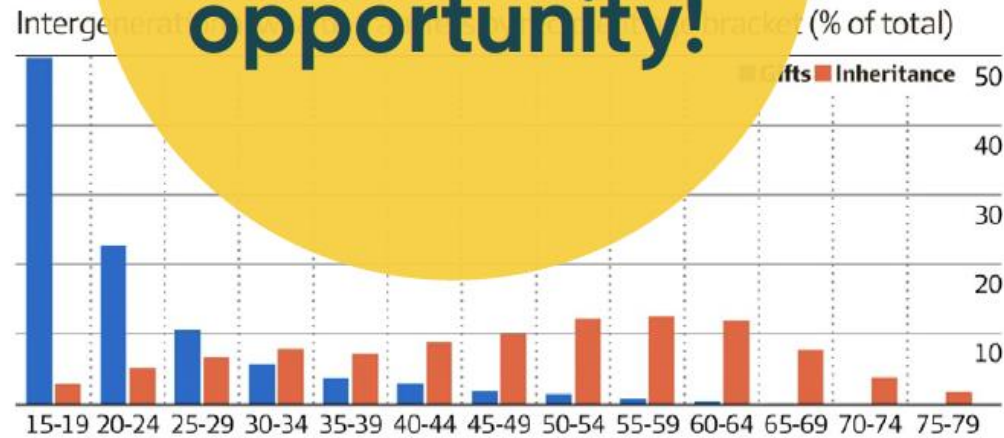
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In the first-... the Productivity Commission has projected a fourfold increase in the value of inheritances over...

Let's not miss out on this opportunity!



Thank you



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At the *heart*
of fundraising