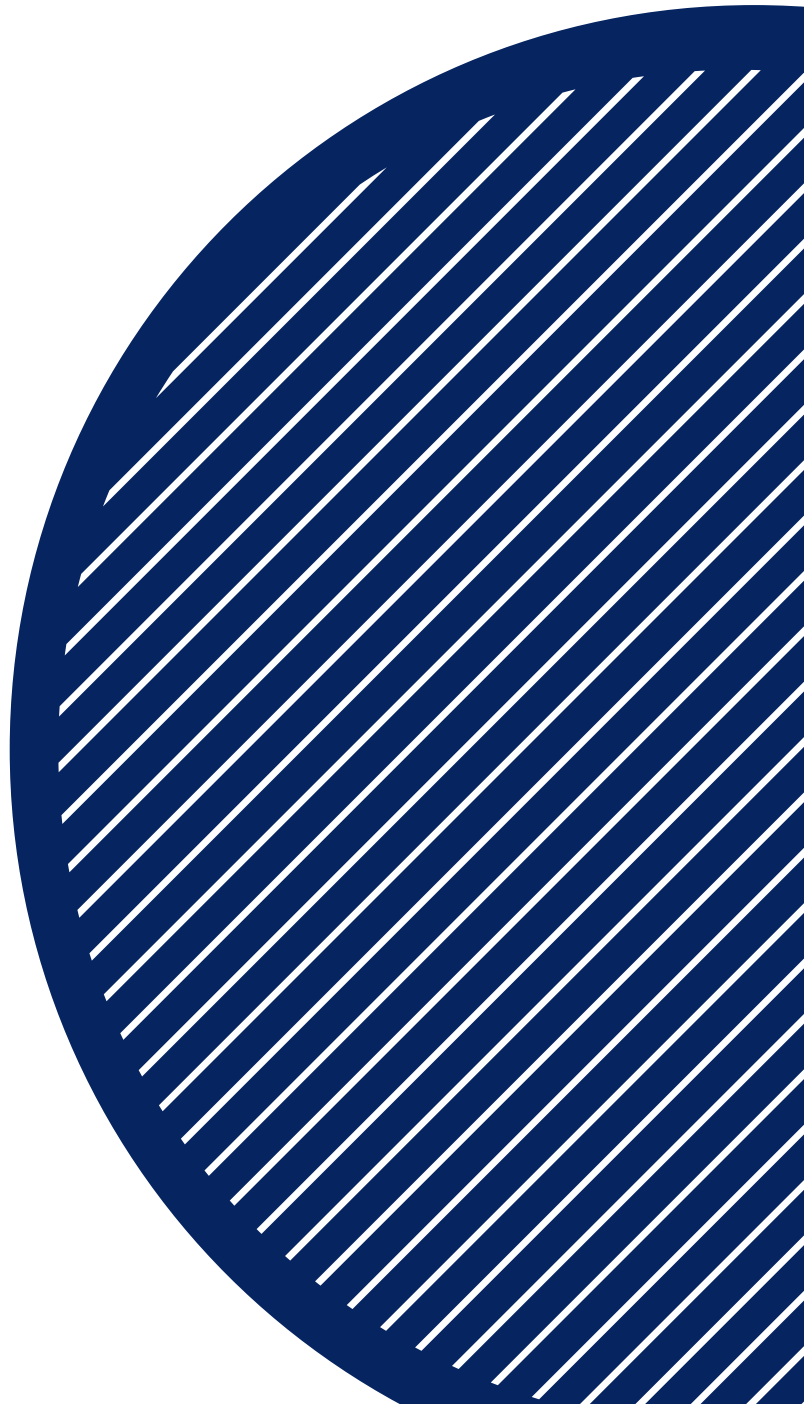




The Professional Body for Australian Fundraising

# MEDIA KIT



Fundraising Institute Australia (FIA) is the national organisation that represents professional fundraising in Australia. FIA has over 800 members, ranging from small to large organisations, which account for around 80% of the total fundraising revenue. These members are individuals and organisations that are dedicated to the profession of fundraising and share a commitment to the values of philanthropy.

Members and partners are invited to promote their brand, product, or service to the highly engaged audience of FIA members and professional fundraisers, including CEOs, Heads of Fundraising, and others in the sector.



# The charities/not-for-profit landscape in 2023

Number of charities:

46,456



No. of employees: 1.5 M

No. of volunteers: 4.0 M

Total revenue: \$198.5 B  
Donations/bequests: \$13.0 B



Top sources of revenue:  
Donations/bequests: 67%

FIA represents 8,500+ members from over 800 organisations.  
Over 100 FIA members have achieved their CFRE, an international accreditation for professional fundraising.  
We advocate on behalf of the fundraising sector to governments at all levels.  
In 2023, we submitted 8 papers to the government.

We promote and advance best-practice ethical fundraising through the FIA Code. We also provide training and professional education to build skills in fundraising.

8,950 fundraisers, CEOs and board members have taken the FIA Code training.



Over 1,000 participants in FIA Professional Education courses.

FIA holds an annual National Conference, created by fundraisers for fundraisers.

FIA state committees host regular member networking and events.

Over 1,200 attended the 2023 FIA National Conference.



Over 2,500 fundraisers attended 51 FIA state events around Australia.

Over 15,500 people subscribe to FIA emails.



FIA has over 20,500 followers on social media.

# Solus Email

Promotions can be sent to the entire community of fundraising professionals across the country or to one or more states.

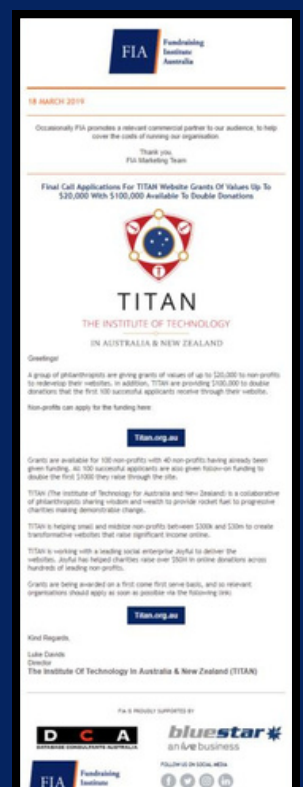
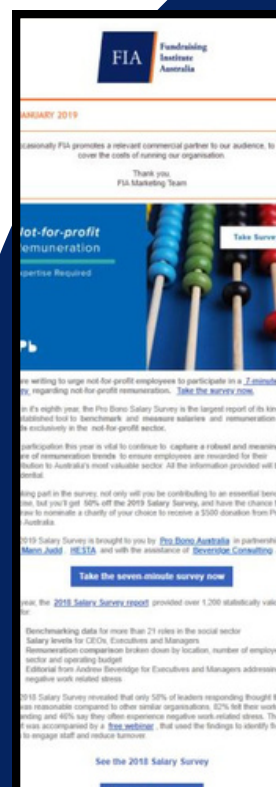
The average open rate for national emails is currently around 27%, which is well above the industry standard. To keep the open rates and audience interest high, we provide only one Solus email per month.

These emails are not personalised and feature a non-endorsement statement from FIA.

- Advertisers supply all copy and images.
- FIA approval on content is required.
- Content is due four weeks prior to send date.
- Send date is by negotiation.

## Specifications:

- **Header banner (JPG/PNG):**  
200px H x 650px W
- **Copy:**  
250 words minimum  
650 words maximum



# Solus Email

	Database Size (approx.)	Member Cost*	Non-Member Cost*
National	10,500	\$4,000	\$5,000
New South Wales	3,500	\$2,100	\$2,650
Victoria	2,200	\$750	\$1,250
Queensland	1,400	\$650	\$1,200
Western Australia	700	\$325	\$600
South Australia/ Northern Territory	570	\$275	\$350
Australian Capital Territory	240	\$150	\$200
Tasmania	200	\$150	\$200

\*Excluding GST

# Banner Advertising on FIA Emails

Promote your brand, product or service through banner advertising on FIA **Members Bulletins**, **Jobs Bulletins** and **Professional Education emails**.

Member Bulletin	
Banner Position	Footer
Frequency	Monthly (last Monday)
Database	National Members only - Approx. 6,200
Open Rate	Average 26%
Cost (excl. GST)	Member: \$210   Non-member: \$315

Jobs Bulletin	
Banner Position	Header or Footer
Frequency	Weekly (Wednesday)
Database	National - Approx. 10,700
Open Rate	Average 23%
Cost (excl. GST)	Member: \$420   Non-member: \$525

# Banner Advertising on FIA Emails

Professional Education Emails	
Banner Position	Footer
Frequency	Monthly (third Tuesday)
Database	National – Approx. 10,700
Open Rate	Average 31%
Cost (excl. GST)	Member: \$420   Non-member: \$525

- Advertisers supply all copy and images.
- FIA approval on content is required.
- Content is due two weeks prior to send date.
- Send date is by negotiation.

## Specifications:

**Banner Image (JPG or PNG)** 200px H x 650px W

# Sponsored Content in Emails

Engaging, non-competing content that benefits or provides value to fundraisers and the sector and ultimately promotes your brand, product or service can be featured as Sponsored Content in an FIA email.

Opportunities are available in **Member Bulletins**, **Job Bulletins** and **State Professional Development emails**.

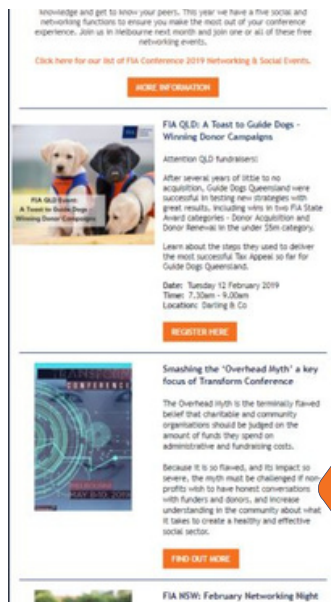
- Advertisers supply all images and copy.
- Content is due four weeks prior to send date.
- Send date is by negotiation with FIA.
- FIA approval on content is required.

## Specifications

**Banner image (JPG or PNG)**  
200–250 px H x 320 px W

**Copy:** 250 words maximum

### Member Bulletin



### Jobs Bulletin





# Sponsored Content in Emails

## Member Bulletin

Frequency	Monthly (last Monday)
Database	National Members only - Approx. 6,200
Open Rate	Average 26%
Cost (excl. GST)	Member: \$400   Non-member: \$600

## Jobs Bulletin

Frequency	Weekly (Wednesday)
Database	National - Approx. 10,700
Open Rate	Average 23%
Cost (excl. GST)	Member: \$650   Non-member: \$975

## State Professional Development Emails

Frequency	Monthly (third Tuesday)
Database	National - Approx. 10,700
Open Rate	Average 31%
Cost (excl. GST)	Member: \$650   Non-member: \$975

# Feature tile on Supplier Directory on FIA website

FIA frequently receives requests from the sector seeking access to FIA Code-compliant expertise. On our website, we offer a list of professional fundraising organisations who commit to following the FIA Code of Conduct.

Suppliers have the opportunity to showcase their organisation by featuring their logo in the top left-hand position of the Supplier Directory for a single month, once a year.

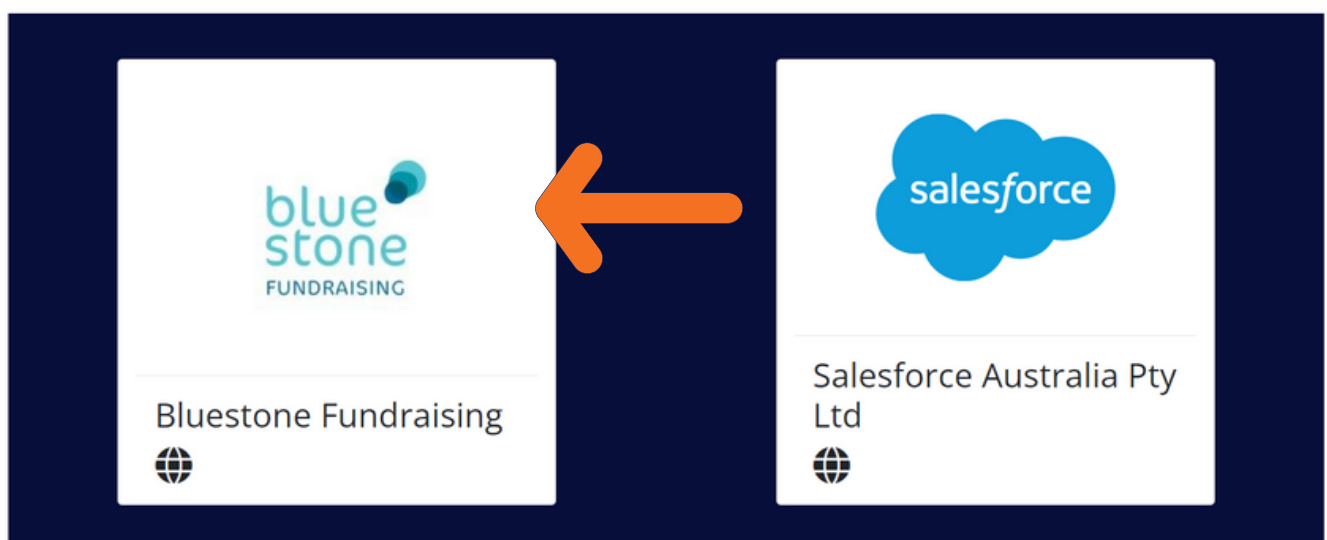
**Cost:** \$250 excluding GST

## Industry Consultants and Suppliers

### *Are you looking for fundraising expertise?*

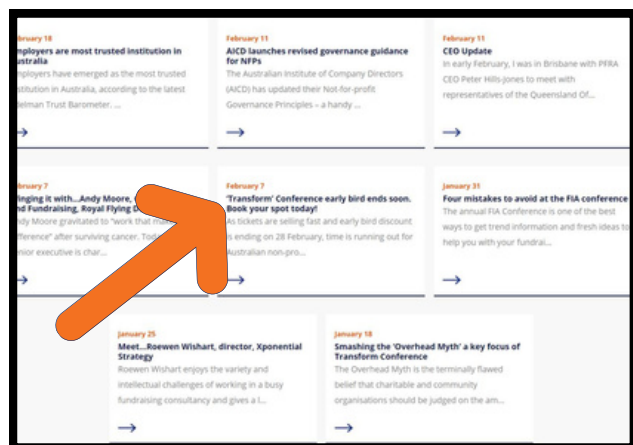
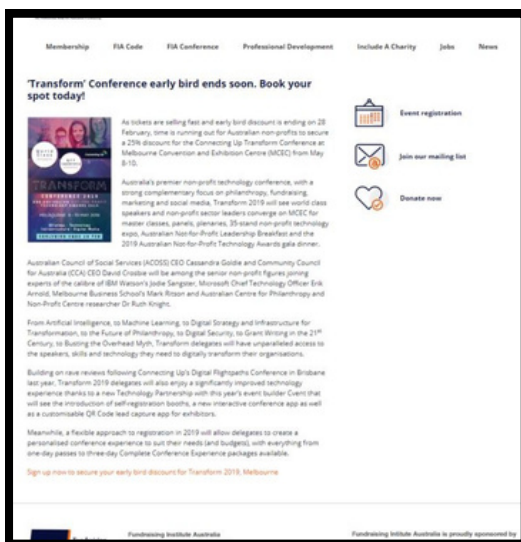
FIA receives regular requests from the sector wanting access to FIA Code compliant fundraising expertise. We are pleased to provide this listing of professional fundraising organisations operating across Australia. Please use the search function to find your supplier, review their summary page by clicking on their logo or visit the websites for more information. All organisations listed are FIA Organisational Members and agree to abide by the FIA Code of Conduct.

If you are already an FIA Organisational Member and wish to be listed in this directory, please email [members@fia.org.au](mailto:members@fia.org.au). If you interested in becoming a member, please contact us at [members@fia.org.au](mailto:members@fia.org.au) or by calling 1300 889 670.



# Sponsored Content on FIA website





Non-competing content that adds value to fundraisers and the sector can be featured as Sponsored Content on our website's News page for a maximum of four weeks. This can ultimately promote your brand, product, or service.



	Member Cost*	Non-Member Cost*
Website	\$500	\$750

\*Excluding GST

# Social Media

	Followers	Member Cost*	Non-Member Cost*
	11,725	\$250	\$350
	4,063	\$160	\$260
	1,438	\$110	\$210
	4,092	\$160	\$260
Packaged post on all 4 platforms	20,853	\$475	\$630
FIA share a post on any platform		\$50	\$100

## Specifications

- Advertisers supply all images, copy and links.
- Content is due one week prior to send date.
- FIA approval on content is required.
- LinkedIn images: 1200px W x 628px H.
- Twitter images: 1200px W x 628px H.
- Facebook and Instagram images: 1080px W x 1080px H.
- Videos must be less than a minute.

\*Excluding GST

# Advertising with FIA

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Get in touch with us to find out more

Email: [members@fia.org.au](mailto:members@fia.org.au)

Phone: 1300 889 670



The Professional Body for Australian Fundraising

Opportunities to advertise with FIA are correct at time of publishing (January 2024) and prices are subject to change.

All prices are exclusive of GST.