

# Fundraising Institute Australia

# Sponsorship Prospectus 2023/2024



Fundraising  
Institute  
Australia

# Foreword

Thank you for taking the time to consider sponsoring the initiatives of FIA.

With your assistance, we can continue to advance the fundraising sector and promote philanthropy, making a significant impact in many areas in which the charitable sector works.

In addition to the traditional sponsorship packages offered at FIA Annual Conference, there are a number of other opportunities throughout the year allowing you to consistently keep your brand top of mind in this large and influential market. There are a range of options to meet most needs and budgets and we are flexible to develop a bespoke package for your specific objectives.

We appreciate your interest, together, we can continue to make a positive impact on the fundraising sector and the important causes it supports.

## **Katherine Raskob**

Chief Executive Officer

Fundraising Institute Australia



# About FIA

Fundraising Institute Australia (FIA) is the national peak body representing professional fundraising in Australia.

**Our mission is to build a vibrant community of best-practice fundraisers and a culture of professional fundraising. We'll do this through education and training, support and advocacy, and the promotion and protection of the fundraising sector.**

## **We do this by:**

- Consulting with government, influencers and the community to set best practice standards and advance professional fundraising
- Developing and maintaining a self-regulatory regime in the FIA Code
- Providing professional development that gives fundraisers and organisations the tools, processes, training, and sector updates to fundraise with confidence
- Maintaining and making available the most comprehensive set of resources to support professional fundraising

FIA's network of more than 200 volunteers across Australia helps to provide thoughtful and helpful engagement as well as expertise, advice, tools and resources for professional fundraising.

# Membership

FIA is the only professional association to exclusively serve the needs and interests of Australia's fundraising professionals.

Members are organisations and individuals who are engaged substantially in the profession of fundraising. They share a common bond in their commitment to their profession and to the ideals of philanthropy.

We take a lead role in the direction and development of fundraising and have achieved significant outcomes for the sector and for fundraisers individually.

All FIA members are signatories to the FIA Code and agree to uphold the highest standards of best practice fundraising.

Membership enquiries:

Phone: [1300 889 670](tel:1300889670) or

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

[Membership - Fundraising Institute Australia \(FIA\)](#)

## Membership Types

### ❖ Organisational Membership

FIA represents **over 800 organisations** from small to large in capacity and accounting for around 80% of the fundraising sector. We support the entire fundraising team in each organisation helping them to achieve greater outcomes and bigger impact.

### ❖ Supplier Membership

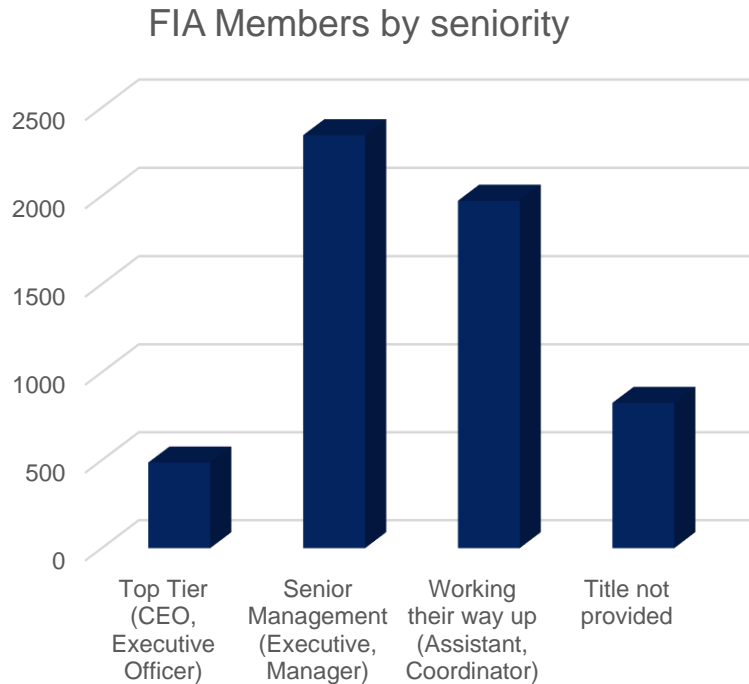
FIA also represents **over 130 organisations** who provide products and services to the NFP sector. We provide a directory to the sector featuring these members as FIA Code compliant operators and they promote their companies on a dedicated website page linked to this directory.

### ❖ Professional Membership

There are **over 680 professional fundraisers** who have shown their individual commitment to be best-practice fundraisers by becoming Professional Members and use the professional membership suffix.



# Reach an ideal target audience



**Approx. 11,000 subscribers** receive regular email communications

**20,000+ social media followers**



FIA represents **7,500+ members**



**1,200+ conference attendees** annually





# **FIA Sponsorship Opportunities 2023-2024**

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# National Awards for Excellence in Fundraising

The annual **National Awards for Excellence in Fundraising** are a key component of FIA's commitment to champion best practice in fundraising.

The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. They celebrate fundraisers' hard work and success across the year, provide an opportunity for acknowledgement by their peers, and promote the role of fundraising in improving our society.

Sponsorship also includes the Fundraisers' Gala Awards Dinner, the most significant event on our sector's social calendar, attended annually by over 500 fundraisers and their suppliers.

Our awards program remains contemporary and relevant for our members, and due to sponsorship, we offer free online entry for all FIA members.

Supporting these important awards will provide substantial exposure to an engaged audience of sector-leading professionals via the following platforms:

- Intensive promotion of the awards from June to March including any related follow-on promotions across all FIA communication channels (**early commitment will ensure maximum exposure**).
- Inclusion in the announcement of award finalists at State end-of-year celebrations
- Inclusion in the announcement of award winners at the Fundraisers' Gala Awards Dinner at the annual FIA Conference

[FIA National Awards for Excellence in Fundraising](#)

FIA

NATIONAL AWARDS  
FOR EXCELLENCE  
IN FUNDRAISING



# National Awards for Excellence in Fundraising

## Principal Awards

An opportunity for your organisation to be associated with FIA's Awards for Excellence in Fundraising at the highest level.

The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. The awards encourage the highest standard of professional practice and promote the role of fundraisers in making our society a better place to work and live.

### Key Benefits

- Prominent sponsor acknowledgment on FIA Awards website, all related social media posts and all related EDM's from the call for submissions announcement in July 2023, at every end of year State event, through to the Gala Awards Dinner in February the following year (early commitment guarantees enormous exposure).
- Opportunity to address the audience at the Gala Awards Dinner
- Acknowledgment on all printed collateral (e.g. tickets, menu booklets, awards booklets, awards display wall in exhibition hall and more)
- Priority seating at the FIA Gala Awards Dinner

Individual & **Organisational Awards** sponsorships are also available across a broad range of categories.

## Young Fundraiser Award

An opportunity for one organisation to be associated with FIA's Young Fundraiser of the Year Award.

This award recognises individuals 30 years and younger who have already made an outstanding contribution to fundraising in Australia.

### Key Benefits

- Prominent Sponsorship Acknowledgment at each State End of Year event.
- Opportunity for one representative to attend each State End of Year event.
- Seen as the provider of the scholarship for all State winners to attend the annual Conference and Gala Awards Dinner
- Early commitment guarantees maximum exposure
- Acknowledgment on all related printed collateral
- Logo display on the FIA Website, related certificate and trophy
- Priority seating at the FIA Gala Awards Dinner
- Sponsor is seen as provider of the scholarship for The National Young Fundraiser of the Year's trip to the AFP Conference in the US.

# FIA State Events Program

Throughout the year, fundraisers have a wide selection of local State based events, held in-person or via Zoom, that offer helpful insights and expertise on an array of fundraising subjects.

Partnering with **FIA States** provides access to fundraising professionals of all levels via a wide range of professional development, networking and other events throughout the year.

**Current opportunities per State include (but are not limited to):**

- FIA {State} Sponsor
- FIA {State} Professional Development Event Sponsor
- FIA {State} End of Year Awards and Celebration Partner
- FIA {State} Special Event Partner
- FIA {State} Venue host, Catering, Other In-kind
- FIA {State} Virtual Event Sponsor

Multi-state sponsorship opportunities are available, please get in touch to discuss this further.

[Your Local FIA - Fundraising Institute Australia](#)

## Key Benefits

- Opportunity to attend (selected packages include complimentary registrations)
- Acknowledgment on related registration page, social media and EDM's leading up to event
- Banner placements at the events along with verbal acknowledgment in welcome and/or closing address.
- Certain packages include opportunity to address attendees



# FIA Annual Conference

FIA Conference is the perfect place to promote products and services, launch new ones, share information and network with peers. Involvement as a sponsor or exhibitor allows connection and engagement with fundraising professionals, CEOs and influential decision-makers from a wide variety of organisations.

## FIA Conference 2023 Overview

Attendee registrations continue to increase.

Year	2023 Melbourne	2022 Sydney	2021 Virtual	2020 Brisbane
Delegates	1193	889	607	869

- Delegates rated their overall conference experience **8 out of 10**
- **81%** of sponsors and exhibitors felt they met with their target audience
- Delegates rated the relevance of exhibitors **4 out of 5**
- Sponsors rated the value for money at the conference **4.5 out of 5**
- **38%** of delegates would categorise themselves as senior level fundraisers, while **20%** were early career or just starting out

## Key Benefits include:

- Supporting the FIA Conference shows commitment to the fundraising sector and alignment to the peak body representing fundraisers in Australia
- It is the largest gathering of professional fundraisers in the Southern hemisphere
- The FIA Conference provides the perfect platform to launch or demonstrate products or services to your target audience in a captive environment
- It is an opportunity to meet and network with other organisations in the sector and build strong industry networks
- Provides an opportunity for one-on-one market research through discussions with attendees and other organisations

## Upcoming FIA Conferences:

- 2024 – Brisbane: 28 Feb-1 Mar
- 2025 – Sydney: 11-14 Mar
- 2026 – Melbourne: Dates TBA

# FIA National Mentoring Program

The **FIA National Mentoring Program** is a cornerstone program that promotes connections and skills development for fundraising professionals.

It has grown year on year and now connects 100 mentor and mentees from across the sector. The program draws participation from all levels and fundraising specialities to guide and mentor other fundraising professionals in their career development and aspirations.

## Marketing & Promotions

An intensive marketing and communications program is developed to support and promote all aspects of the mentoring program throughout the nine months it runs.

## Key Benefits

- Acknowledgment and logo inclusion across the promotional campaign (early commitment ensures maximum exposure)
- Prominent logo placement on FIA Website Mentor Program pages, all related e-communications and social media posts.
- Opportunity to address the mentors and mentees involved in the program and workshops.

[FIA National Mentoring Program - Fundraising Institute Australia](#)

Key Dates	
5 June 2023	Applications Open
28 August 2023	Program Starts
4 September 2023	Welcome Session for FIA National Mentor/Mentee Program (Online Zoom)
September 2023	Workshop 1 (Mentor/Mentee) (Online Zoom)
November 2023	Workshop 2 (Mentor/Mentee) (Online Zoom)
March 2024	Workshop 3 (Mentor/Mentee) (Online Zoom)
24 May 2024	Program Closes (Online Zoom)



# FIA National Partnership

FIA National Partnership is available to those looking for multi-level acknowledgment across the FIA membership.

This opportunity is subject to FIA Board approval and is reserved for organisations that share FIA values and goals and are looking for a wide range of opportunities to be recognised as the FIA National Partner.

The FIA National Partner will be acknowledged across 200+ events per year with an audience of 10,000+ attendees giving them prominent profiling to a targeted audience in the sector.

## Key Benefits

- Acknowledgment across multiple FIA websites such as:
  - [FIA Website](#)
  - [FIA National Awards for Excellence in Fundraising](#)
  - FIA dedicated Annual Conference Website
- Acknowledgement on all electronic and printed communications
- Special mentions at all State and Professional Development events throughout the term of agreement
- Sponsorship acknowledgement on relevant collateral, signage etc at the FIA Annual Conference and the FIA National Awards Gala Dinner
- Preferential booking of an exhibition stand at the FIA Annual Conference
- An agreed number of solus EDMs to the FIA database
- An agreed number of social media posts to promote the sponsor's key initiatives.

For more information on the opportunity for National Partnership with FIA, please reach out. We will be able to discuss the inclusions that align with your objectives and tailor a package that suits your goals.

# Special Events

Throughout the year FIA hosts special events. This is a great opportunity to target a niche audience with exclusive or joint sponsorship opportunities.

## **FIA Data Week** (1-5 May 2023)

These lunch and learn sessions and panels bring together data experts from our membership to share insights to support your strategies and procedures to enhance your fundraising outcomes.

[More information - FIA Data Week 2023](#)

## **Healthcare Philanthropy Virtual Conference** (2-3 August 2023)

FIA and Association for Healthcare Philanthropy (AHP) join forces to present the Healthcare Philanthropy Conference. This virtual event, held over 2 x ½ days will feature Australian and international experts in healthcare philanthropy.

[More information – Healthcare Philanthropy Conference](#)

## **Key Benefits**

- Logo placement on event registration website
- Acknowledgment on all social media and EDM's related to the event
- Acknowledgment during the welcome address
- Logo placement on the holding screen at the event
- Acknowledgment in all related communications with the registrants leading up to the event.

Please reach out if you have an idea for an event or would like to be named sponsor of one of the FIA special events.

# Advertising with FIA

## Advertising/Media Opportunities

We invite Members & partners to further promote their cause, brand, product or service to our highly engaged audience of FIA members and professional fundraisers, including Heads of Fundraising, CEOs and others in the sector.

Promotion can be to the entire community of fundraising professionals across the country or to just one specific state.

FIA send a variety of alerts, some to their entire database, others exclusively to Members and some just to targeted groups or locations.

We also offer a solus EDM built solely for you. To maintain open rates and audience interest, solus EDM's are only offered monthly. The average open rate for national EDM's is currently about 27% which is above industry standard.

Bespoke advertising packages can be negotiated with the marketing department to suit your specific business objectives.

[Download the full FIA Media Kit](#)

# National Recruitment Campaign

FIA is passionate about promoting fundraising as a profession. We train fundraisers new to the sector and continue supporting their professional development throughout their career.

Fundraising is a misunderstood profession and there are many myths about it that we endeavour to correct in our communications and messaging. The culture of the sector is unique due to the power of a collective with a common goal of making the world a better place. Whether it be the environment, animals, the elderly, the disabled or the unwell, thousands of dedicated individuals choose to use their multiple skills for the purpose of organisations raising valuable funds to treat, cure, save, prevent and much more.

Never more than now has the sector faced such challenges in attracting more people to this incredibly rewarding profession. Many people come to the not-for-profit sector a little later in life, when a need to give back becomes strong and the desire to be fulfilled in a job that is more altruistic, leads them to the charitable sector. We therefore have a workforce of people we hope to convert to the profession.

That said we also want to plant the seeds of fundraising as a profession earlier in a person's life, starting at school and in the tertiary education system. Young people are the future generation of fundraisers and donors. We already see them taking strong stances on many issues which is a growing trend and one we'd like to procure.

We have investigated ways to approach the objective of educating Australia better and to guiding people to a career in fundraising.

One option was created in partnership with an award-winning agency Host Havaas who have come up with a unique proposition using a chat bot to achieve some of the objectives above. We are now at the stage of development which requires sponsorship and investment.

We invite you to contact us to see the full presentation on this unique opportunity.

Contact Sally Shepherd at your convenience [sshepherd@fia.org.au](mailto:sshepherd@fia.org.au)



Please talk to us about any of the opportunities in this prospectus which may align with your business, sales and marketing objectives. We'd love to customise a partnership that maximises the outcomes you want.

**Lindsay Wallace**

Manager Events and Sponsorship

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# Thank you for your interest and we look forward to working with you!

