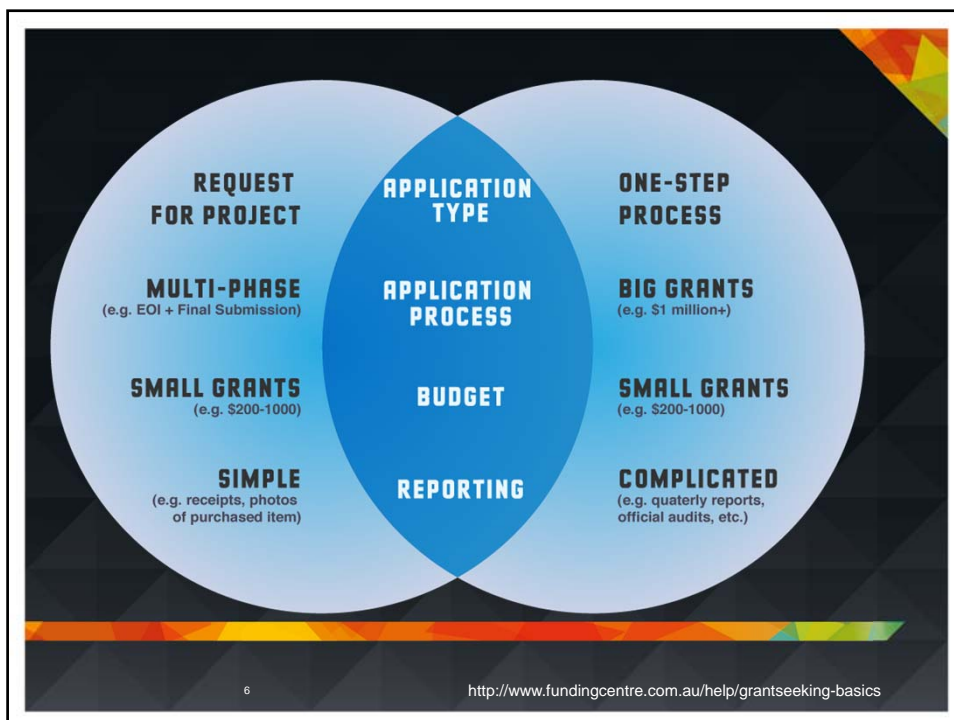


Over \$10 billion per annum for:

- Animal Welfare
- Arts & Culture
- Children & Family
- Community Services & Development
- Disability
- Economic Development
- Education, Employment & Training
- Emergency & Safety
- Environment, Conservation & Heritage
- Faith & Spirituality
- Gay & Lesbian
- Health & Wellbeing
- Indigenous
- Infrastructure
- International
- Multicultural
- Older People
- Rural & Regional Development
- Science & Technology
- Sport & Recreation
- Women
- Youth

21/07/2015 5 Source: The Easy Grants Newsletter Mar 13



5 Rules of Grants Readiness

1. Know Yourself
2. Build True Partnerships
3. Plan, Plan, Plan Plan – Plan!
4. Know Your Funder
5. Create a Winning Proposal

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http://www.grantwriters.org/assets/documents/grant_readiness_checklist.pdf

Pillar 2: Donations

\$ Major donations are the quickest , easiest and most productive way of raising funds

\$ Attracting a major donor is no easy task, but it's definitely a profitable one. Learning where to find and how to approach a major donor are the two most important pieces of the puzzle.

Aim to convert:

Small donors into medium donors into major donors

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<http://www.fundingcentre.com.au/help/major-donations>

Major Donors V Small Donors

\$ Only need a couple each year to do well

V

\$ Need 100's -1000's each year to do well

\$ Lots of planning and hard work

V

\$ Even more planning and hard work

\$ Fastest way to raise a substantial amount

V

\$ Slower way to raise substantial amount

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<http://www.fundingcentre.com.au/help/major-donations>

Think of people who fit at least 2 of these 3 C's:

Capable:

Do they have the capacity to give a major donation?

Concerned:

Do they give to not-for-profits?

Do they have a connection to the cause you support?

Is it likely they will want to give to your group?

Connected:

Find somebody with a connection to your organisation. Your best prospect will almost certainly be someone you already have contact with, or could be in your database. Look for emails with domain names that indicate high income, look for somebody who has given often and over a long period.

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<http://www.fundingcentre.com.au/help/major-donations>

5 Tips to Approaching a Major Donor

1. Know the prospect
2. Get them interested
3. Get the right person to talk
4. Ask for the money directly
5. Ask for their friends

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<http://www.fundingcentre.com.au/help/major-donations>

Pillar 3: MEMBERSHIPS/ALUMNI

- Brings together all the people who are interested in what you do
- Provides an important fundraising backbone

Membership, alumni and friends-of schemes can be invaluable in generating a constant stream of revenue, providing a little more income flow certainty.

Balance the need to draw funds from your members with the need to keep them happy.

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<http://www.fundingcentre.com.au/help/membership-basics>

WHY MEMBERSHIPS?

1. To generate a recurring and (hopefully) ever-growing revenue stream for your group
 - » Money can be used on unrestricted basis
 - » Scheme can be structured so there is a constant flow of revenue
2. To offer your supporters a chance to deepen their commitment to your organisation and what it does
 - » Increases loyalty from supporters who will become advocates for the organisation and its work
 - » Members may become regular donors as well

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<http://www.fundingcentre.com.au/help/membership-basics>

Pillar 4: CROWDFUNDING

\$ Crowdfunding is an online fundraising campaign for a specific project.

\$ Crowdfunding is a way to raise funds by selling tangible and intangible rewards via an online crowdfunding platform.

\$ A project must have a funding goal and a time limit (usually 1 to 60 days)

\$ Most crowdfunding is 'all or nothing', but can be 'keep all', 'tipping point'

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<http://www.fundingcentre.com.au/help/crowdfunding-basics>

SOME CROWDFUNDING SITES

ASSOB – Australian Small Scale Offerings Board	Ready Fund Go
Cleantechfundr	Sportaroo
Chuffed	Sproutback
Giggedin	Stage Label
iPledg	Startsomegood
OZCrowd	Teambus
Pozible	Thibkable
Publizer	Thunder Funds

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www.crowdfundit.com.au/2012/12/18/crowdfunding-platforms-in-australia

Pillar 5: EVENTS

- \$ Functions**
- \$ Dinners**
- \$ Awards nights**
- \$ Fetes/fairs**
- \$ Grand openings/launches**
- \$ Record attempts and 'thons**
 - Walkathons, readathons, rideathons, longest ever bellydancing session, most people hula-hooping at one time, etc.

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<http://www.fundingcentre.com.au/event/home>

Reasons to run a special event

- \$ To raise money
 - \$ To get publicity
 - \$ o raise awareness
 - \$ To improve reputation
 - \$ To say thanks
- \$ Remember to pile on the secondary fundraisers!

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<http://www.fundingcentre.com.au/help/special-events-basics>

Pillar 6: Sales – ‘Untied money’

You can boost your coffers by charging for:

- what you do
- what you have – car park, building, high traffic wall space, soccer nets, soccer field, vehicles, office equipment, etc, etc
- what you know
- what you can sell –
 - » Things that you sell as an adjunct to what you do – for example, if you provide training, can you sell drinks? Can you make money from providing a coffee cart at your sports events or concerts?
 - » Things that you can sell purely for fundraising purposes – i.e. product-based fundraising, such as the classic chocolate drive.

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<http://www.fundingcentre.com.au/help/earned-income-basics>

Have a thorough sales plan

1. Make sure you are selling something that people want to buy
2. Ensure you have the skills and people-power you need to sell it
3. Sell it at a price that will be acceptable to your potential buyers
4. Ensure you're not lumbered with any unsold stock

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<http://www.fundingcentre.com.au/help/earned-income-basics>

Pillar 7: Sponsorship (Community/Business Partnerships) Top 10 Rules

1. There's no such thing as free money
2. Sponsors don't have to love you
3. Look for a good fit
4. It's a job for a team
5. Vaccinate against logo-itis
6. Get started early
7. Get it in writing
8. Aim high
9. Allow time for relationship building
10. Get educated

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<http://www.fundingcentre.com.au/help/top-10-sponsorship>



Event Marketing Workshop Leveraging your event

12 August 2015
1 – 4.45pm
Lake Kawana Community Centre

Rosanna Natoli – Network Seven
Richard O’Leary – My Weekly Preview
Julie Cullen – Sunshine Coast Destination Ltd
Caroline Campbell – Network Seven

Leveraging your event
Learn how to excite the media with Rosanna Natoli from Seven and Richard O’Leary from My Weekly Preview before Julie Cullen from Sunshine Coast Destination Limited talks about how to leverage your RTO. Caroline Campbell wraps it up with her tips for sponsorship success

PRIVATE AND CONFIDENTIAL 22