

FUNDRAISING

New Zealand

just because it's
hard, don't stop!
new zealanders
still generous
– page 4



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- new zealand red cross fundraising campaign for victorian bushfires
- is your sponsor living up to their promise?
- people in fundraising – rosemary ledingham



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TONY PILALIS & ASSOC. LTD

PO Box 1666 Paraparaumu Beach 5252 tony@tpassoc.co.nz

Contact: Jeff Brown Tony Pilalis
04 298 5858 04 904 3747

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FUNDRAISING NEW ZEALAND

po box 1666, paraparaumu 5252

editorial 04 528 0742

advertising 04 904 3747

fax 04 528 2588

email heather@foresee.co.nz

email tony@tpassoc.co.nz



heather newell

– publisher
foresee communications ltd
po box 40-767
upper hut
business 04 528 0742
fax 04 528 2588
heather@foresee.co.nz



tony pilalis

– publisher
tony pilalis & associates
p o box 1666
paraparaumu beach
business 04 904 3747
mobile 027 44 77 8 55
tony@tpassoc.co.nz

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editorial...

evolution of a unique publication results in market leadership

The first thing you'll notice about this edition of *Fundraising New Zealand* is that it looks different – it's bigger with a slight name change. In March 2002 the publication first appeared as a 'give away' with 5000 copies distributed each month nationwide; so that makes us seven years old this month. There have been a number of changes over the years so what better time to continue with the evolution of this unique publication than on our birthday. Happy Birthday *Fundraising New Zealand!*

"As publishers, this milestone has motivated both Heather and myself to look back on those early days and acknowledge the incredible support we have had from the fundraisers of New Zealand. Support has come not only through your patronage but also with your contribution of fundraising articles and case studies, participation as our 'People in Fundraising,' or being profiled in the 'Fundraising Ferret'. Your comments and reports have often contributed to the news items, sometimes controversially, that grace our front page," says Tony. "The publication has always been about promoting and celebrating fundraising with an

emphasis on learning," continues Heather, "but that doesn't mean we've been shy about expressing our opinions or about voicing concern for the sector. We were once threatened with a defamation suit but, thankfully, a good relationship with a lawyer put paid to that pretty quickly!"

Fundraising New Zealand, as this country's only dedicated subscriber publication for the fundraising sector, not only uncovers news about fundraising but also presents educational insights, identifies changes and trends, and profiles the sector's best and brightest people. "Motivating New Zealand fundraisers

to document their knowledge and success, and gaining the confidence of experienced campaigners to share their quite private and confidential information, has been a huge endorsement of the integrity of our operation," says Tony. "Presenting New Zealand's fundraising commentary is a privilege and we are committed to presenting our readers with the best."

Heather comments that the monthly publication fits perfectly with her company's ethos, that it's better to teach someone to fish than to give them food. "We believe that we're providing fundraisers, whether they are individuals working in isolation, as part of a national team, or as a consultant, with knowledge and learning that they can really learn from and use. But more than anything we believe we're promoting generosity and a sense of community spirit."

During the last six months Heather and Tony have been reviewing the content and style of the publication, talking to subscribers, to sponsors and other interested parties. "We've always been more along the lines of a journal than a newsletter or a magazine," says Tony. "As we begin series twelve we thought the time was right to look at our achievements and ask ourselves whether we're meeting the market needs. Our readers have been telling us that they'd like to see some shorter material that's quick and easy to read, but they've also been telling us that they appreciate the in-depth studies like our recent direct mail benchmark piece."

The direct mail piece compiled by Tony was another important milestone for the publication. There has been, literally, no benchmarking material in the public domain for fundraisers outside of what has been achieved by this publication. The first *Fundraising in New Zealand* direct marketing study was published in 2003. Now this second report has added even more depth and insight to everyone's understanding of what can be achieved using direct mail fundraising. "Through our success with this report we intend to produce

yet more benchmarking material over the next few years. We've been looking around the world for standard measures of fundraising success and hope to have our own version of a regular survey going by 2010," says Tony. "Material like this is a huge benefit for our subscribers, ensuring that they get incredible value for money on the subscription fee."

The upshot of the review is that, from this point, (Series Twelve Issue One) the publication has a totally new look. Its mission though, will stay the same. "After 77 issues," says Heather, "I think we can be confident that we know what we are talking about, and we will be around for the long haul. In the early days we only committed ourselves to one series of six issues, just in case we ran out of content or ran out of steam." Today this publication involves many people working from journalism, research, sales, administration, proofing, layout, printing and despatch, and input from Foresee Communications, Tony Pilalis and Associates, Wyatt and Wilson and Marketing Impact.

As the new presentation gets underway, readers can expect to see a slightly expanded focus to include some aspects of running a not-for-profit that impact on the fundraiser's role – governance, volunteer management, and budgeting for example – all important skills which recognise that the task of fundraising is important across all roles in a not-for-profit, (not just for the fundraiser), but for the board members, the CEO and the volunteers.

Upcoming content will include a series on grassroots fundraising, continued profiles of people in fundraising, case studies of the good and not so good, and a look at this year's professional development offerings. "There will also be the usual in-depth review of some aspect of fundraising," says Heather.

Fortunately for our valued current and future subscribers, some things don't change. The subscription fee for the bigger, brighter and more informative *Fundraising New Zealand*, remains the same. ■

10 tiny fundraising checks that a chief executive should do in 2009

- 1 Act like a prospective donor and call your organisation (or get someone to do this for you) to see how the phone system and receptionist treat you.
- 2 Check your website to ensure your "donate now" pages are working and that all links are working.
- 3 Get someone to send an email seeking information about donations or bequests and check the response is efficient and accurate.
- 4 Spend a day answering donor e-mails or donor enquiries.
- 5 Make a house-call with your bequest manager or make an appointment to visit a significant donor or funder.
- 6 Read through all your donation material or promotional material to check that it's still relevant and to ensure the details are all up to date.
- 7 Add a paragraph to your email signature promoting donations and calling for support, and ask all staff to do the same.
- 8 Try a few different Google searches to find out where your organisation ranks in your sector. Think like a donor and search according to certain key words. If you don't rank on the first page you need to change your web copy to include important key words.
- 9 Review your expenditure and ensure that everything you purchase is either essential or is adding value to the mission of your organisation.
- 10 Review the results of the above checks with your staff and set key performance indicators to ensure all activities are carried out to the highest standards. ■

just because it's hard, don't new zealanders are



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At a recent workshop to discuss the effect of the recession on nonprofit organisations, it was clear that many organisations felt that fundraising was simply too hard in the current market and, therefore, not worth the energy, effort and investment required. For many of these organisations government contracts and fees for services were the principal sources of income, philanthropy being about 20% of their income. Sponsorship, in particular, was raised as a difficult source of income.

The workshop hosts were the Federation of Voluntary Welfare Organisations and Philanthropy New Zealand, along with the Office of the Community and Voluntary Sector. The invitation-only audience heard from panel speakers representing funders, fundraisers, economists, and sectors such as the Pacific Island community and the Maori community. In the afternoon working groups, there was little interest in tackling issues around fundraising and funding, with most chief executives preferring to tackle issues about leadership and increasing collaboration. Out of the sixty attending chief executives only three people attended the breakout group on fundraising/funding issues, and none of those three were chief executives.

Feedback from the sector in general is that some organisations are deciding to focus only on the major sources of their income – contracts and fees for services – and to abandon any investment in philanthropic fundraising. Capital campaigns are also being put on hold because of the downturn in the economy.

Yet with the right cause, an appealing case for support, the right target market, a good relationship with donors and a little creativity, New Zealanders and our Australian counterparts are proving to be as generous as ever.

The Australian Bushfire Appeal is one such example. All

stop! still generous



© The Washington Times – Agence France – Presse Getty Images

round the country, individuals, supporters, celebrities, sports people and communities are continuing to display a generous spirit which saw the New Zealand Red Cross raise more than NZ\$1.4million (including the \$500,000 from the New Zealand Government) just seven days after the appeal was launched. The total had climbed to nearly NZ\$2million towards the end of February. On his recent visit to Australia, New Zealand Prime Minister John Key handed over the NZ\$2million cheque to Australian Prime Minister Kevin Rudd.

In Australia the total raised by mid February was at AUS\$50million. New Zealand Red Cross was not the only contributor to the Appeal. Trans-Tasman personal connections to the communities affected by the fires have inspired fundraising efforts.

Organisers of the Otago (car) Rally have decided to involve this year's events in the fundraising appeal. Over the past few years the Otago Rally has attracted many Australian competitors with up to 15 Aussie crews regularly

competing in what is widely regarded as the Southern Hemisphere's foremost classic rally.

This time, event organisers decided they would do their small part in helping to rebuild the communities devastated by the fires – many of which were regular stops on the Victorian rally calendar.

The 2009 Otago Rally will donate \$150 from every entry fee received from the Australian competitors directly to the Confederation of Australian Motor Sport (CAMS) bushfire support appeal. All contributions will be donated to CAMS members and the communities who have been affected by the fires.

“With the expressions of interest that we've received so far this should amount to about \$1500 in total,” Oakley added. “We know that this is a drop in the ocean compared to what will be needed, but we hope this small gesture will be of some help.”

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In a recent editorial by Ashburton Guardian editor John Schalch, the newspaper is again urging its community to raise funds – this time for the Australian bushfire victims.

The Ashburton community followed the paper's lead in a pre-Christmas effort to rebuild supplies for the Salvation Army food bank. Funding boosted the Army's coffers by \$8000. The paper, thrilled with the community's fundraising efforts (described as "empathetic and generous"), initiated the fundraising for the Bushfire Appeal with a \$1000 donation urging its community to put the same effort into raising money for their trans-Tasman neighbours. The paper also contacted locals within the affected Australian communities offering to "adopt a town" to focus efforts on what one town may need to rebuild. Mr Schalch described their response to the Ashburton Guardian's efforts, "they were overwhelmed by our offer to "adopt" their town, and almost tearful that people from another country would step in to help when the chips are down."

The paper and a local bank will be establishing a trust account for the fundraising.

Even sporting clubs who need to fundraise for their own activities are thinking generously. Early reports of the devastation motivated the Auckland Racing Club to tag all admission fees/gate sales for the Valentine's Day "Ultimate Valentine's Party" at Ellerslie to go towards the Victorian Bushfire Appeal. Auckland Racing Club CEO, Chris Weaver, commented that, "With the death toll rising and the number of families being rendered homeless increasing by the hour, the Auckland Racing Club feels it's important to do our bit to help out our friends across the Tasman. We hope that our contribution will assist even in some small way."

The Black Caps also responded quickly by wearing black arm bands at the fourth one-dayer against Australia in Adelaide on the 10th of February, in recognition of Victoria's bushfire victims.

They have also made a financial contribution and donated a signed series shirt which will be auctioned off to raise money. Black Caps spokesman Stephen Hill says they are pleased to contribute. "It's such a huge tragedy. It's on everybody's thoughts to some extent; I think it's great the way that sports teams – not just in cricket but other codes as well – are getting in behind the bushfire appeals and making contributions."

The Australian players are donating their match fees, their shirts will also be signed and auctioned, and there was an appeal running throughout the telecast. Celebrities announced major donations during the match.

And at the corporate level, The Commonwealth Bank

50,000 CD's
sold in 11 days,
raising estimated
AUS\$500,000



promised to donate \$100 for every run scored and \$5,000 for every six during the cricket match.

The Australian Super 14 sides also donated to the cause by having collection points at their rugby games during that weekend.

Slightly more commercial in their support, celebrities such as Bruce Springsteen, Billy Joel, Andre Rieu, Midnight Oil and Delta Goodrem are among dozens of high profile artists who have thrown their support behind the fundraising efforts.

Lars Brandle, Brisbane, reports for billboard.biz that American superstars Springsteen and Joel along with Aussie acts Midnight Oil, Goodrem and John Farnham have donated songs for a CD, "Bushfire Aid – Artists for the Bushfire Appeal," which should be available in Australian stores towards the end of February.

Separate from the CD sale, the affiliated electronics company Sony Australia has pledged a cash donation of AUS\$100,000 to the Salvation Army Disaster Appeal and an additional AUS\$100,000 worth of vouchers enabling families struck by the bushfires to replace goods.

It's also significant that in March a second discussion paper on generosity has been launched by participants in the Promoting Generosity Initiative. The initiative, which has been fostered by Volunteering New Zealand, Philanthropy New Zealand and the Office of the Community and Voluntary Sector, has brought together interested parties to discuss and promulgate the ways of promoting generosity amongst New Zealanders. This second discussion paper looks at the value of generosity and outlines the many different ways that generosity can contribute to society. The sixty people that came together in 2007 to create a vision for generosity felt that success should not be fundamentally defined by the amount donated or the number of hours volunteered, but instead by the attitudes and beliefs of New Zealanders.

Surely the contribution offered by New Zealanders to the Australian bushfire appeal is proof enough that, despite the economic climate, we have not lost our generous spirit and that there is still value in the continuation of philanthropic fundraising. ■

In this report we suggest that the spirit of generosity is still with us despite a tightening economic climate. The question remains though, is this simply a response to a major crisis and therefore something extraordinary? We would welcome feedback and discussion from readers on this topic and plan to bring further viewpoints in future issues.

Further to our article on pages six to eight, we profile the New Zealand Red Cross fundraising campaign for the Victoria Bushfire Fund.

the facts ...

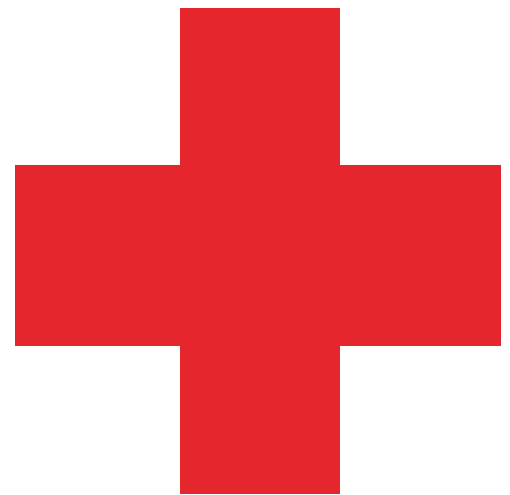
According to provisional official figures the bushfires have claimed 210 lives, destroyed at least 2029 homes, and left more than 330,000 hectares of land burnt out and 7000 people homeless. As mentioned in the previous article, many New Zealanders have contributed in different ways to the 2009 Victorian Bushfire Appeal. Here we profile the New Zealand Red Cross fundraising campaign for the Victoria Bushfire Fund.

The Australian Red Cross appeal was launched by Victorian Premier John Brumby and by midway through February the Australian total was at \$50 million. The New Zealand Red Cross also launched an appeal and within seven days over NZ\$1.4million had been donated (including \$500,000 from the New Zealand Government). The total climbed to nearly NZ\$2million towards the end of February.

Clare Cain, National Fundraising Manager for New Zealand Red Cross, told *Fundraising New Zealand* that, "We're overwhelmed by the generosity of New Zealanders for this appeal. It's very heartening. So far, nearly \$650,000 has been raised just through the 0900 phone number, \$320,000 online through the website, \$23,000 at Auckland Airport and," says Clare, "the Rugby Union has raised a huge amount through various activities. There's also been a lot of mail and lots of cheques."

Donations were solicited through a number of avenues including their website, internet transfer, calling the 0900 number to make an automatic \$20 donation directly into the ASB Bushfire Appeal account, making deposits at Kiwibank branches, through Red Cross service centres, or by sending in a cheque to the Red Cross National Office.

Also contributing to the philanthropic spirit of the fundraising, New Zealand Red Cross has not deducted any administration, telecommunication or bank fees so that 100% of the donations go to the appeal. Also Telecom has made the commitment to not charge New Zealand Red Cross for the use of the 0900 line, ASB will not be charging New Zealand Red Cross bank/credit card fees on Bushfire Appeal transactions and New Zealand Post will contribute the postage for New Zealand Red Cross to send out tax receipts for phone/cheque donations.



**NEW ZEALAND
RED CROSS**

New Zealand Red Cross is not seeking volunteers to assist with the bushfires and the Australian Red Cross has asked that people do not make donations of goods as cash donations are the most effective way to assist in this kind of disaster.

Key New Zealand businesses to partner NZ Red Cross in this appeal are:

- ANZ
- Auckland Airport
- Bank of New Zealand
- Cathedral of St Paul, Molesworth St, Wellington
- Diners Club - donate your Diners Club Reward points to the Appeal
- Fairfax Media
- Kensington Swan
- Kiwibank – Fiver for the Fire Appeal – the account number for payments: 38 9008 0825825 00.
- Marlborough Wine and Food Festival
- Milford Mall, North Shore
- New Zealand Post
- New Zealand Rugby Football Union
- New Zealand Symphony Orchestra
- Pumpkin Patch – add a donation to your purchase and Pumpkin Patch will match it dollar for dollar
- Royal New Zealand Returned and Services Association
- www.Givealittle.co.nz

The Red Cross has also reported that a number of schools have held mufti days, coin trails and other activities to collect for the fund, while many children have generously donated their pocket money. ■

your questions answered

In this series of *Fundraising New Zealand* we take you back to the most basic of fundraising questions and answer some of those tricky but essential questions about getting started.

This month we look at emerging organisations and address the issue of where to get started when you have a good idea and that's about all.

Dear Fundraising New Zealand

We have a good idea for a charitable trust but we are just starting out. We have no paid employees, no plans, no database of supporters, no systems, no brand and no assets. Where do we start? Who will fund us?

There is no magic bullet for an organisation just starting out. The truth is that the person who feels most passionate about the cause will contribute the first donation, and having done that they can then ask others to contribute. If you are the one asking this question, then you must show your commitment first before you can hope to persuade anyone else. The same principal applies to all fundraisers. If you make your own donation, it's certainly easier to ask others to do the same.

Starting a non profit organisation is just like starting a business. You need to decide on a legal structure, you need some basic equipment and you need some capital to carry you over until you start to make a profit. The same is true for a non profit, and your donation is the same capital investment that's required in a business. Having got yourself started, you can then approach others to "invest" in your cause.

The amount you contribute is not particularly relevant but may be proportionate to your level of commitment. The more passionate you feel, the more you may want to stretch yourself.

A group of women decided to start a Riding For the Disabled organisation in their local community. They had the opportunity of buying a suitable piece of land but absolutely no money in the bank. They went to the bank and asked for a loan, offering security against their own assets. The bank lenders were persuaded by their passion, and their security, and so the loan was raised. Today this Riding for the Disabled owns the land freehold, they have an indoor arena and are just about to embark on their third capital project. They always tell the story of their own commitment when asking for donations.

Your non-profit organisation is always going to be dependent on the generosity of people for their money, their time and their commitment. According to research



on the non-profit sector, about 43% of total non-profit income comes from philanthropic giving and volunteering.

Generosity though, is not just about your organisation. Donors and volunteers also derive their own benefits. At the individual level, community involvement can be inspirational, giving people a sense of belonging, assisting them to obtain new skills and knowledge, as well as helping them lead a full life.

The organisation Philanthropy New Zealand, promotes generosity amongst New Zealanders. It has a number of examples of how people support the charitable sector on their website.

Jeremy and Ben give away one third of their pocket money. Every week they save a third, spend a third and drop a third into their moneybox marked 'charity'.

It takes them roughly a year to fill the moneybox. When it is full, their parents match the amount, then the boys do some research and give to a cause that matters to them. This year they had \$180 each to give.

13-year-old Jeremy gave to Aids in Africa while 9-year-old Ben gave his share to Darfur, the capital of Sudan. They used the Internet and spoke to experts to find the organisations they felt would use their money wisely.

Both boys have a simple explanation for why they give. Jeremy: "It feels like the right thing to do." Ben adds "Imagine if everyone filled a moneybox once a year and gave it to charity. That would be a lot of money going towards helping others."

I believe that a few dollars from someone who can least afford it is the most valuable gift, and one that you want to celebrate. ■

is your sponsor living up to their promise?

In this article, Kate Russell, Chief Executive of the Cystic Fibrosis Association of New Zealand, talks about the responsibilities and obligations of, as she describes them, ‘promises made and kept’, by both the sponsor and the sponsee.

This knowledge is based on a significant history of building sponsorship partnerships in order to ‘lower core costs’ through the sponsorship of budgeted activities (newsletter, travel, print, web site development, etc.) as well as attracting cash sponsorship to cover programmes and development activities. Current sponsors partnering the Cystic Fibrosis Association include L J Hooker, Roche, Ebos, Boehringer Ingelheim, Hertz, Turners & Growers, Zoom Room and Buddle Findlay.



In the business world we talk about contractual obligations. In the philanthropic world, the underlying terminology is the same but the rights and benefits conferred in the sponsorship relationship beg a slightly softer term. I prefer to talk to my sponsors in terms of ‘promises made and kept’ on both sides. After all, the best sponsorship relationships involve the hearts and minds of our sponsors and not simply their “bottom line”.

There will come a time in all fundraisers’ careers when a sponsor simply is not living up to their obligation and it is important that remedial action be taken early to avoid a bad end to what started out as a very positive relationship.

Where the promised money is not flowing into the charity concerned, it is very easy to assess, flag and remedy, except in rare cases where payment of sponsorship fees becomes a legal issue. It is important to always take a legalistic approach to contracts with sponsors, ensuring that the contract contains all the necessary legal language to avoid doubt or incorrect interpretation. Charities tend to be reticent about involving lawyers in such arrangements, but money spent (if you don’t have a pro bono legal advisor) at the front end with legal advice can avoid significant heartache later.

It is on benefits and obligations, other than the precious dollars, that review and remedial action becomes a bit more ‘fuzzy’. Use of logos, presence on website, access to mailing lists, advertising, advice etc are all benefits in many contracts, yet how often do we take stock of how well our sponsor stacks up and take action to encourage better levels of participation where appropriate?

A six-monthly marketing review, which involves marketing/

sponsorship executives from both sides of the table, will allow for frank discussion about how each party has performed and strategies for enhancing that work for the future before poor performance leads to a breakdown in the relationship. Setting dates for review and assessment shows your sponsor you are serious about helping them to achieve their marketing objectives and that you have a formalised approach to appraising your business success.

Key elements to include in your sponsorship contract that provide platform for review and remedy are:

- Period of the contract with precise dates for payments, review and re-sign
- Brand use (with form guides for both parties and rules for consultation on brand and logo use)
- Non assignment rules – can your sponsor sell-on to their clients the benefits you offer them?
- Costs and benefits
- Who is responsible for what? (specific names of those responsible for managing the relationship on either side)
- Reporting – How much and how often, and by whom to whom
- Review dates for your team and theirs to come together
- Termination or resign

Having a set marketing plan for the relationship as a whole also helps in the avoidance of doubt on rights and obligations. Your marketing plan should include such things as:

- What is it that we are trying to achieve and what does our sponsor want to achieve?

continued on page 17

people in fundraising

rosemary ledingham

alzheimers, auckland



When people ask me how I ended up working as a fundraiser for Alzheimers Auckland, I sometimes tell them that I trained in Agriculture and they both begin with A! Perhaps I was destined to be involved in fundraising – aged about seven years I pasted homemade library cards in all the animal related books in the house and tried to lend them to friends and visitors for a donation of one old British penny to go towards the PDSA (Peoples Dispensary for Sick Animals).

Charitable involvement continued in high school with time as Treasurer of the school fundraising gymkhana and, once I was working, volunteering with RDA and SSPCA (Scottish Society for Prevention of Cruelty to Animals – on the fundraising committee). Stints on committees as wide ranging as the Scottish National Farmers Union, my children's High School Board, sporting groups, and the Northern FINZ committee have also given me a wide experience from a broad point of view.

In a roundabout way my degree and experience in agriculture has fitted me for fundraising. Many of the skills required are the same: clear thinking and analysis, good planning, budgeting and financial management, research, written and verbal presentation skills. In my roles as Agricultural Advisor and then as Executive Officer of a pedigree cattle society, relationship building came to the fore. These roles necessitated being able to talk to, build up the trust of, and service the different needs of people ranging from the elderly small farmer with a few stock, through to directors of multi-national companies who also happen to have a farm, to the extremely business minded management teams of large farming operations. Multi-tasking, being accountable to stakeholders, managing events, sponsors and volunteers also cross over both my agricultural and fundraising roles.

I stepped in to fundraising when I emigrated to New Zealand about 13 years ago. With my farming background I fell in to a role with IHC in Northland as a fundraising co-ordinator with their calf scheme as a major drawcard (farmers donate a calf at birth to IHC, who then receive the money when it is sold). It was a lucky break as IHC gave me a good grounding, enabled me to attend Fundraising 101 and the FINZ conference. I also had two current Fellows of FINZ and CFREs (Certified Fund Raising Executive) Stephanie Maitland and Jim Datson as my mentors. During a spell working with North Haven Hospice I undertook a feasibility study for the opening of their first Hospice shop which has gone on to be an extremely successful venture – an example of that research, planning and analysis I mentioned earlier.

One thing I have found is that fundraising can become all consuming which is one reason why I took a break for a couple of years before moving to Auckland and my current role. It is important to manage your time well, be able to switch off or take breaks, and even to learn to say “no”! To me, one of the highlights is the amazing and interesting people we are privileged to meet, including clients, donors, sponsors and others in the industry. The varied nature of the job, especially as I am “the” fundraiser here at Alzheimers Auckland, not being in an office all the

time, and knowing that you can make a difference, are all important to me.

As the only fundraiser in the organisation and moving to Auckland, the FINZ learning lunches have been a great source of networking and knowledge. I feel that I have gained much from my time on the FINZ Northern committee as well as being able to contribute. To anyone starting in, or even well on the way through, a career in fundraising I would say, "find a mentor!" – someone with whom you can share successes, disappointments, ideas and who you can ask for help. It may just help for someone to give that objective look at your direct mail letter that you have read so many times it is too familiar to judge dispassionately, or to help with wider issues.

The challenges of the job are to be able to deliver the goods! At Alzheimers Auckland the challenge for me over nearly 3 years here has been to increase the fundraising income to enable us to more than double our staff numbers (from 7 to 16 and soon to be 19) and provide essential increases in our free dementia support services. Our challenge for the future is to reduce dependency on grants, expand different income streams, and increase the proportion of sustainable income. Dementia is not a "trendy" disease, it is not photogenic and at Alzheimers Auckland we are about ongoing support not a "miracle cure" which all adds to the challenge. We started from a fairly low profile

with a lot of stigma still attached to dementia and there was also some internal relationship building to do after a spell of staff and organisational changes.

“It is important to manage your time well, be able to switch off or take breaks, and even to learn to say “no”!”

The current economic climate will make things more difficult for all charities, particularly the smaller ones with little or no financial reserves. I have noticed a catch 22 situation when endeavouring to increase income and build up some reserves that some funders, while saying they want to donate to sustainable groups, then reduce or cease to give because you have funds in reserve. We cannot survive "hand to mouth", especially when such enormous external changes take place as we have seen in the financial situation over the last year and with more difficulties to come.

Despite the economic climate, we have just run the Alzheimers Auckland annual fundraising golf tournament at which all the sponsorship opportunities were filled. We were also over subscribed by companies wanting to take part. This participation level is a reflection of the excellent reputation this event has built up, showing that if you organise well, pay attention to detail, and build up key support the effects of the adverse outside (financial) climate will be somewhat mitigated.

'Fundraising is about people not dollars' – I'm not sure where I first saw this quote but it is the relationship building which leads to the dollars and it is what I enjoy most about my role as a fundraiser. ■

'Remember to have a Plan B when rain cancels play after six holes'

Despite the rain, this 2009 Annual Golf Day organised by Rosemary still went on to earn \$120,000 for Alzheimers Auckland.



Fundraising and Sponsorship

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Foresee's director Heather Newell is a leading commentator in New Zealand's sponsorship and fundraising industry. Heather set up Foresee Communications in 1993 in response to a need in the marketing and communications industry for a specialist fundraising and sponsorship consultancy.

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aids foundation and related groups balance out the recession

LGBT organisations recently announced widespread effects of the recession, not only on their fundraising, but previous “guaranteed” income from a number of funding sources.

Due to a large reduction in regular funding coming in from the ASB Charitable Trust, HIV support network Body Positive Auckland have had to cut services for 2009 as well as staff. Auckland City Council’s Community Support Fund has been reduced by \$1 million, which will impact on rent payment money for Body Positive’s newly-expanded premises. Regular LGBT community events and organisations like the popular Heroic Gardens have decided to donate their money elsewhere. Early in 2009 management made the difficult decision to make an experienced part-time media liaison person redundant after three years in the job.

LGBT phone counseling service OUTLine NZ has been warned to expect less money from their major funders. “While we hope to maintain all current services, there will be some cuts,” admits General Manager Lesley Belcham. “Traditionally we have raised funds from a variety of different sources but one of the first signs that the economy is affecting fundraising is the decreasing amounts of donations that OUTLine NZ receives.”

Long-running and well-respected LGBT youth organisation Rainbow Youth Centre coordinator, Daniel Chorley, explains, “In the wake of the financial crisis, trusts and

businesses are tightening their belts. . . With less money to go around, organisations are looking for money from funds they would have not previously applied for, meaning greater competition for existing funding and grants. This sort of trust grant funding is vital to our organisation’s operation.”

Mr Chorley further explains, “The economic slowdown will not impinge on our long term goals and strategies; hopefully it will give us an appreciation for obtaining funding, and drive us to look at more sustainable options in the near future.”

New Zealand’s largest gay community-based organisation, The NZ AIDS Foundation, has a three-year fixed contract signed with the Ministry of Health, keeping it financially secure until late 2011.

NZAF Executive Director Rachael Le Mesurier says the contract “gives us good financial security. It means we’re less likely to be at the whim of things like the global credit crisis.”

The organisation gave Body Positive a one-off \$80,000 grant last year to help it grow into its larger premises and to assist with their K’ Road HIV testing clinic. ■



new year answer to school fundraising crisis

Two new initiatives where Canterbury schools take healthy commissions on goods and services bought by their communities might save them just as other fundraising sources are drying up.

The new programmes are timely as it was revealed late in 2008 that Canterbury schools are struggling after a \$42 million slump in locally raised funds.

A local business has developed a system where schools and other groups receive commission from goods bought from a catalogue that the schools send to their communities. Fundraising Solutions Director, Rob Ballantyne, says, “People have 10 days to place their orders for products in our Sure to Raise catalogue and the schools take between 20 and 40 percent of the purchase price for everything sold.”

The products available are mainly household necessities and are all environmentally friendly. “By encouraging parents to buy some of their goods, like laundry powder, from the catalogue, they can help their schools without needing to spend extra money,” says Mr Ballantyne.

The second initiative is an affiliate programme offered by local company, Adcard Limited. It provides business card advertising systems in high foot traffic areas. “Our system is called Autopilot Fundraising. It’s referral-based and requires no selling on behalf of the school,” says Adcard Director, Nic Dale. “It’s simple and effective. The school introduces us to a business that then hosts, or is promoted in, an AdCard display. The school gets 10 percent of the ongoing income earned. Autopilot Fundraising provides an income stream for schools by working with businesses rather than putting more pressure on busy families within the school community,” commented Mr Dale.

Schools are heavily reliant on fundraising. In 2007 a massive 38 percent of school funding came from charitable goodwill or optional fees. “If the slump continues, our pupils will ultimately pay the price. The beauty of our systems is that they provide ongoing income for 2009 and beyond and don’t require staff time or parents digging deeper into their pockets,” concluded Messrs Ballantyne and Dale. ■

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breast cancer awareness month raises over \$1 million

The New Zealand Breast Cancer Foundation raised over \$1.3 million dollars through major fundraising activities during Breast Cancer Awareness Month.

The 'Pink Army' of volunteers collected almost \$805,000 during the national Pink Ribbon Street Appeal on October 10. Retail sales of pink pins and wristbands through schools, clubs and small business generated a further \$250,000. Community giving from individual fundraising efforts has raised \$104,000 to date. An additional \$180,000 was raised through the Dove Pink Star Walk and strategic partnerships with Firestone, Bunnings, Loyalty NZ, and Kiwi Blue. The Dove Pink Star Walk, held in The Auckland Domain raised a total of \$45,000 while Firestone's Pink Cap Drive raised over \$60,000 and Kiwi Blue donates \$75,000 annually from sales of bottled water.

Throughout the country over 4500 volunteers contributed to the Pink Ribbon Street Appeal which is the Foundation's major fundraising activity. However, based on the experience of previous street appeals, a final figure will not be available until later this year after all accounts are reconciled and the Foundation's annual report is published. Executive Trustee Heather Shotter says that, so far, the result is impressive with the downturn in the economy. "We are ahead of where we were last year which is an excellent result – especially in the current economic climate."

The New Zealand community has shown great support for Breast Cancer Awareness Month through a range of activities held on behalf of The New Zealand Breast Cancer Foundation. Heather Shotter says it's great that so many people are getting behind the cause. "It is important we do not get complacent. Early detection is still our best protection against breast cancer. We are an ageing population and the incidence of breast cancer is greatest in women aged 50 – 69. This, coupled with the uptake of free screening mammograms for women aged 45 – 69, means that the rate of diagnosis will continue to increase."

The funds raised from Breast Cancer Awareness Month enable The Foundation to extend their grants to public health organisations to assist them to buy better diagnostic equipment for breast cancer patients. Ms Shotter is enthusiastic about the application of funds raised from Breast Cancer Awareness Month. "We will continue to get those key life-saving messages out around the country through our free seminars and educational resources, and continue to advocate for better treatments for women with breast cancer. For those women who already have the disease, we want to expand our support and rehabilitation programmes throughout New Zealand." ■

house for hospice auctioned by harcourts for \$565,000

Over half a million dollars was raised just on Christmas time, for Hospice Waikato's two building programmes – the Rainbow Place for children and the new 10 bed care facility.

The Harcourts Hamilton auction resulted in the \$565,000 sale of a brand new Hamilton house built to benefit the charity.

The four bedroom house on a 700m² section was designed and built by Downey Designer Homes with support from dozens of Waikato firms. The section was purchased at a cheap rate from developer Jon Webb. The house was marketed and auctioned by Harcourts Hamilton, with the bulk of the proceeds from the sale going towards the completion of Hospice Waikato's children and young people's facility, Rainbow Place, and the respite care centre at the palliative care provider's new Hillcrest site.

Harcourts Hamilton Co-owner and General Manager Brian King says achieving a good sale price was a fantastic result for the hospice's end of year fundraising campaign.

"I'm absolutely thrilled for Hospice Waikato," he says. "They do a superb job in our community providing support to terminally ill people and their families, and it's been a pleasure for Harcourts Hamilton to be able to help them to raise some much-needed funds.



"All Blacks Richard Kahui and Stephen Donald were there to lend their support so that was great. They helped us auction off a signed All Blacks jersey for \$5000, then it was time for the main event – the auction of 17 Aquila Crescent.

"There were hundreds of people there, a great buzz and some very strong bidding," he says, "with the property eventually being sold under the hammer for \$565,000 to a family who wish to remain anonymous."

Hospice Waikato CEO Elizabeth Bang says the auction result was a fantastic Christmas present. "The completion of our new facilities is a huge step closer now thanks to the success of this campaign. I couldn't ask for a better [result] for the hospice

and the people we serve. I can't thank everyone who has been involved enough!"

House auctions like this and the Hospice Hibiscus Coast one that brought in hundreds of thousands of dollars for the associated non profit, may be a thing of the past says Foresee Communications Director, Heather Newell. "With the economic crisis not having an "end by date", these effective fundraising activities and events may no longer bring in the big money as previously achieved. Organisations are going to have to re-examine the potential effectiveness of their fundraising programmes and aim for more sustainable means of income." ■

continued from page 11

- What are our objectives and what are theirs?
- Who are we trying to reach?
- Do we have any crossover in our target markets?
- What do we know about each other's market?
- What are their preferences? Buying behaviour?
- How do they feel about new ideas?
- What are the key things we need to do in order for this plan to be a success?

Developing a list of 'must haves' for your relationship will allow all parties to focus on what is important in the service delivery components of your relationship:

- What is the climate in which we are operating?

- What are the factors in the marketplace that might limit either party from being successful? For instance, the current economic climate may be a limiting factor in many relationships over the coming months.

In the end, the charity must never be afraid of letting their sponsor know if they are not living up to their end of the bargain. In this way, one of two things will happen as it might in any 'relationship'. Either both parties agree on improvements and the relationship ends up stronger as a result, or you rid yourself of an unproductive relationship. Whichever way the end result is positive. ■

the fundraising ferret



The Cystic Fibrosis Association of New Zealand (CFANZ) has recently appointed Islay McLeod to the role of National Fundraising Manager.

Islay describes her responsibilities in this newly created position as, "Increasing awareness, understanding and positive perception of the Cystic Fibrosis Association while,



at the same time, increasing the revenue through a comprehensive programme of public relations campaigns, special events, awareness promotions, advertising, media releases and media coverage." Most recently, Islay has been Events and Fundraising Co-ordinator for a local Christchurch children's charity to cover parental leave. Prior to that, she was Events Manager for the Christchurch City Council having previously held a similar position for Dunedin City Council. Even before that Islay was, for ten years, Managing Director of her own Wellington based corporate communications company, Media Connections, with one major client for those ten years being the Lottery Grants Board. At CFANZ she will be one of three full time and three part time staff. "The Cystic Fibrosis Association is well regarded as a worthy cause and the Chief Executive, Kate Russell, is exceptionally highly respected so I am able to combine all my personal working-life mandatories in employment at CFANZ ... working for a reputable and essential service provider, working for a boss I respect, working for an organisation with strong operational ethics, being able to bring all my experience, network contacts and expertise into my new position while accepting the challenges of the reason why CFANZ exists. I'm the ideal Fundraising Manager, really, very entrepreneurial on the "getting of money" but quite McCawber-ish about the spending of it. Maybe it's just my Scottish heritage and Presbyterian/born-in-Dunedin background and upbringing?"

Scouts New Zealand has appointed Jessica Pigg to the position of National Fundraising & Marketing Manager.

This appointment coincides with the April 2009 launch of a vibrant new brand for Scouts New Zealand which will include a publicity bungy-jump and a showcase event at Parliament to be hosted by Hon. Paula Bennett – Minister for Youth Affairs. This new position of National Fundraising & Marketing Manager is based at Scouts National Office in Wellington and helps support regional development managers in Auckland, Hamilton, Wellington, Christchurch and Dunedin, as well as the organisation's huge volunteer base. Jessica has relocated to Wellington from London where she worked for Vital Regeneration – a charity delivering community and youth volunteering projects in some of the city's most deprived areas. "I'm thrilled to be on board at such an exciting time for Scouts New Zealand," says Jessica. "There are 16,000 Scouts in New Zealand and this number is growing every day. We really believe in the value of the work we do – challenging young New Zealanders to be active, extraordinary, and adventurous." Scouts equips young people aged from 6 to 26 with life skills of problem-solving, teamwork, citizenship, healthy living, and providing young people with access to a large range of outdoor activities and to specialised caving, photography, flying, canoe, mountain-craft and snow schools. Jessica also has a particular interest in the great value of working with partner organisations in order to expand the organisation's knowledge and widen its reach. "We are seeking a major corporate sponsor for the role of Official Sponsor of Scouts New Zealand – a unique opportunity to reach young New Zealanders and their families."



The Editor of The Fundraising Ferret is always pleased to hear who is new to fundraising and who has moved within the industry. All leads to The Ferret at tony@tpassoc.co.nz

“We’re providing knowledge and learning that people can use regardless of the level of fundraising they’re at.”

Heather Newell

“Not only do I talk to the most inspirational people but I also constantly expand my own fundraising knowledge.”

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