



Established in 1946

Part of the Uniting Church in Australia and UnitingCare network of agencies

Mental health and emergency relief

Based on Chapel Street, and service South Eastern Melbourne

Provide assistance to around 3,500 - 4,000 people each year

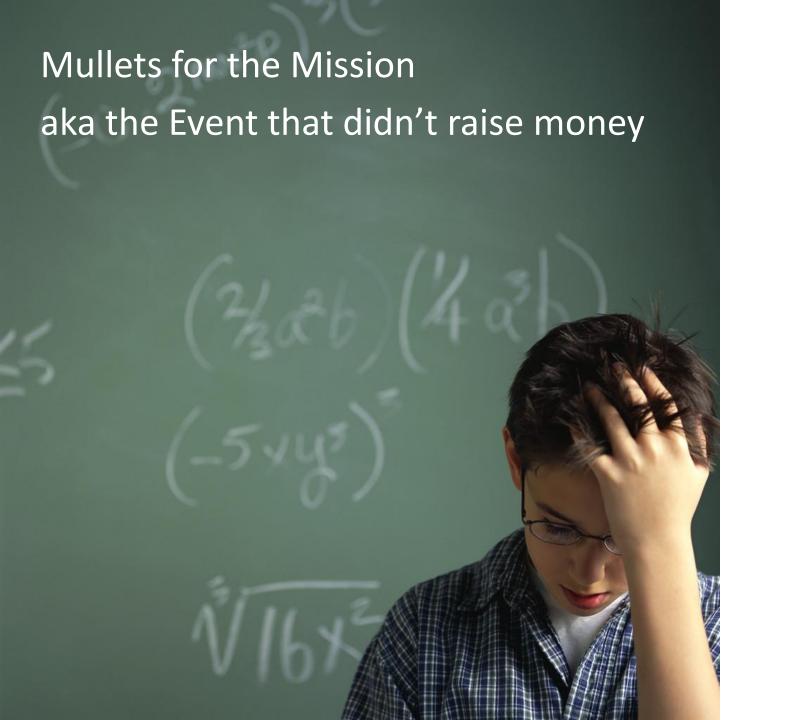
\$11million operation - 60% of income comes from local, state and federal

government funding

8-15% from fundraising

remainder from Op Shop, café and catering sales and service fees







- Footy Lunch in Sept
- Sports, Australia, blokes
- Unique and fun concept to create a point of difference
- Celebrities







The Plan

To raise \$25,000 From 150 guests

Through
Income = \$39,000
Ticket sales \$18,000 (150 @ \$120 each)
Sponsorship \$15,000
Donations \$3,000
Grand Auction \$3,000

Expenses \$14,000
Catering
Print, design
Audio Visual
Table decorations

Total raised after expenses = \$25,000

What we actually raised -\$2,000

So what went wrong?



- The fundraiser was unable to make the ask for sponsorship income
- We didn't sell enough tickets
- In the lead up the fundraiser was away for 5 weeks
- Not enough promotion around the event
- Raised \$10,000 and after expenses loss of \$2,000



Lessons Learnt

- Have the right person who can make the ask
- Allow enough time to organise the event
- Have enough people to work on the event
- Have a cut off date if you need to cancel event without losing money
- If you don't have enough or the right resources, then say NO!



- Fashion Show
- Collaboration with Fashion School
- Restyling, reusing
 Op Shop clothes
- Melbourne fashion designers



The Plan

To raise \$20,000

Through ticket sales, clothing sales and

Expense budget \$500

donations





THE PLAN WORKED!

- Raised \$40,000
- Over 400 guests
- 150 new donors
- Extensive mainstream and online media coverage
- Cost \$500



Lessons Learnt

- Students gained work experience, Cert V in Event Management, 60% final year mark
- Cost 10 hours of my time; 27 students @16 weeks full time
- Students making the 'ask' was highly successful
- Students had an extensive networks for ticket sales and donations
- Pop Up shop worked better than auction –relevant to audience
- Students worked social media hard and it paid off
- Victim of our own success



2011 Christmas Appeal Direct Mail Acquisition

This is a Christmas Appeal Letter from Prahran Mission

We know you're busy, so we'll keep it to the point

We're Prahran Mission and we're your local charity based on Chapel Street

What do we do?

We provide practical assistance such as food parcels, vouchers, free meals, access to showers and laundry facilities, furniture, public transport tickets and we send carers out to people's homes. We also provide some of the most innovative mental health rehab programs in Australia. We believe that having a mental illness is not a life sentence and that recovery is always possible.

We believe that charity begins at home, so once you and yours are ok, then check on those nearby. Most of us don't have time to do this – this is where Prahran Mission comes in. We're a small charity compared to the Salvos or World Vision – but we believe we can change our little world of 'Stonnington' one person at a time.

Why are we writing to you?

We need \$10.00!

Basically our resources are already over stretched and at Christmas demand outstrips supply. We hate having to restrict the numbers of people who can use our services or the amount of assistance we can provide. So we've written to 15,000 of our neighbours in Stonnington and are asking for just \$10.00 – if everyone can support us with just that small amount — we'll raise \$150,000* this Christmas.

We hope that like us, you'll agree that **charity begins at home** and you can help support us to support our neighbours. \$10.00 is so little but it will really help a lot.

Please complete the donation slip below, let us know if we've got your details right and post it back to us in the reply paid envelope.

Thanks for your time and best wishes for the Christmas season.



Quinn Pawson Chief Executive

What would we do with \$150,000?*



Here's our Christmas list. Christmas Day Lunch \$27,000 350 quests — lunch & qifts

50 volunteers - lunch

Open House Drop In Centre
keeping it open every day from
25th Dec to 2nd Jan

Christmas Parties for \$10,000 Aged Care Clients Children of Mothers Support Clients

\$30,000

\$24,000

Residents of Prahran Mission homes

Toys and vouchers for Christmas \$25,000

Gift Service 500 gifts for children and teenagers

Crisis and Emergency Relief 400 Food vouchers, food parcels and free meals

300 hours financial counselling 200 Christmas Hampers

tel: (03) 9692 9500 fax: (03) 9510 9627

admin@prahranmission.org.au www.prahranmission.org.au

500 hours of Mental Health Rehab and Counselling Services

Cheque/money order enclosed or please of	Expiry Date
	Expiry Date
rdholder Name	Signature

The Plan

To acquire 200 new donors
To raise \$2,000
200 donors @ \$10 gift
2% response rate to a letter sent to
10,000 local residents

Costs approx \$10,625	
Rental of mailing list	\$4,350
Envelopes	\$975
Printing of A4 letter	\$1,300
Postage	\$4,000

Ask: \$10 to support a person or child at Christmas



THE PLAN WORKED!

- Raised \$9,451
- Acquired 182 new donors
- Response rate 1.61%
- Average gift of \$51.93
- Largest gift was \$1,000



Lessons Learnt

- Okay to ask for a small amount
- We also offered donor's their own choice
- We told the truth and kept it simple
- We focused solely on donors in our local area and kept the copy local



THANK YOU!

For more information
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