



FUNDRAISING 101

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General Manager
Fundraising & Community Relations
Prahran Mission

- My role at Prahran Mission and who we are

- Events

- Case study: Mulletts for the Mission

- Case study: A[WEAR]

- Direct Mail Acquisition

- Case study: Christmas 2011 Campaign

- Questions





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

General Manager, Fundraising & Community Relations
Team: Donor Liaison Officer, Corporate Partnerships
Manager, Volunteer Coordinator, Philanthropic Trusts
Manager

Fundraising Staff are a total of 2.2 EFT

Target: \$1.2million

Role includes:

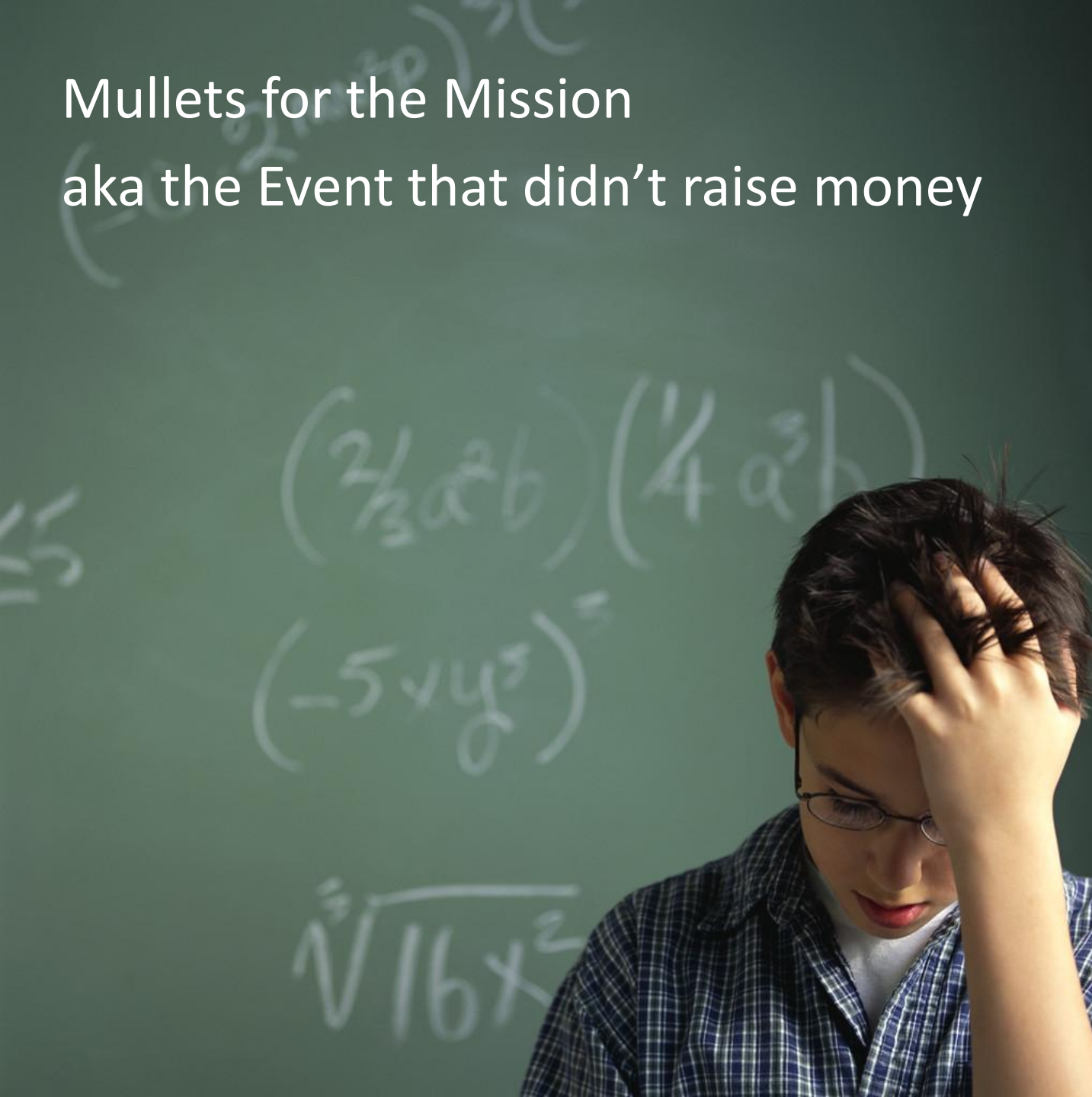
Fundraising

Media liaison and Public Relations

Community and Organisational Event Management



Mullets for the Mission
aka the Event that didn't raise money



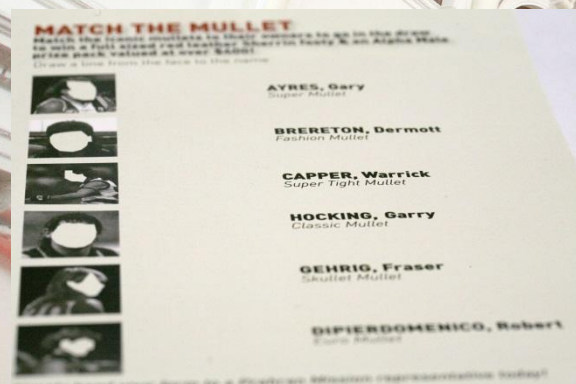


- Footy Lunch in Sept
- Sports, Australia, blokes
- Unique and fun concept to create a point of difference
- Celebrities



SONY







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!

A[WEAR]

LEAVE THE LABELLING
TO THE DESIGNERS



JUNE 6TH
6:30 PM

WHITEHOUSE
INSTITUTE OF DESIGN

FASHION
MUSIC.ART
DESIGN.DANCE
f /AWEARFASHIONEVENT

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



UnitingCare

Prahran Mission

WHITEHOUSE
INSTITUTE OF DESIGN

A[WEAR]

LEAVE THE LABELLING
TO THE DESIGNERS

The Plan

To raise \$20,000

Through ticket sales, clothing sales and
donations

Expense budget \$500





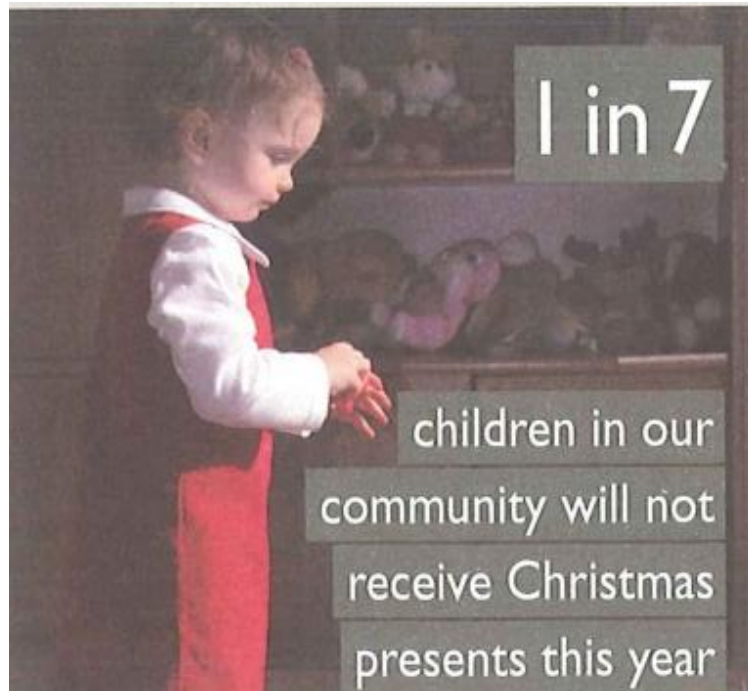
THE PLAN WORKED!

- 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

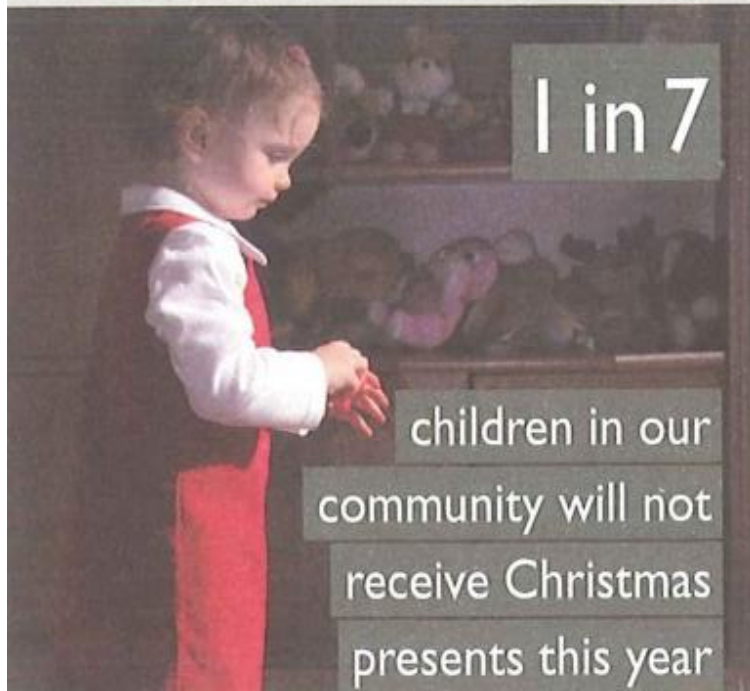
We're Prahran Mission and we're your local charity based on Chapel Street

Quinn Pawson *Chief Executive*

500 hours of Mental Health Rehab and Counselling Services **\$16,000**

211 Chapel Street PO Box 68 Prahran VIC 3181
tel: (03) 9692 9500 fax: (03) 9510 9627
admin@prahranmission.org.au www.prahranmission.org.au

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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