



# Resuscitate your fundraising:

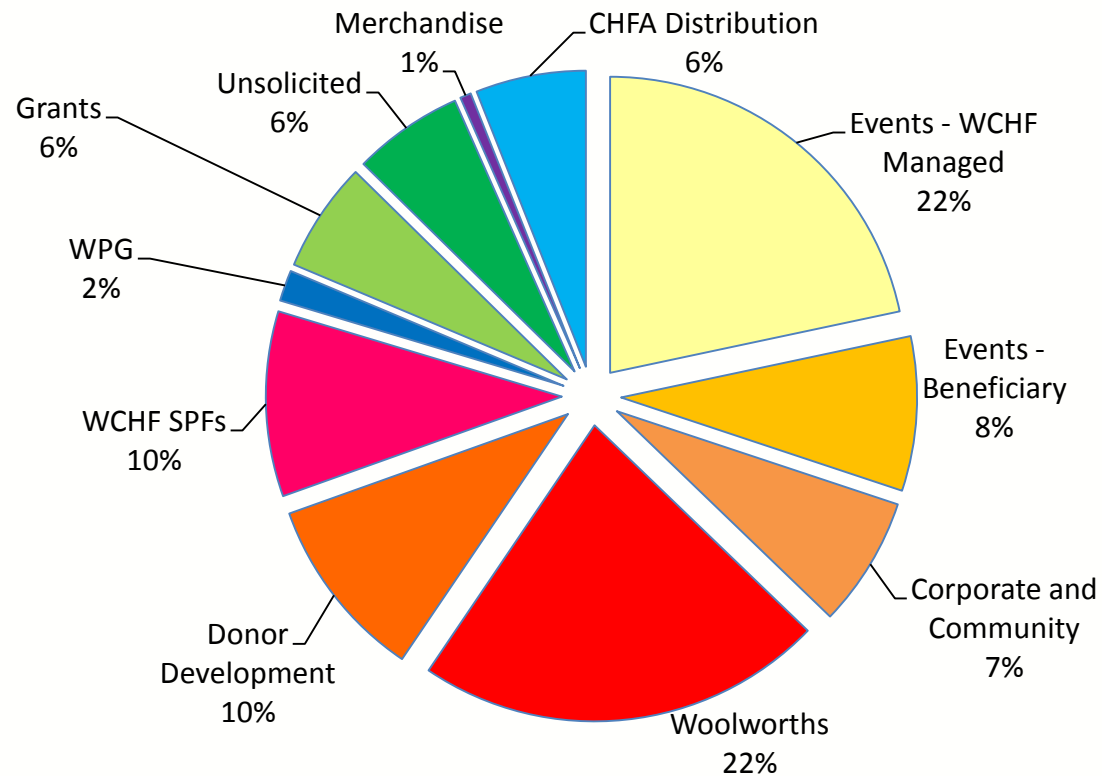
## How the WCH Foundation set a blueprint for future fundraising success





A long long time ago...2 and a half years to be precise

## ♥ Unbalanced fundraising mix



BEQUESTS!





- ♥ Wobbly culture without performance measures
- ♥ Weird org structure
- ♥ Money through the door
- ♥ Relationship with the WCH
- ♥ Board
- ♥ Convinced we had a high profile and everyone loves us
- ♥ Snobs!







Women's &  
Children's Hospital  
Foundation  
making the difference





- ♥ Reviewed our donor communication...and communication in general
- ♥ Decided to invest in acquisition
- ♥ Began to measure true event cost and benefits
- ♥ Rebuilding the WCH relationship
- ♥ Proactive and clear financial targets – funding need
- ♥ Better financial planning
- ♥ Engage the board in fundraising
- ♥ Strategic – operational plans
- ♥ Culture





♥ Acquisition – out the window!

♥ No clear assessment structure – yes to everything

♥ Culture

♥ Board – how to spend not make money

♥ Funding need

♥ Poor recruitment

♥ Too much!





Women's &  
Children's Hospital  
Foundation  
making the *difference*



- ♥ **Events versus the rest of the world (no Xmas appeal!)**
- ♥ **Fear of missing out and poor decisions on new initiatives**
- ♥ **Woolworths**
- ♥ **Bequests**











**CLARITY – what do you want to achieve**

**STAKEHOLDERS – get them on board**

**RESOURCES – what do you need and WHO do you need**

**FACTS and EVIDENCE**

**GET HELP!**

**BE PREPARED TO WORK HARDER THAN YOU EVER HAVE...& make some tough calls**

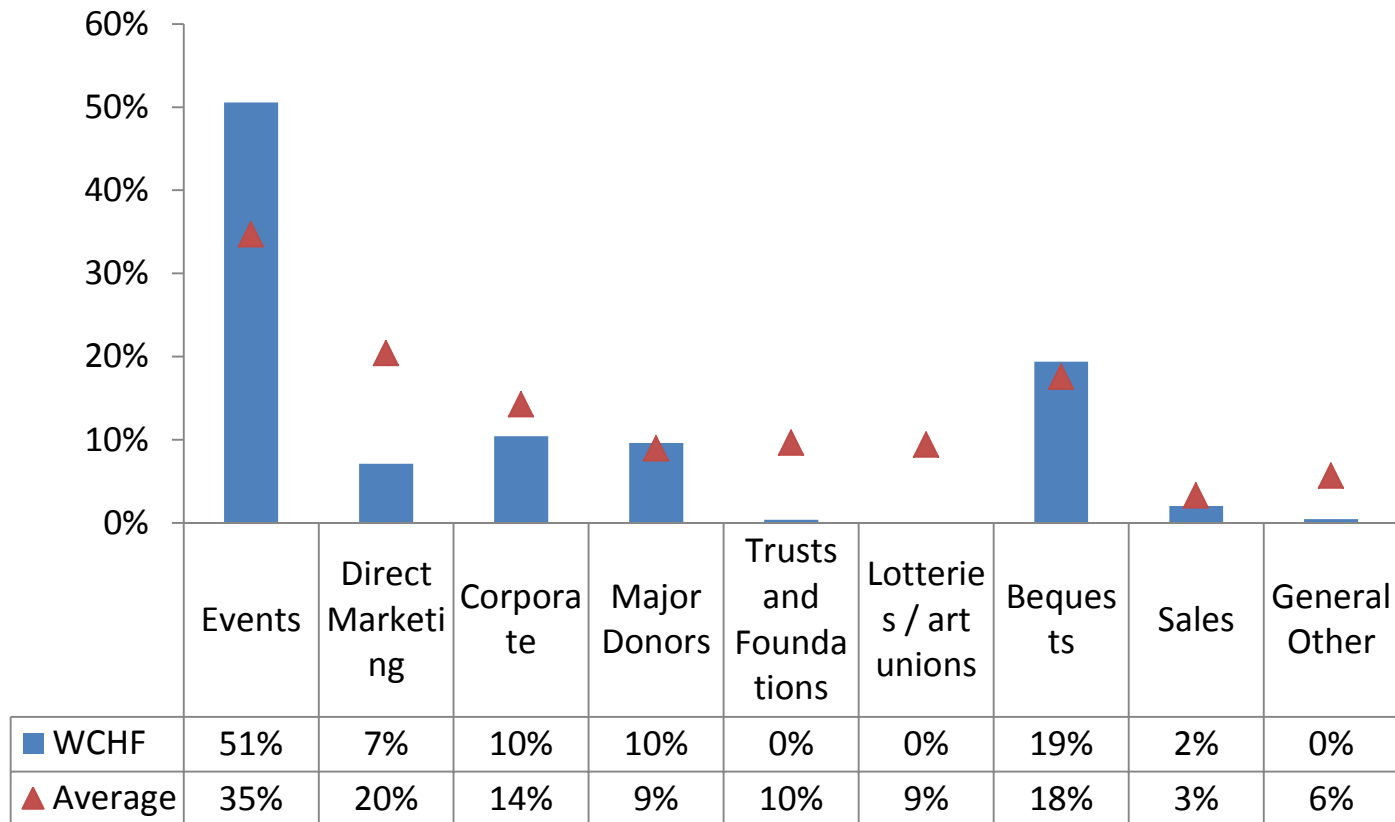




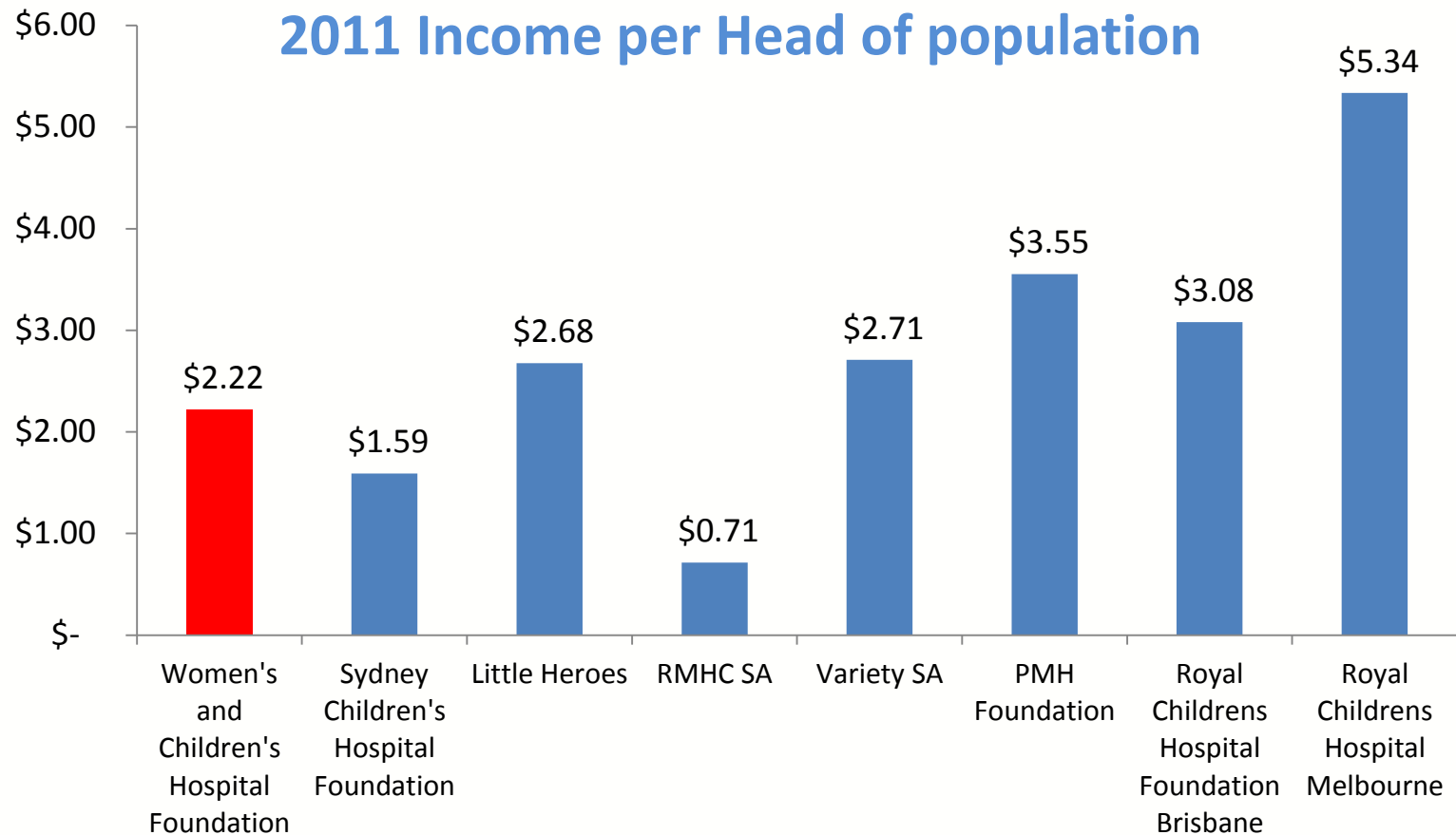
# The health check... benchmarking



## Fundraising Income Mix



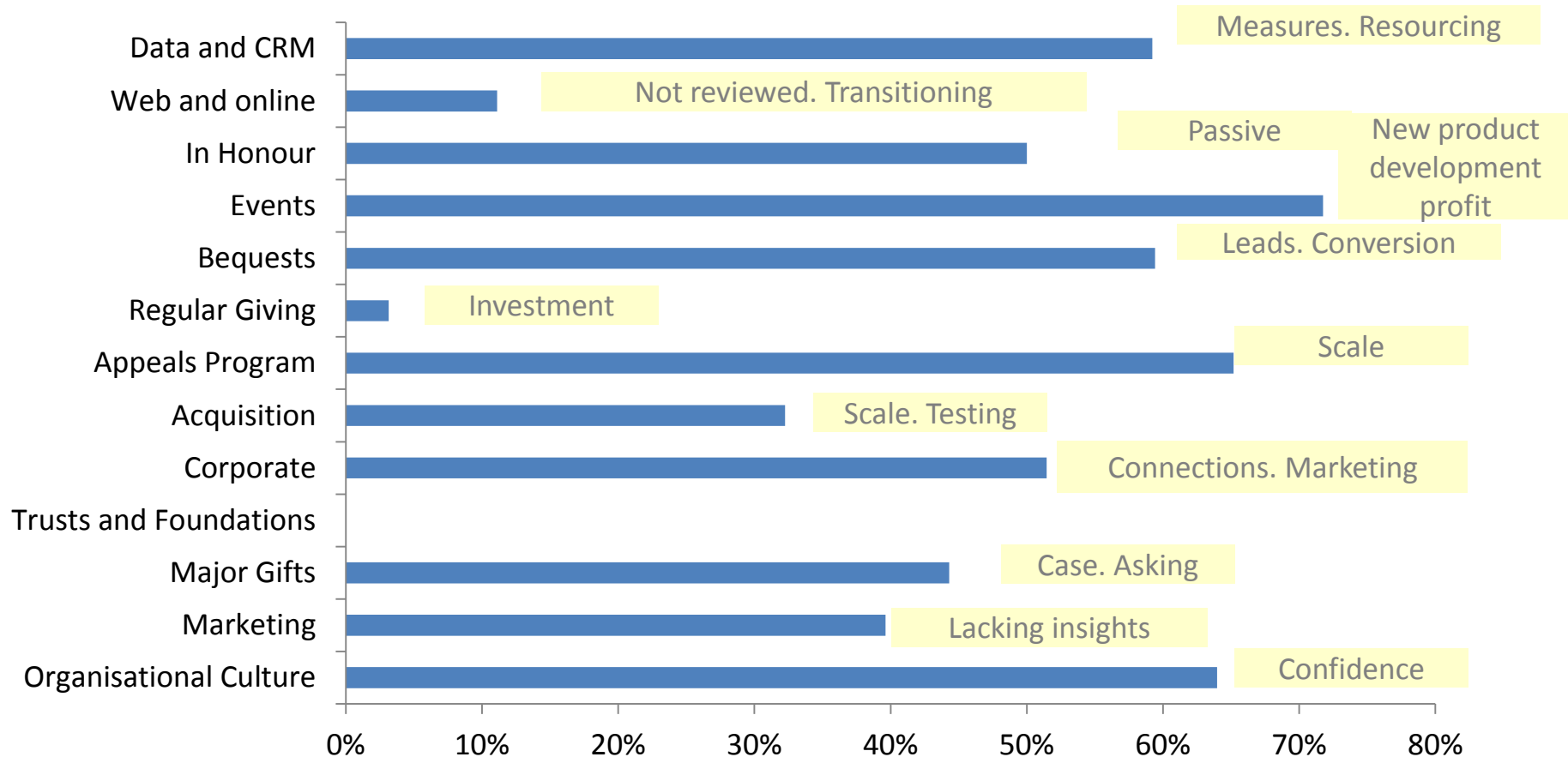
WCHF is more reliant on events and less on direct marketing than other charities in the study



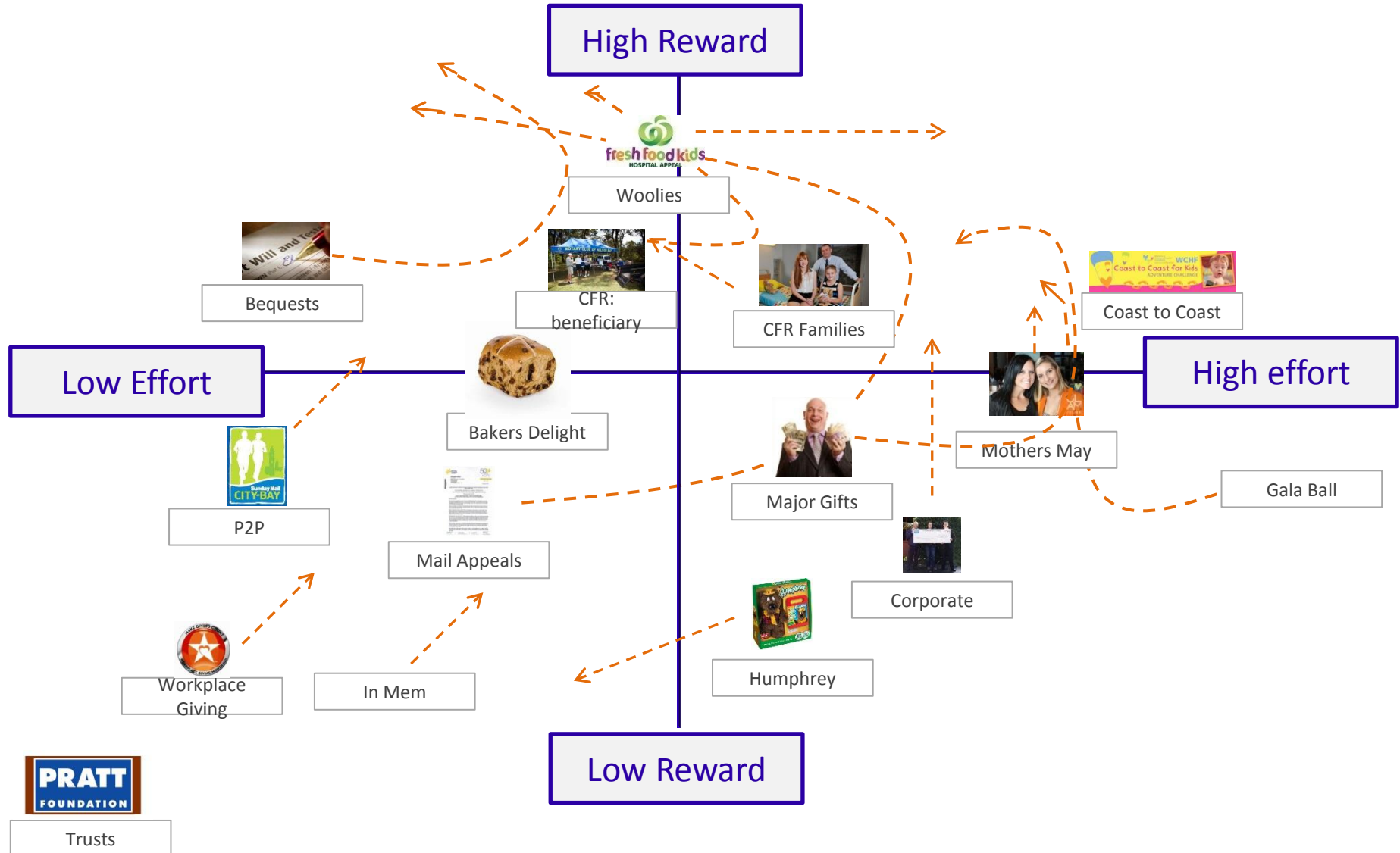


# Improving current performance

## Practice Ratings



# Fundraising portfolio





# The consultation...

## Are you ready?

## What is your appetite?





# The gaps & opportunities

## ♥ To do better

events, community, relationships & partnerships

## ♥ To start doing ... and well

regular giving, mass fundraising, WCH engagement

## ✗ What NOT to do

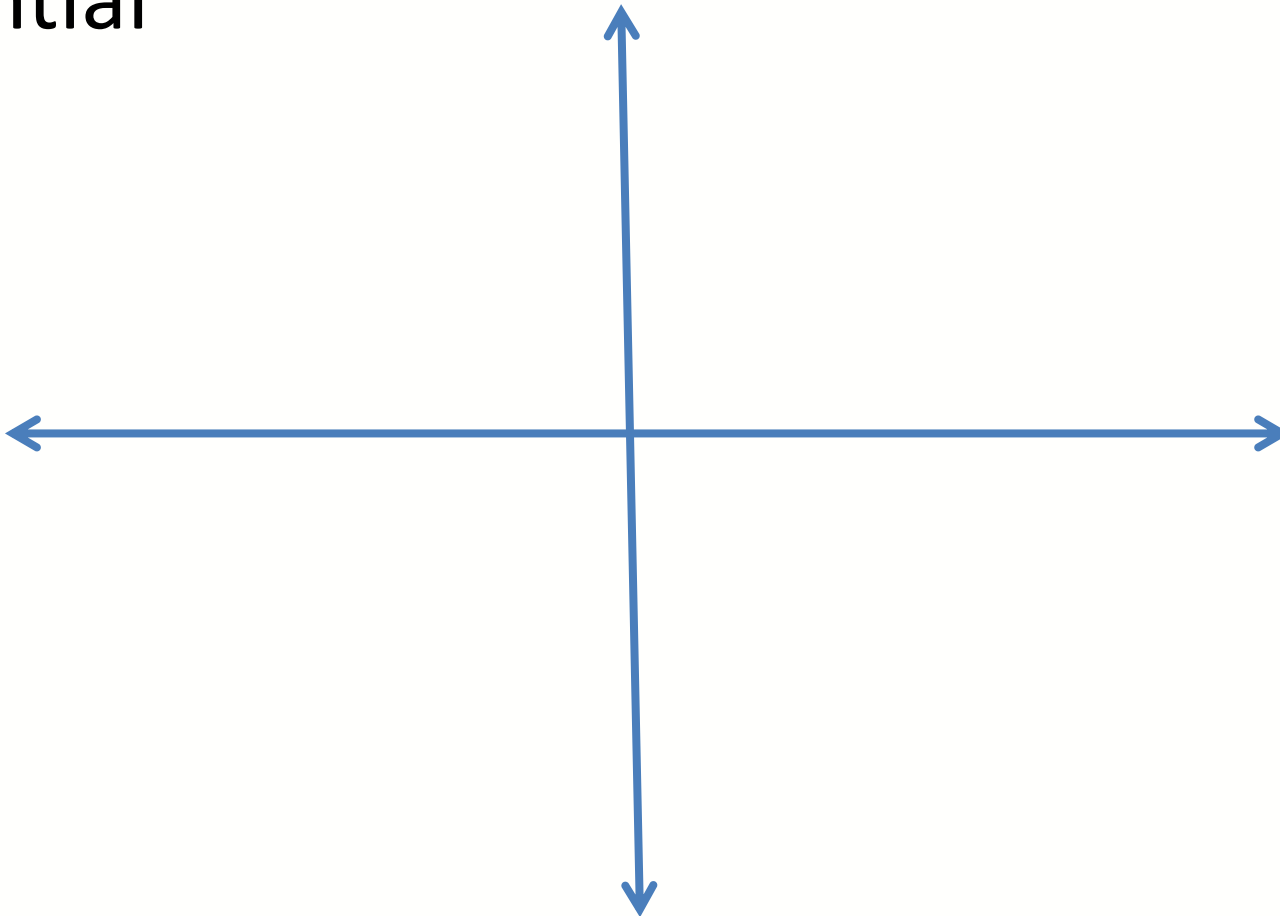
more events, events and select partnerships







# The capability (not capacity) and potential





# COMMUNICATE and ENGAGE!





# A word about capability...know your audience





# Develop the blueprint for future success...

What

\$10m by Year 5, 10k+ active donors

How

Who

When

Critical Success Factors

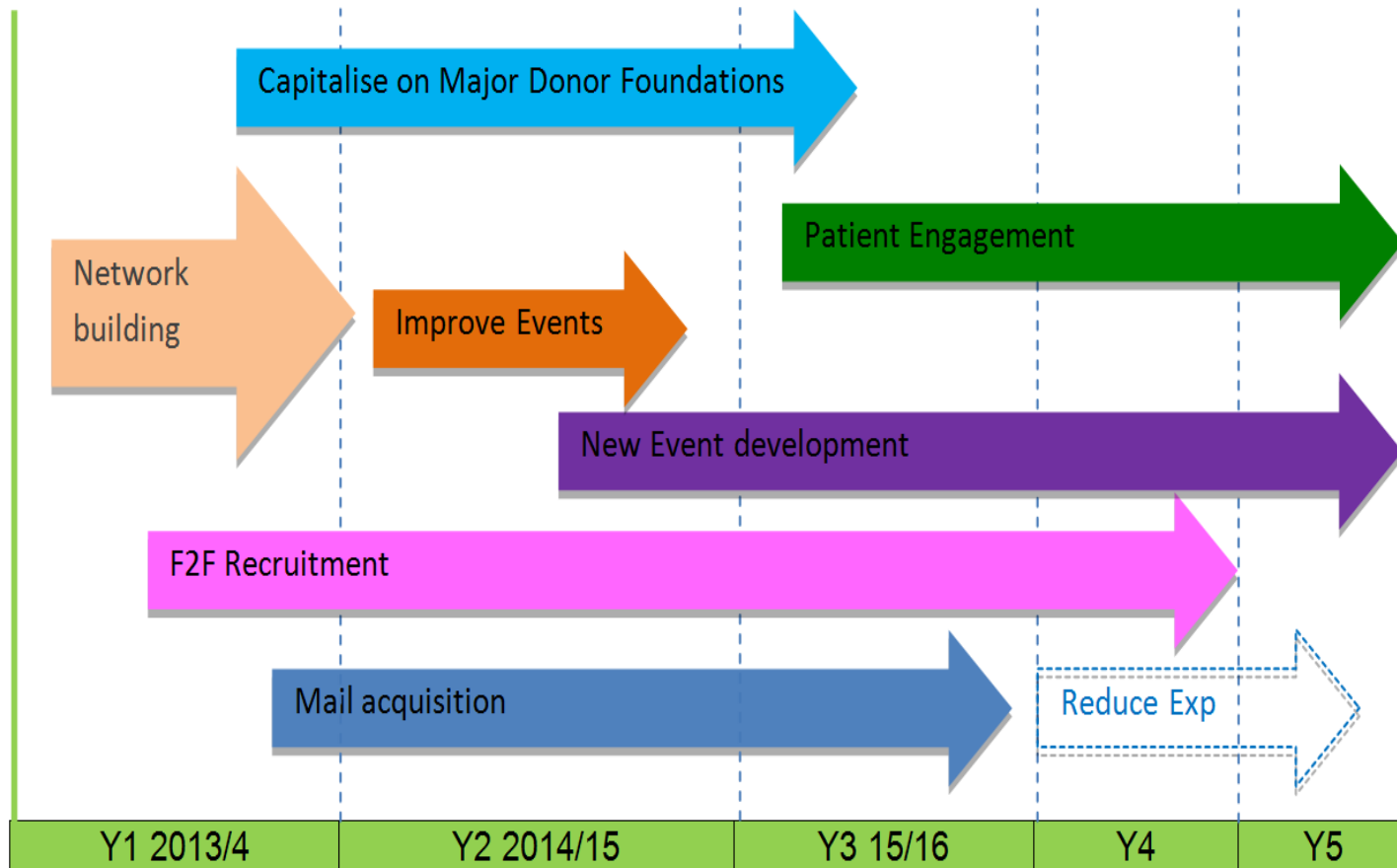






1. Set the Foundations
2. Brand and Positioning
3. Improve current fundraising  
(Including throwing things out!)
4. No more gaps! Invest in new initiatives
5. Get better at engaging your supporters
6. Develop a new mass engagement event
7. Work out how to engage the WCH community
8. Organise for success
9. Refocus the Board







1. Check the appetite...and be patient
2. Strong argument for review
3. Benchmark and evidence – where are you now?

Get help!

4. Gaps and Opportunities (and plain rubbish)...be honest
5. Capability and Reward
6. Develop plans
7. Do it

