

Australian Marist Solidarity

FUNDRAISING STRATEGIES

FUND SEARCHING FOR MISSION



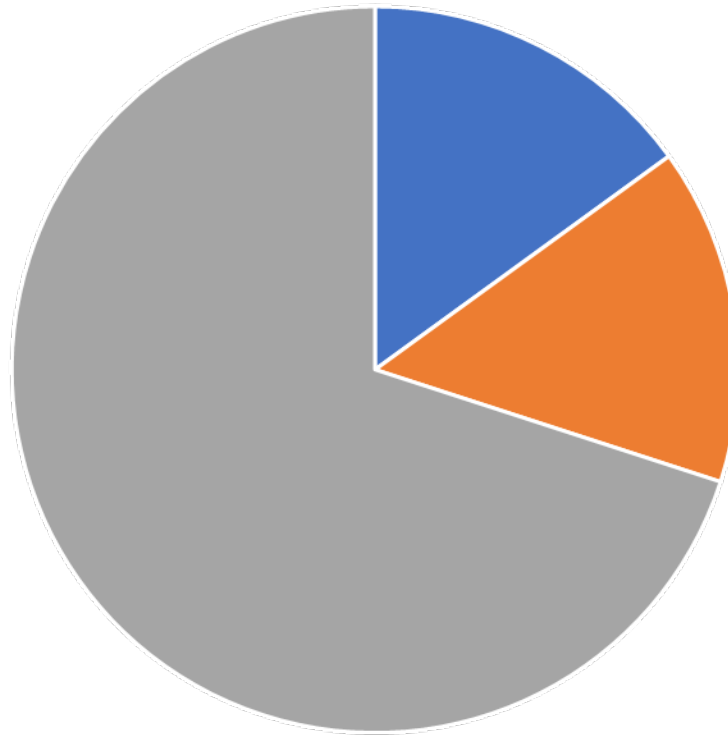
Australian Marist Solidarity

Where to Start?

- Who to target?
- Fundraising products?
- Fundraising campaigns?
- Income sources?

Fundraising models vary according to cultures and traditions

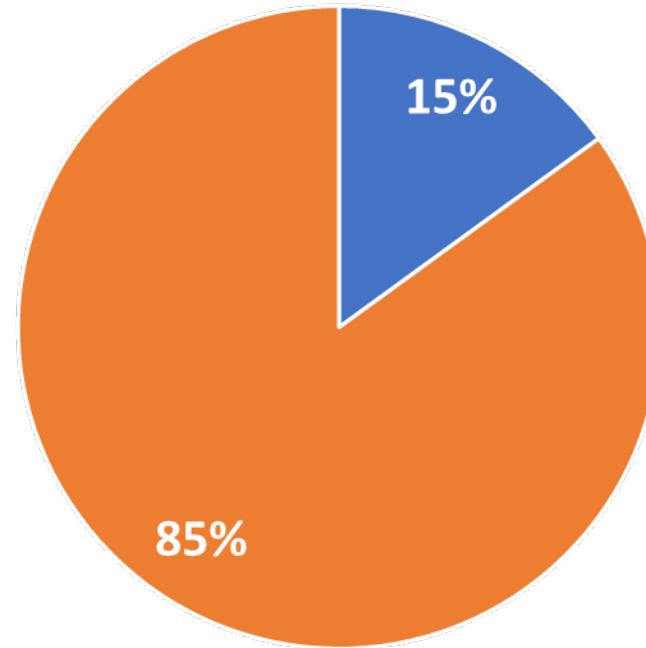
Mainstream Anglo-American World



■ Bequests ■ High Yield Donors ■ Direct Mail

Fundraising models vary according to cultures and traditions

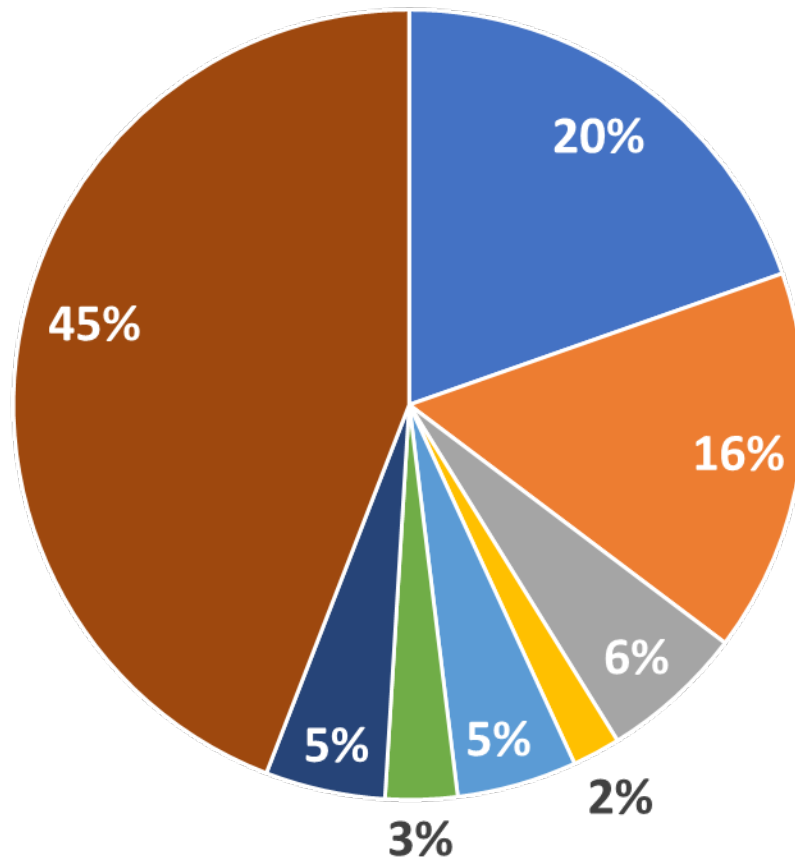
A USA Congregations Foundation



■ Individuals ■ 10-12 high yield sources

Australian Marist Solidarity

Income mix 2016



- Schools
- Individuals
- Traditional Catholic Charity
- Corporate
- Founder-Province
- Civil Service and Community Groups
- Interest on service delivery, corpus, reserves, (GST/VAT)
- International Agencies

DONORS AND PARTNERS



Marist Province of Australia &
Association of St Marcellin Champagnat



Tony and Gwyneth Lennon Family Foundation
St Veronica Welfare Committee

International agency partnerships

Europe/Asia

Development

- Misereor
- Miseen Cara
- PMK Kindermissionswerk

- CEI
- Cordaid
- MIVA (G, A, H, UK)

- Manos Unidos
- Porticus HK

Pastoral, ecclesial

- Missio Aachen, Munich
- Missio Austria, Belge

- Aid to the Church in Need
- OMOS
- Propoganda Fide (Vatican)

Welfare

- Lilliane Foundation
- The Little Way

Emergency

- Miseen Cara
- Red Cross International

Australian Marist Solidarity

Australian institutional donors



Australian institutional donors

Civil Society

- Rotary Club
- Friendship Groups

Vatican

- Catholic Mission

Foundations

- Lenity
- eMerge
- AMP
- Corporate family (closed by invitation)

Traditional Catholic Charities

- Little King Movement
- St Vincent de Paul Society
- St Veronicas Welfare Society
- Innocents Relief

Government

- AusAid (Timor Leste ambassador)

Australian Marist Solidarity

Individual donor strategies

- Building a donor base
- Donor maintenance



Individual donor strategies

Building a donor base

Donor maintenance

If no direct mail then how?

Initial contact



Information



Donation



Event invites



- Digital platforms
- Friends
- Ex-students



- E-newsletter "Solidarity Matters"
- Digital [4 symbols]
- Province publications schools, association, Brothers Daily News (e)



- Receipt & letter
- MSA schools certificate
- [Updates]

- Harvest email addresses
- Thanks nights no fund raising
- Twilight drinks, powerpoint, videos
- Mid year, 6 June
- Christmas

HELP BARSHA UNLOCK EDUCATION THIS CHRISTMAS

Tea garden workers are paid just **2.5 US cents per kilogram** of tea leaves picked

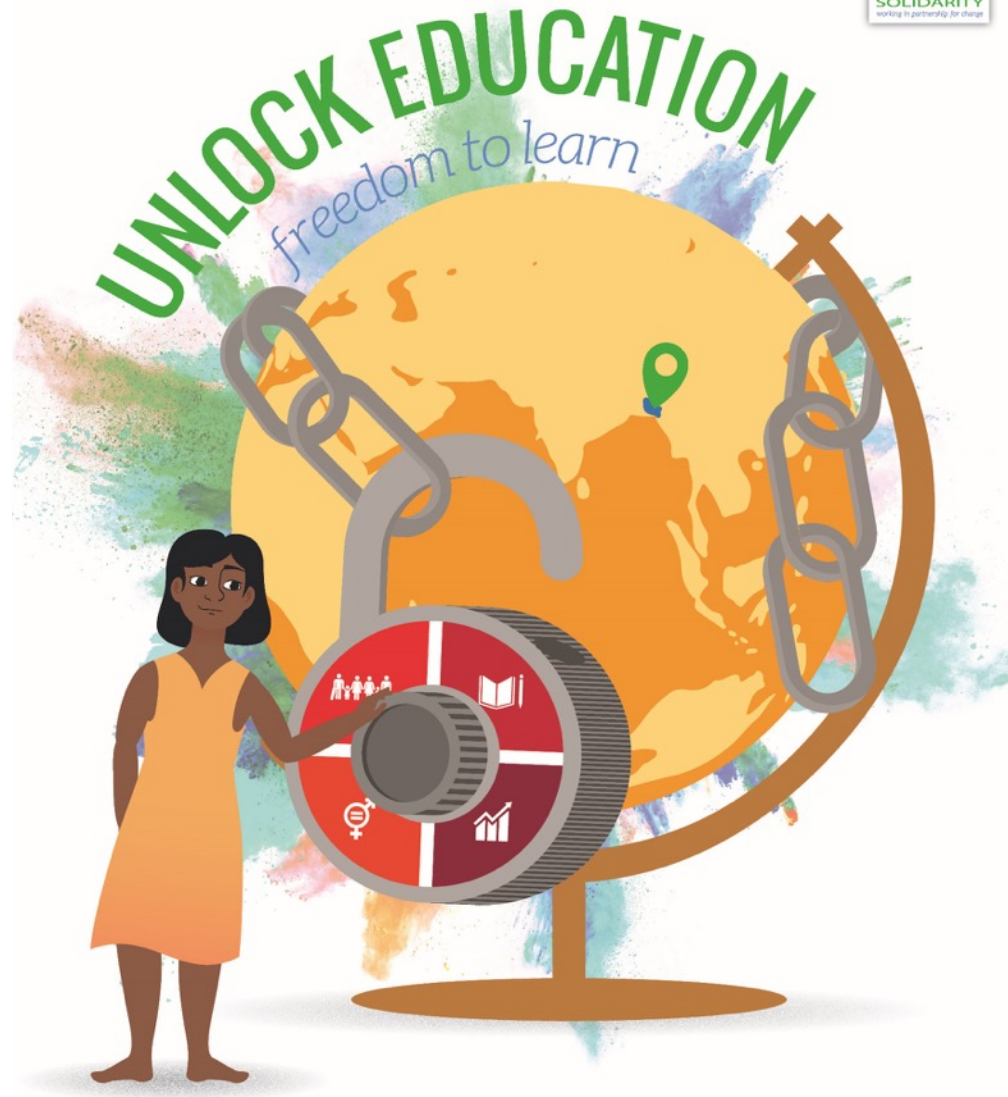
Only **20% of children** complete secondary education in the tea gardens

Low literacy rate of 25% among tea garden children



Australian Marist Solidarity





www.australianmaristsolidarity.org.au



Our SDG focus in Bangladesh...



Find St Marcellin School Moulvibazar, Bangladesh | 24°24'31.6"N 91°45'28.1"E

Schools

Marist owned

Diocesan – Marist Charism

Diocesan – Immersion Contact



Marist Schools Australia
Catholic education in the tradition of St Marcellin Champagnat



Marist Schools Australia
Catholic education in the tradition of St Marcellin Champagnat

Policy



Names Key
school
contact



Fundraising
kit



Donations



- Database CRM
- Liason staffer



- Kit on line
- Poster
- Resource summary
- video



- Letter(s) of thanks
- Certificate
- Copy annual report
- Ambassadors

Australian Marist Solidarity

High yield donors



High Yield Donors | Role of CEO

Over \$500 gift



CEO personal
letter Christmas
card



Visit for further
specific “ask” or
bequest appeal



Contact notes
recorded in
CRM

Locate by:

- Ex-student newsletter
- Brothers' links
- Project founders' links
- Board

Australian Marist Solidarity

Products



Bequests
(60 - 80+)

- Legacy campaign

Donors
(36 - 65)

- Thank you event, could be tied into appeal and/or legacy campaign.
- Adelaide/ Sydney mid-year
- Brisbane/ Melbourne end of year

Membership
(18+)

- Friends of AMS
- Fundraisers
- May be involved with the planning, operations of an event

Pocket
Change
(18 - 35)

- Twice annual appeal (EOFY - EOY)
- Theme: Change is in the challenge
- Passive, undesignated income

Schools
Campaign
(10-17)

- Annual schools campaigns (primary, secondary)
- 2018 theme: Unlock Solidarity - Freedom to Learn