Australian Marist Solidarity

Where to Start?

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

www.australianmaristsolidarity.com.au
Fundraising models vary according to cultures and traditions
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A USA Congregations Foundation

- 15% Individuals
- 85% 10-12 high yield sources

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Income mix 2016

- Schools: 45%
- Individuals: 20%
- Traditional Catholic Charity: 16%
- Corporate: 6%
- Founder-Province: 5%
- Civil Service and Community Groups: 5%
- Interest on service delivery, corpus, reserves, (GST/VAT): 3%
- International Agencies: 2%

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DONORS AND PARTNERS

Marist Province of Australia & Association of St Marcellin Champagnat

Timor-Leste Friendship Groups

Tony and Gwyneth Lennon Family Foundation
St Veronica Welfare Committee
## International agency partnerships

### Europe/Asia

- **Development**
  - Misereor
  - Misean Cara
  - PMK Kindermissionswerk

- **Pastoral, eccesial**
  - Missio Aachen, Munich
  - Missio Austria, Belge

- **Welfare**
  - Lilliane Foundation
  - The Little Way

- **Emergency**
  - Misean Cara
  - Red Cross International

- CEI
- Cordaid
- MIVA (G, A, H, UK)
- Manos Unidos
- Porticus HK
- Aid to the Church in Need
- Propoganga Fide (Vatican)
- OMOS

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Australian institutional donors

Civil Society
- Rotary Club
- Friendship Groups

Vatican
- Catholic Mission

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

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

Government
- AusAid (Timor Leste ambassador)
# Australian Marist Solidarity

## Individual donor strategies

### Building a donor base

- Digital platforms
- Friends
- Ex-students

### Information

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

### Donation

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

### Event invites

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

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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.

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High yield donors

www.australianmaristsolidarity.com.au
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
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 campaigns (primary, secondary)
- 2018 theme: Unlock Solidarity - Freedom to Learn

Adequate information cannot be extracted from the image provided.