

Fundraising Workshop



A black and white photograph of a young boy with dark hair, smiling and holding a large, hand-drawn sign. The sign is made of paper and has the words "THANK YOU!" written on it in a stylized, blocky font. The boy is wearing a light-colored t-shirt and dark shorts. The background shows some trees and a fence.

Thank you

First and foremost thank you for your time & efforts



Running the numbers

MATCHED GIVING CAMPAIGNS

- Declaring matching giving **increases donations by 19%**
- **84%** of people are **more likely to donate** if a match is offered

DONORS

- Personalised thank yous **increase retention by up to 39%**
- Up to a **60% chance of more gifts** from donors who have already given
- The **majority of donors** like to be contacted by email or newsletters
- Donors **don't need a big event** to consider giving, it's your **passion, impact and stories that count!**

Options a plenty

Dinner
Lunches

Trivia
Night

Round
up

Book
Drive

Gate
Takings

Newsletter

Pop up
stores

Local Business Collab

Fashion
Parade

Garage Sale

Bequests

Grant
Writing

Peer2Peer

Direct
Mail

Challenges

Proceeds
of the day

Publishing

Mufti
Day

How to
session

Raffles

Golf
Days

Matched
Giving

Sponsorship

Morning

Afternoon tea

Goods &
Services

Donation
Boxes

Home
Delivery



Runs on the board

— Let's share what has
worked for you



Campaign Components

- Know your Audience
- What is the outcome you need?
- What is your compelling story?
- What's in it for your audience?
- How will you engage?
- How will you Transact?
- How will you show your gratitude?



Matched Giving scenario

Know your Audience - Current donors/contacts

What is the outcome you need? Donate during the Matched Giving Campaign.

What is your compelling story? Local dollars matched for local students

What's in it for your audience? Knowing that their donation will have double the impact for local students

How will you engage? Email campaign using quotes from students about how the grant helped.

How will you Transact? Link to donation page on the website - plus alternate points of contact.

How will you show your gratitude? Return email on behalf of the student who shared their story.



Resources

- [Media kit](#)
- [Fundraising on the Portal](#)
- [Marketing on the Portal](#)
- [Donor Retention](#)



DGRS Reminders

To obtain a tax deductible receipt;

- It must be a donation not a transaction.
- Funds must go through National donations account in order to raise the receipt
- The receipt is dated when it hits the National account
- Web donations automatically receive an auto generated email.
- Committees need to let us know if any Direct deposits require a tax receipt.
- Funds must be in national account by end of October to be eligible to be matched.