

Fundraising

Workshop



A black and white photograph of a young boy with dark hair, smiling and holding a large sign that says "THANK YOU!". The sign is made of cardboard and has the words "THANK YOU!" written on it in large, block letters. The boy is standing outdoors, and the background is slightly blurred, showing what appears to be a fence and some trees.

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

Trivia Night
Dinner Lunches
Social Media
Book Drive
Round up

Fashion Parade
Challenges
Garage Sale
Proceeds of the day
Bequests

How to session
Goods & Services
Raffles
Donation Boxes
Golf Days
Home Delivery

Gate Takings
Grant Writing
Newsletter
Peer2Peer
Pop up stores
Direct Mail
Local Business Collab

Matched Giving
Publishing
Mufti Day
Sponsorship
Morning Afternoon tea



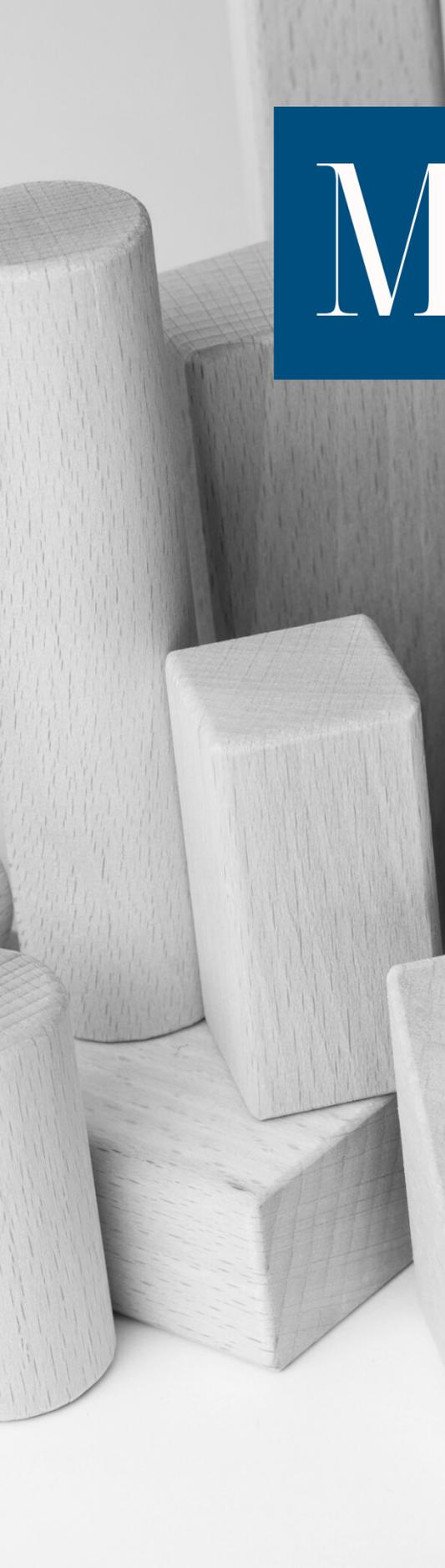
Runs on the board

— 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.