

# FUNDRAISING FORUM™

## Could 'donor journey' be our sector's term of the decade?

*Supporter journeys aren't about your organisation – they're about your donors, as Marisol Gutierrez explains.*

**I**f our blood's ever boiled from being on the receiving end of rudeness; if you've logged a 'Note to Self' to never set foot in a certain store again – or if you've simply lost interest in someone who disappointed you, you can relate to how donors feel when they're regarded as banks rather than believers in our causes.

We frequently hear the term 'donor journey'; in fact, it's a bit of a buzzword within the NPO sector – like so many other terms that risk becoming clichéd from overuse. Not that this phrase is in the league of 'state capture', mind you – which the Pan South African Language Board (PanSALB) recently declared the 2017 South African word of the year.

Still, our beloved 'donor journey' may as well refer to a road trip requiring padkos and not-so-scenic stops along the N3 unless we truly understand its intent. In that regard, I like the no-nonsense description that international fundraising expert Tony Elischer penned in one of his blogs:

'... the supporter journey is a useful strategic framework to help us develop a full portfolio of options and opportunities to connect supporters and meet their needs.'

Like everything else, the journey we want our supporters to enjoy with our organisations should be grounded in strategy. Strategy that's developed through internal and external exploration, consultation and, of course, passion! That is, passion for the organisations we represent, for our work – and for those who fund it and support it.

Without this strategy, we essentially pick up donors like hitchhikers along a rocky fundraising route and drop them off with no clue as to where they're going next.

This is tantamount to saying a casual goodbye to a friend and finding out a few days later that she's moved to Macedonia.

But before you grab your iPad to thrash out ideas for your strategy, here are five pointers to help navigate your thinking:

1. Supporters often begin their journey without you — before you even know

their names – because it's your purpose they connect with first, not necessarily your organisation.

2. Everyone – regardless of rank – should be part of the fulfilling experiences that your NPO sets out as markers in its journey framework. Responsibility for the full spectrum of supporter journeys cannot be assigned to one fundraiser or one department. It's not a one-man show but an organisational imperative.

3. Take into account potential mistakes and mishaps. No strategy is bullet-proof and accidents can and do happen. Contingency communication plans, as part of your overall strategy, can influence whether mishaps amount to minor fender benders that can be fixed or fatal collisions.

4. Tip the balance between what your NPO wants donors to experience and what your donors want from you in the donors' favour. Consider your capacity. If you weigh in too heavily with your own preferences and sideline the donors' needs, you set yourself up for failure.

5. Supporter journeys are not about your organisation; they are about your donors, volunteers and fans. As the late Dan Eldon said, 'The journey is the destination.'

So, how do you know which direction to take? Where do you start?

Remember the good old map – that thing we used before the joys of GPS? We begin with something like that: a donor journey mapping process.

Start this by digging deep to uncover and understand how your donors interact and engage with your NPO. Depending on the size and complexity of your fundraising programme, your initial map could be as basic as an assessment of online giving activity – or as complicated as a multi-channel audit.

Ideally, work through this process with an objective and experienced fundraising and communications specialist. This will help to ensure that you maximise your opportunities and develop an integrated, inspired action plan that's realistic, relevant – and received with glee by your donors. ■

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# Five steps for writing profitable fundraising letters

*Sitting down to write a direct mail fundraising letter can be a daunting task, particularly for someone who only does it once or twice per year. It can seem like your whole fundraising goal is riding on every word you write, and the self-inflicted pressure often builds up into a form of writer's block. Joe Garecht reports.*

**W**riting a profitable fundraising appeal is not an insurmountable task, and with time and practice, you may even find that you enjoy the chance to take the phone off the hook, close your e-mail, and spend a few hours writing about your non-profit and the people you serve.

Here are the five steps I use when I sit down to write a non-profit fundraising letter:

## **Step 1: Figure out your goal**

Before you put pen to paper, it's important that you determine why you are writing this fundraising letter. You may be saying to yourself, "What a silly step! The answer is: to raise money!" That's true, but you need to dig deeper.

How much money do you need to raise? What will the money be used for? In what increments will your donors likely be able to donate? What will you be able to do with each of those increments?

For example, your organisation may be building a hospital in an impoverished nation. You need R150 000 from this particular appeal, which will pay for the next three months of construction, during which time you will be putting on the roof. Your donors are likely to give in R250, R350, and R500 increments. R250 will buy 10 roof tiles. R350 will buy 14 roof tiles, or one square meter of roof. R500 pays for an electrician for a few hours at your worksite.

This information is important, because it will form the basis of your letter's message and fundraising ask.

## **Step 2: Determine how meeting this goal connects with your mission**

Everything you do in a non-profit, and every letter you write, should be mission-focused. Your organisation's purpose for existing is to make a difference. The goals you are laying out should further that mission and help make that difference.

For this fundraising letter, you need to figure out how meeting this particular goal connects with your organisation's overall mission.

In our hospital-building example, your organisation may be dedicated to improving the health and lifespan of people living in poverty worldwide. You may determine that building this particular hospital will provide access to medical care for 50 kilometres, home to 25 000 people who previously had no access to emergency or ongoing medical providers.

This information is important, because it will provide a connection between this project and your long-term supporters, as well as help convert new donors into longer-term friends.

## **Step 3: Find some proof**

Now that you know how much you want to raise, what that money will be used for, and how that work connects with your mission, it's time to find some proof that what you say is true. Many donors like facts and figures, and I always try to include at least a few quantifiable facts into my fundraising letters, to show donors that we've done the research and have the knowledge to succeed in accomplishing our goals.

What facts and figures (proof) do you have for your claims? For our example charity that is trying to build a hospital, we've already listed some important facts: the charity's mission is helping impoverished families get access to medical care, and they showed that completing this hospital will provide medical services to 25 000 people. Perhaps they could also show how many illnesses go untreated in proximity to this unfinished hospital, and provide an estimate of how life expectancy changes when access to medical care is introduced for the first time.

## **Step 4: Gather some stories**

Once you have your facts and figures together, it's time to gather emotionally compelling stories. These stories should be true (even if you change names to protect anonymity), and will provide the lion's share of the content for your fundraising appeal. People want to hear about people. Donors don't want to give to nameless entities or vague goals – the best way for them to see that impact is with compelling stories.

The stories you choose can take many different forms. You may have stories about people you have already helped, or you could include stories about the people you want to help (or both). In our hospital example, you could have stories about sick children who were healed at other hospitals you built, or stories about an ill grandmother you want to help.

You could use stories about donors and how their lives have changed since they donated to your project, or stories about your own personal experience with your mission. Be creative, and gather a number of stories for possible use.

## **Step 5: Write your letter**

Now you're ready to write your letter. I always turn off my phone, click off my e-mail, close the door, and try to avoid distractions. Let the information you gathered in the first four steps be your guide. If you get stuck, take a break, then come back and read through the stories again. Enjoy the process, and the profit will follow.

Visit [www.thefundraisingauthority.com](http://www.thefundraisingauthority.com)

## On-target observations in brief

Donors don't give to institutions.  
They invest in ideas and people in  
whom they believe.

**G.T. Smith**

In good times and bad, we know that  
people give because you meet needs,  
not because you have needs.

**Kay Sprinkel Grace**

No one has ever become poor  
by giving.

**Anne Frank**

It is more rewarding to watch money  
change the world than to watch  
it accumulate.

**Gloria Steinem**

As you go through your presentation,  
ask questions that stimulate dialogue.

Monologues work for Jay Leno,  
but they aren't appropriate in  
fundraising appeals.

**Scott Morton**

We ourselves feel that what we are  
doing is just a drop in the ocean. But  
the ocean would be less because of  
that missing drop.

**Mother Teresa**

The best thing about giving of  
ourselves is that what we get is always  
better than what we give. The reaction  
is greater than the action.

**Orison Swett Marden**

To avoid situations in which you  
might make mistakes may be the  
biggest mistake of all.

**Peter McWilliams**

Silent gratitude isn't much use  
to anyone.

**Gladys Browyn Stern**

Donor loyalty is not about the donor  
being loyal to you, it is you being  
loyal to the donor.

**Harvey McKinnon**

People will forget what you said. They  
will forget what you did. But they will  
never forget how you made them feel.

**Maya Angelou**



## Self-employment: the journey out of poverty

**South Africans are facing a crisis of unemployment, with 27% of people unable to get jobs. To tackle this, The Clothing Bank (TCB) has developed several programmes that provide disadvantaged people with self-employment opportunities.**

All TCB programmes provide beneficiaries with business, finance and life skills, backed up by intensive mentoring and coaching – to help them become successful and financially independent.

1. TCB's two-year enterprise development programme uses excess clothing donated by SA's largest clothing retailers to provide unemployed mothers with the opportunity to become self-employed traders. TCB's five branches support 800 women every year. Women buy and sell the donated clothing, with the goal of earning R4 000 per month.
2. GROW with Educare Centres, developed in partnership with The GROW Learning Company, provides quality early childhood education to underprivileged

communities – and a sustainable business for the school's owner. GROW renovates the school to the Department of Social Development's standards, and provides the teachers with necessary resources, training and monitoring to ensure a quality pre-school. 20 centres have been established teaching 700 children and creating 93 jobs.

3. The Appliance Bank teaches unemployed men how to repair damaged household appliances, donated by retail partners, to sell in their communities. This new programme sustains 59 men who each earn an average of R5 000 per month.
4. The Amazi Academy trains women to become qualified nail technicians. They are then employed by Amazi, a vibrant and affordable new chain of nail salons. Last year 91 unemployed women joined this programme, 85 qualified and 62 have been placed in formal employment.

Visit [www.theclothingbank.org.za](http://www.theclothingbank.org.za) ■

**\* Recommend an organisation to be featured in *Philanthropy in Focus* and earn your organisation a free strategic fundraising planning consultation.**

## FUNDRAISING FORUM™

**Fundraising Forum™** is a regular newsletter dedicated to the enhancement of fundraising management and techniques, and the promotion of community service, welfare and non-profit organisations of all kinds.

It is published by Downes Murray International and circulated, free of charge, to anyone with an interest in the growth and improvement of the non-profit sector and those served by it. In addition to regular features written by Downes Murray International staff, there are extracts from international fundraising publications which are reprinted with acknowledgement to the publishers.

We welcome submissions for publication from all writers involved in non-profit work. Visit [www.dmi.co.za](http://www.dmi.co.za) for more information. ■



# How to get donors to say 'of course' to your funding requests

*Non-profit organisations and donors want to change the world around them – to address some kind of social injustice, or to have a positive social impact. Non-profits often have expertise and relationships, but need funds, and donors often have funds but need implementation partners who will help them to achieve their aims.*

**When donors and organisations with similar aims find each other, this partnership has the potential to result in positive impact and social justice. Amazing! But, somehow, this relationship – that should in theory be mutually beneficial and equal – is historically and currently burdened with power struggles and tension.**

Those who hold the money can often be seen as having an upper hand, with non-profits having to 'prove themselves' to them and/or to pander to donors' ideas when designing programmes.

Monitoring, evaluation and learning (MEL) is a brilliant strategic social impact and enabling more constructive relationships between donors and non-profits.

## Why invest in MEL?

It's common that non-profits promise to deliver ambitious impacts and outcomes in fundraising proposals. They receive money based on these promises.

Donors give money based on these promises. But so often, nobody's checking on whether these outcomes are in fact being realised. Which is pretty irresponsible: if we do not know whether programmes are effective, the limited money available for these causes could be being wasted, or better spent elsewhere.

Also, good practices and lessons should be documented and shared. This need for documentation is particularly important in Africa, where much of the documented successes in programme design are still from the North, and do not meet our unique needs.

Most simply put: if we're giving or receiving money that's intended for benefitting a particular group of people, as the custodians of that money we should know that we're having the most positive impact that we could with that money.

## What is good MEL?

Used strategically, MEL helps non-profits to prove their worth (in terms of achievements and programme design) and improve their programme so that they maximise their positive social impact.

A good MEL system is founded on a *theory of change* – a model that helps us to understand what changes we wish to make in our context, and how these changes progress one from the other.

Once we understand our outcomes/desired changes (a *theory of change*), we can then align activities that will manifest these (a *theory of action*), identify *indicators* to make the outcomes measurable (if applicable) and figure out how to collect data that will help us to know

whether or not we are achieving these outcomes (a monitoring and evaluation plan – M&E).

The technical business of setting up a M&E framework and system (as described above) is just the groundwork for really effective MEL. Once we have developed robust tools to collect the right data, we need to consider how we will use this data.

## Good MEL fits into an action learning approach

Most organisations plan and act, and some even monitor their work. It is the reflection and learning components that are the most vital.

A good MEL system will create *reflection and learning points* within the workflow of the organisation and its projects. Reflection and learning can be built into regular monthly meetings – brief reports of findings from the M&E data collected could be prepared prior to meetings and lessons discussed and then used to inform the way the work is conducted the next time.

Evidence should also be used to inform new strategic and operational plans, or new fundraising proposals.

How can MEL help us in our fundraising and with donor relations?

Here are some key reasons why MEL is essential for fundraising:

- An explicit *theory of change* helps you to be clear about your mandate and what you want to achieve in the world, and to source donors with the same values and aims.
- An explicit *theory of change* makes it easy to write clear, attractive proposals that show that you know what changes you want to make and how you will get there.
- In a world with limited resources, it is irresponsible to be spending or taking money without knowing that it is having its intended (or other!) positive effects.

A good MEL system helps you to gather the right data, and to improve the impact of your work– you can know, show and grow your impact!

So, if . . .

- (i) you find the right donor to partner with, one with similar values and goals;
- (ii) you produce the evidence that clearly shows the wonderful impactful work you are doing; and
- (iii) you're continuously improving and adapting your work so that it has maximum impact – could a donor say anything but 'of course' to your proposal?

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# Creating and leading a Great Fundraising Organisation

**F**or the purpose of the academic study, “The Great Fundraising Report”, Professors Adrian Sargeant and Jen Shang from the Centre for Sustainable Philanthropy at the University of Plymouth, defined Great Fundraising Organisations as those charities, NGOs and non-profits that:

- Achieved significant growth in voluntary income, typically 200 percent to 400 percent over the middle term, being five to 10 years.
- Sustained the increased levels of income.
- Drove this income from a database of donors who were mission driven.

The object of the study was to identify behavioural factors that created a Great Fundraising Organisation. The project is supported by ongoing, informal action research on over 300 case studies worldwide.

“We particularly studied organisations that outperformed organisations with similar markets, missions and projects.

We found three key areas in which the Great Fundraising Organisations out-performed their competitors:

## **Culture**

In the Great Fundraising Organisations, the whole organisation is fired up and inspired by the fundraising programme. The fundraising function is not in a silo.

In organisations that fail to achieve great fundraising, the fundraising function is deemed to be funding the organisation’s budget, and propositions are dictated by other departments based on fiscal need. In the Great Fundraising Organisations, the organisation unites around a mission-based proposition, meaning that fundraising and other departments are trying to solve a problem together.

Also, the Great Fundraising Organisations:

- Are all capable of donor-centred thinking – understanding the rational and emotional needs of their donors as well as those of their users.
- Have a learning culture about fundraising. They use the “test and learn” scientific method to create a culture of constant improvement, rather than seek certainty of outcomes before commencing a surge in fundraising growth.
- Train and educate the whole organisation on the importance and principles of fundraising.

## **Investment**

The Great Fundraising Organisations do not suffer from internal conflict about the need to invest short-term in fundraising to drive middle-term growth.

They are capable of prioritising fundraising investment, and other departments understand there will be a time lag between fundraising investment and increased programmes expenditure budgets.

Also, the Great Fundraising Organisations:

- Train their boards, executive teams and managers in the principles of fundraising investment.
- Clearly understand the large returns available, if the period allowed is long enough.
- Give their boards confidence to invest, and to roll out when tests are successful.

## **Communications**

The Great Fundraising Organisations base their brand on “the problem we are trying to solve”. They brand the mission, not the organisation.

They understand that, first and foremost, people give emotionally and that their emotional decisions are backed up by concise rational arguments. The key difference between the Great Fundraising Organisations and their competitors is the ability of the board and executive teams to lead in the emotional space.

Also, the Great Fundraising Organisations:

- Are brilliant at communicating in a simple, emotive manner with integrity. They are master storytellers.
- Test all communications continuously.
- Can navigate the cultural difference between control of emotion and logical excellence in service delivery, with the fact that fundraising is in the emotions business.
- Understand the power of an emotional brand.
- Overcome the fear of investment through the scientific method.
- Understand the emotional needs of their donors.
- Focus on their most emotionally powerful propositions.

Most Great Fundraising Organisations seemed to create a growth surge by:

- Creating a new dream: a fresh approach to communicating the problem they are trying to solve.
- Uniting the organisation by involving them in the creation of the communications.
- Testing, then investing.”

Keeping focussed and simple is key to all leadership. Keeping emotionally focused and simple is key to fundraising leadership.

*Alan Clayton is chairman of Alan Clayton Associates. Request a copy of “The Great Fundraising Report” at: [alanclayton.co.uk](http://alanclayton.co.uk)* ■

*Do you work or serve on the board of a Great Fundraising Organisation? Not any great fundraising organisation . . . but a Great Fundraising Organisation? Alan Clayton reports.*

# How to ease your board into fundraising leadership

*There are right and wrong ways to get your board of directors involved in fundraising. Joe Garecht discusses some of the dos and don'ts.*

**I'm a strong proponent of the notion that a non-profit's board of directors should be actively engaged in the organisation's fundraising efforts.**

This means that the board should not only hold an organised board giving campaign each year, but that the board should also help the non-profit build a fundraising network by sharing their personal address books to help the organisation grow its prospect list.

That being said, board members don't get involved with non-profits solely to fundraise. And many board members feel that the non-profits they serve ask them to go back to the same people for money again and again, which obviously produces diminishing returns.

And . . . frankly . . . many non-charities recruit board members with the notion that fundraising is only a small part of what the board does.

Then, those same organisations change course when a consultant tells them that the board should be far more involved in development than it currently is. When this happens, board members feel shell shocked, and often reluctant.

## **Self-inflicted fundraising wounds**

Much of the fear and anxiety that board members feel about fundraising is caused by non-profits themselves. So often, development directors and executive directors approach board members with what I call "fundraising dictates". These dictates usually sound like this:

- "We need you to give us the names of five people we can approach for gifts."
- "It's annual gala time. Who can you get sponsorships from?"
- "I want to set up more fundraising meetings this year. Which of your colleagues can I ask for a gift?"

With an approach like that, it's no wonder a board member would be reluctant to share her friends, family, co-workers and business partners with a non-profit organisation. If the charity is that tactless with their own board member, imagine how forward they will be with her contacts!

## **Board fundraising need not cause anxiety**

Asking your board to help you raise more money need not cause anxiety or sleepless nights. The board should see fundraising as a partnership between the development office and the board, as opposed to a competitive venture where the development staff is constantly trying to trick the board into sharing more names or make more asks.

The best way to reduce anxiety is to stop seeing your board as a source of revenue,

and start seeing your board as a source of introductions.

Sure, your board should directly donate to your organisation. And yes . . . your board should occasionally make asks from folks in their network. But for the most part, your board should be introducing their friends and business associates to your non-profit, and your organisation should be slowly and respectfully walking these contacts down the cultivation funnel.

You don't need your board members to be salespeople for your organisation . . . instead, ask them to be ambassadors for your non-profit, helping you meet new people and reach into new networks.

## **A simple strategy that works**

Many times, when I work with an organisation that wants its board to be more active in fundraising, I tell them to try a simple strategy. It will likely work for your non-profit too:

First, at your next board meeting, tell the board that you are changing tactics. You are no longer asking the board to directly ask for money, unless they feel comfortable doing so. Instead, you are asking the board to make introductions for your non-profit, and to serve as ambassadors for your organisation.

Second, walk the board through your cultivation funnel. Tell them that when they refer someone to the organisation, all they need to do is make the introduction (preferably in-person). You will take it from there.

You won't ask the person for money during the first meeting or call. You won't ask the person for money during the second meeting or call. Instead, you will build a relationship with them. You will cultivate before you ask.

Third, set up a series of non-ask events at your organisation. Ask your board members to consider inviting colleagues and associates to these events. Remind your board that you won't ask for money at these events, or during the follow up call. Sure, you will eventually ask for money, but only when the person says they really want to get involved. Build trust with your board.

Time and again, I have seen this strategy work with non-profit boards. Over time (usually six months to a year), the board starts to trust the development staff with their friends, family and business associates.

They start to make introductions, trusting that the fundraisers won't jump the gun. The non-profit stops begging for introductions, and earns them instead.

Visit [www.thefundraisingauthority.com](http://www.thefundraisingauthority.com) ■

# Don't fall into the trap of the shiny new fundraising thing

STRATEGY

**W**hen I first became a Development Director, I was shocked by the number of letters, e-mails and calls I got on a weekly basis pitching new technologies, databases and fundraising products. I was also inundated with information on fundraising strategies.

When people become overwhelmed, they do one of two things. Some people freeze up, and get analysis paralysis. The sheer number of choices available to them prevents them from making any choice at all. I was not one of those people.

Some people, when they are overwhelmed with choices, try to do them all (or as many as humanly possible). That's what I did – jump from one fundraising strategy to the next . . . implementing one new technology after the other . . . until I realised we simply couldn't do everything. And nor should we, since not every tactic or product we tried worked.

## It's easy to fall into the trap

It's easy to fall into the trap of constantly trying the “shiny new fundraising thing” that's out there. Whether it's a new mobile-giving app, a free crowdfunding site, a new idea for your development communications . . . they all offer the promise of new revenue to support your organisation's mission and vision.

Sadly, as I found out the hard way, chasing the shiny new thing doesn't lead to fundraising success. It leads to confusion, exhaustion and burnout. Clearly, there has to be a better way. Many products or strategies that are new (or new to you) will work for your non-profit. So you can't stick your head in the sand. But you also can't chase after every idea that comes across your desk.

## The solution is the 3 Ps

I have found that the solution to the problem of the shiny new fundraising thing can be solved by implementing what I call “the 3 P's.” They are:

### Pause

First, you need to take a breather. If you've been chasing every new fundraising strategy and technology out there, now is the time to hit the pause button. Stop implementing anything new, stop reading ads in fundraising magazines looking for new products or books or ideas.

Instead, take inventory of all of the fundraising ideas and technologies you have pursued to date. Compile some hard data. Find out what has worked, and what hasn't worked. Do you see any patterns? Have new individual fundraising programmes been working for you, but not crowdfunding? Did that mobile giving app you purchased knock your fundraising out of the



park, while your new focus on grants didn't go anywhere? What can you learn from your hits and misses that can help you make better plans going forward?

### Plan

Once you have taken stock of your fundraising, it's time to develop a plan. This could mean writing your organisation's first fundraising plan, or simply revising the plan you already have based on what you have learned.

As you plan your fundraising activities, it is very important to focus on the basics. Remember, for 99% of non-profits, most of your money should be coming from individual donors. Those donors require personal communication, with major donors receiving in-person visits and asks from your fundraising team. If you're not out doing fundraising meetings, you shouldn't be launching a crowdfunding campaign. Cover the basics first, before you expand your horizons.

That being said, if you are covering the basics, I encourage you to include one or two new and innovative fundraising strategies into your plan for the coming year. Your non-profit shouldn't stagnate, and testing new tactics and products is a great way to reach new audiences and develop new revenue streams.

### Pursue

Once you have your plan (including your one or two new ideas or products), stay focused in pursuing your plan. Don't get side tracked. Don't chase after any other shiny new things – you already have your one or two new things for the year. Focus on doing them well.

Then, at the end of the year, review the ideas you picked to see how well they worked. If they were successful, keep them. If not, discard them and try something else in the following year.

Don't get caught up in the chase for new fundraising dollars . . . carefully consider your options, make a plan, then relentlessly pursue it on behalf of your non-profit organisation.

Visit [www.thefundraisingauthority.com](http://www.thefundraisingauthority.com)

*Modern fundraisers are bombarded with marketing messages, sales pitches, and ideas for new fundraising strategies. I don't know about you, but I sometimes feel overwhelmed by the sheer volume of possibilities, tactics, and products available to non-profit development teams.*  
**By Joe Garecht.**



# WeBenefit innovates in fundraising and fund-saving for non-profits

**D**igital fundraising and procurement platform, WeBenefit, initially set out to tackle the funding challenges facing schools, but soon realised that it could also help non-profit organisations. Marisol Gutierrez looks at how WeBenefit is ushering in a new way of fundraising – and fund-saving.

With the proliferation of loyalty schemes and online fundraising sites, it's easy to mistake WeBenefit as another one of those. Except that it's not.

Far from being a simple fundraising site, WeBenefit leverages the buying power inherent in schools and non-profit organisations (NPOs) to achieve an average of 15% saving on operational expenditure.

For organisations with significant spend on routine items, this saving can then be channelled into meeting other expenses. That's WeBenefit's procurement advantage – and for any non-profit, that's simply smart.

It gets even more interesting when you see how WeBenefit is purposefully positioned as a digital fundraising partner through its online shop and service partners.

The site offers everything from large appliances, electronics, clothing, stationery, computers, toys and airtime to hotel accommodation, print, IT and energy-saving and office solutions.

## Sharing profit

Fundraising through the site is effectively activated by an NPO's supporter base – individuals and businesses – who purchase on WeBenefit.

As much as 60% of the profit of all purchases is shared with the beneficiary organisation. The same profit-sharing principle applies when businesses channel their own procurement through WeBenefit: their routine purchases (of office supplies, for example) also benefits the beneficiary organisation of their choice.

If an NPO or school harnesses the buying power of their supporters and promotes their partnership with WeBenefit, the reward amounts to a steady stream of income for the organisation, with very little effort – apart from promotion and marketing.

WeBenefit offers substantial support to its beneficiary organisations at the outset of new partnerships. They provide a great marketing guide, as well as a range of sample materials, many of which NPOs and schools can integrate into their own



communications through simple 'cut and paste' actions.

## Win-win

Products and services on WeBenefit are offered at reduced prices – at less than they cost at retailers – which incentivises consumers to purchase from the site rather than a retailer, in addition to knowing that their purchases will benefit the cause they care about.

Simply put, the individual or business buys products at a discounted price and the cause of their choice simultaneously receives part of the proceeds: it's a win-win.

## School fee benefit

A remarkable feature of the WeBenefit model is its School Fee Benefit, which enables parents to offset their children's school fees against their purchases. This is a significant advantage for both private and public schools, which are seeing an increasing number of parents battling to meet their fee obligations because of socio-economic challenges.

Parents and relatives – as well as their businesses – can also elect to allocate part of the proceeds from their purchases towards the child's school fees. This essentially creates a virtual community of support around a learner.

This aspect of WeBenefit has massive potential for NPOs that work within the education space and with vulnerable children where educational costs need to be subsidised.

Brands represented on the site include Zando, Samsung, Xerox, Hotels.com, Dell, TomTom, Sanlam, Speedo and dozens more.

WeBenefit supports charities, schools, care homes and churches, but will not enrol controversial groups or political parties as beneficiary organisations.

If you'd like to know more, contact them at [info@webenefit.co.za](mailto:info@webenefit.co.za) or visit their website at [www.webenefit.co.za](http://www.webenefit.co.za) and Facebook page [www.facebook.com/WeBenefitSA](http://www.facebook.com/WeBenefitSA) ■

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