



FUNDRAISING FORUM

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DMI launches dedicated online fundraising division

Harnessing the power of the Internet is becoming increasingly popular – adding to the arsenal of fundraising tools charities have at their disposal. Downes Murray International recently launched a new division to cater for the growing demand for Internet fundraising expertise. Web developer, Sheila McCallum explains.

Recognising the increasingly important role of the Internet as a fundraising tool, Downes Murray International recently launched a new division – DMI Online – to provide clients with professional online fundraising services, including web design, e-appeals and donor management systems.

DMI Online is headed by Sheila McCallum, who has over twenty years' fundraising experience with the consultancy – the last four of which have been devoted to gaining 'hands-on' knowledge of web design, search engine optimisation, and effective e-mail marketing.

Demand for these services has sky-rocketed during the past six months, with the company currently responsible for developing and managing online fundraising strategies for 10 of its non-profit clients. Launching a dedicated online fundraising division to service these clients was a logical step.

Although online donations still account for only a small percentage of total funds raised, McCallum finds the immediacy of electronic media a real buzz.

Results

'At DMI we are totally results-focused,' she said. 'A lot of time is spent testing creative, lists and other variables to maximise response. But with direct mail campaigns, especially to overseas markets, it takes months for the results to come in.'

With online fundraising, it happens literally in front of your eyes!

McCallum quoted an example of a small e-mail campaign recently run by DMI Online on behalf of one of their clients.

'In order to take advantage of reduced call rates, the e-mail was sent out at 9.11pm,' she said. 'At 9.19pm, the first donation was made! Four more came in that evening, and in less than 48 hours, the campaign had raised over R12 000.'

Compare the cost of creating and deploying an e-mail message with the cost of printing and posting a traditional direct mail pack, and clearly the Internet is an



Catholic Welfare and Development's website, www.cwd.org.za

essential part of any non-profit's fundraising mix. In particular, smaller organisations with limited resources can benefit hugely by using the power of the Internet to raise funds.

Testing

The scope for sophisticated testing to maximise the effectiveness of e-mail messages is also hugely exciting. Tracking opening and click-through rates is just the tip of the iceberg. Testing different URLs in different areas of the message, different subject lines and different creative approaches can all be done quickly and effectively prior to mass e-mailings.

Timing is another important area of consideration ... both the day of the week and the hour of the day when e-mails are most likely to be opened and read. The variables are endless!

'At the moment, most of our clients have limited e-mail address lists (under 2000), which makes it difficult to test too many variables,' McCallum explained. 'But as these lists are built up, the opportunities for segmentation and testing will become limitless.'

For more information on DMI Online, please email sheilamc@iafrica.com, or telephone (031) 7644843.

Watch out for the relaunch of the Downes Murray International website in July. A highlight will be a 'blog' written by local fundraising guru, Terry Murray. The revamped website will also feature useful tools, tips and tricks for fundraisers. Visit www.dmi.co.za



The website of the Archdiocese of Durban. www.zulumissions.org

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Making the most of your fundraising development officer



Terry A Murray is former chairman of Downes Murray International and recently retired president of DVA Navion South Africa.

So you've decided that it is time to appoint a dedicated fundraiser for your non-profit organisation.

Hopefully you'll be fortunate enough to find someone with experience and integrity who:

- doesn't want to work on a commission basis;
- is equally comfortable dealing with corporate donors like CEOs and corporate social investment representatives as well as individual donors and older, prospective bequestors who may be seeking a relationship with the organisation;
- has some experience of fundraising beyond the level of special events.

Let's assume that you have the right person in place and you've given them a well-equipped office with a computer,

introduced them to all your board members (or trustees) and provided them with a thorough orientation.

Now comes the danger – for it's at this point that so many organisations believe that they can now abdicate completely from what they feel is the awful and thankless task of fundraising.

Not so! The chairman or chief executive of a major donor company doesn't want to only deal with your fundraiser – they want to see the top person as well – your board chair and/or your executive director.

Support

They want to know that your top management feels that the project for which you are seeking a major contribution is considered to be vitally important and has the full support of your board.

Sure, your fundraiser will set up the appointment, draw up the funding proposal and make certain that everyone is well briefed on their role in the donor interview – but ideally, they must have the backing of an influential volunteer from your board.

Likewise, your fundraising manager should not be the person to sign the letters of appeal in your direct mail programme.

Let your chief executive sign them, as this provides the ideal opportunity to build a relationship which will make the donors feel that their support is important. Over the years I've seen great loyalty from direct mail

donors who receive letters from the head of a non-profit organisation talking about real life experiences.

One example is a blindness agency where the director is blind or partially sighted and can talk to donors with enormous conviction about the important impact of their support.

Powerful message

In a capital fundraising campaign for a university or school, an ask which comes from a well-known and dedicated alumnus or former scholar who has volunteered to chair the campaign, sends a powerful message to potential donors.

And even with the promotion of bequests to your organisation, it's vitally important to have a respected older member of your voluntary board or your donor community heading up the committee of your bequest society and making it known to all that they have already made their own bequest.

But all the while your fundraiser is there working in the background – making sure that everything necessary has been prepared beforehand, so that everything runs smoothly and according to plan. Your fundraiser should also be the one who suggests topics for your appeal mailings

(and briefs other staff members to be on the look-out for ideas).

And your fundraiser will hopefully make sure that all your board members are aware that they should be making their own financial contribution to the organisation.

Board members should also be using their influence to provide the fundraiser with leads to possible funding from their colleagues and friends in the business world – and they should be 'talking up' the organisation and its good work at every opportunity.

Ensure that your fundraiser has regular opportunities to interact with your board members, so that there is a growth of mutual respect and understanding.

Apply most, if not all, of these recommendations and you will have good reason to be grateful for employing a fundraiser (and/or fundraising consultant) as the detail and hard work will all be done in the background and the time of your chief executive and board members will be used more cost effectively. ■

“Apply most, if not all, of these recommendations and you will have a good reason to be grateful for employing a fundraiser.”

Milestone Thinking

On-target observations in brief

Students and children are the future of your country. Involve them, because they're also the future of your organisation.

With acknowledgement to

Julie Atkinson

Development Director, Operation Smile, Vietnam

Most proposals get declined. Don't be discouraged, use this as a learning experience.

With acknowledgement to

Dr. Rosalia Sciortino

Director, Southeast Asia Regional Programme, Rockefeller Foundation

Be a curious fundraiser. Try new things. Make them work. Observe and identify new opportunities.

With acknowledgement to

Bernard Ross

Director, The Management Centre

Help people to be their best. Let people discover themselves. Leadership is about growing people.

With acknowledgement to

Tony Elischer

MD, THINK Consulting Solutions

Your bequest mailing should not be perceived by the recipient as the latest in a string of solicitations. You're writing to the donor about a very sensitive matter, and the package should be highly personalised.

With acknowledgement to

Gwen Chapman

In Mal Warwick's e-newsletter

Visit www.malwarwick.com

Don't hang around waiting to learn all there is to know about fundraising. Get started now. Start fundraising today.

With acknowledgement to

Michael Norton

Visit civa.org.uk

Charities that collaborate with other organisations to run fundraising events and campaigns are saving money, time and headaches – and fulfilling ambitions they could never reach operating solo.

With acknowledgement to

The Chronicle of Philanthropy

April 6, 2006



Big hope for little people

The 74 girls and boys – aged two to 18 – who live at the Durban Children's Homes (DCH) share only one thing in common: they are loved.

But this 100-year-old care facility has evolved into far more than a safe, loving haven for children, by responding to the changing needs of Durban's young.

Today, the home incorporates a unit for HIV-positive children – the Amaqhawe Unit – which currently cares for 16 girls and boys who are living with the disease.

In 1999, DCH established the Siyakhula Treatment Centre for youngsters aged between 11 and 17 who have substance abuse problems. This is the only registered treatment centre – provided by a children's home – in the country.

Then there's the home's Isibindi Project, a community outreach programme specifically developed to provide support to child-headed households in rural areas.

The positive outcomes of this much-needed project has resulted in it being replicated in other regions.

The devastating effect of HIV/Aids in our communities is demanding more involvement – and resources – from NGOs, and DCH is no exception.

Giving children the chance for a better future remains the guiding principle at DCH – and they continue to provide a sterling service to the greater Durban community.

(Readers are invited to submit photographs, together with a brief overview of their organisation's work, for inclusion in this regular feature.)

Durban Children's Homes offer more than a loving haven for youngsters. They've evolved – over a century – to meet the changing needs of children.

FUNDRAISING FORUM

Fundraising Forum is a regular newsletter dedicated to the enhancement of management, fundraising techniques and the promotion of community service, welfare and not-for-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 worldwide fundraising publications which are reprinted with acknowledgement to the publishers.

We welcome submissions for publication from all writers involved in not-for-profit work.

Visit www.dmi.co.za

All you need to know about Choosing the right list broker

Choosing a list broker can be a daunting task. Suzie McGuire – a consultant at Mal Warwick & Associates – offers her advice.

All list brokers can secure any mailing list on the open market for your organisation. And they all receive similar compensation in the form of a standard commission that's taken off of the base rental rate.

So, if any broker can secure any list, how do you choose among the more than 200 list brokerages in the market? Here are some questions to consider.

Does the list broker have extensive experience working with organisations similar to yours?

Ask for a client list along with years of service with those organisations.

Brokers have access to their clients' statistics and mailing patterns, and although that information is strictly confidential, they certainly use that information when they're making recommendations to you.

What's working?

Many brokers have sophisticated systems that allow them to cross-reference usage and determine which lists are working for which offers.

The broker is then able to give you an educated recommendation as to how the lists should perform for your acquisition mailing.

Does your broker provide a thoughtful plan and strategy?

Or are you simply seeing what I call "cut and paste" planning?

At the very least, a plan should include list name, selection, gross quantity, estimated net quantity, base price, approval basis, selection prices, list universe, exchange history, and list markets.

Strategy

An overall strategy document should accompany the plan describing why particular lists or markets are being selected. If you're willing to supply statistics, some brokers will produce projections for more complicated programs. If you have a larger program with several packages, you may want your broker to recommend list and package assignments.

Who will be setting the strategy for your account, and how much experience does she have working with organisations similar to yours?

There certainly are brokers who specialise in working with specific types of organisations, such as environmental, charitable, or civil rights groups. And many of these brokers have extensive experience working with multiple mailers within these categories.

Can your broker deliver the recommended mail plan?

A good broker follows through on the process of getting the list to the merge-purge

Checklist for choosing a list broker

Experienced?

Do they provide a strategy?

Service delivery

Knowledgeable?

Well connected?

Do I want to be involved?

house and lets you know at the critical points of the process if the plan needs to be adjusted.

Goals

Is the broker knowledgeable about your organisation and your acquisition goals?

Do you collaborate with your broker and educate them about your current donors and what motivates them to give to you?

Do you give them current samples, let them know about packages that are in draft, and supply them with current statistics?

Do you give them enough time to supply you with a thoughtful plan? Typically a mail plan should be in conception about two months prior to drop.

This allows for pre-clearance, count requests, and a few drafts of the plan prior to placing list orders. If your deadlines are too tight, you may not be able to secure your best lists or the best work from your broker partner.

Is your broker well connected within the direct response community?

A good broker will have industry contacts and can help you network with other professionals.

They should be up-to-date on new trends and technology. And in order to be effective, your broker should be well regarded within the industry in terms of professionalism and know-how.

How involved do you want to be in the process of selecting lists?

Some clients like to roll up their sleeves and help choose lists, and others want a refined plan of the best lists.

My personal belief is that if you're spending an unusual amount of time reinventing the mail plan, then you should either communicate your needs better or reevaluate whether you're working with the right broker.

Suzie McGuire is a Consultant at Mal Warwick & Associates. Visit www.malwarwick.com or e-mail suzie@malwarwick.com

With acknowledgement to Mal Warwick's online newsletter. Visit www.malwarwick.com

Plan your future with a great story

Plans scare me. Or I should say, I find the business of planning scary. And I can't give you a logical reason why this is.

I was probably standing in the wrong queue the day they were handing out the 'make-a-plan' brain circuits.

And don't even get me started on logical frameworks. Those log-frames with all their cells showing objectives, goals and targets – I'd rather read the phone book.

But stories I like. I'm a sucker for a strong plot with well-drawn characters. Whether it's one of Herman Charles Bosman's three-page gems or a CS Lewis visit to Narnia, I can't put it down.

My love of great books and my loathing of plans – what do they have in common? More than you might think. Give me a moment and let me see if I can convince you.

Future

A plan is really just a way of sketching the path to the future, whether it's for a billion Rand mining corporation or the local children's shelter operating on a whole lot of love and an empty bank account.

The miners are probably figuring out a way to extract more ounces of gold in a shorter time and the minors want a mom to tuck them into bed at night and a dad to walk them to school in the morning.

Both rich and poor, we all need gems in our lives and finding them takes hard work and time. And this, as the cliché would have it, is where the playing field becomes level.

We may outweigh one another in extra resources, but when it comes to time, we are all born equal. A millionaire and charity volunteer each get 24 hours per day.

That's why we need a plan. We all have to work hard to find those 'gems' and time is not our friend.

Risk

The risk for all of us is that the clock will stop before we've reached the shore. And whether it stops a day or two before we make landfall or a few years before docking doesn't really make much difference.

So to increase our chances of finding the gems we want, we had better look in the right place from the start. A plan helps you do this by identifying opportunities and matching them to resources.

The miner doesn't drill a hole in the ground until he's pretty sure he's going to hit an ore-rich reef, so he has a team of engineers and geologists on board during the planning phase to help him identify the right location

— before the guys down the road get the same idea.

Your plan is your story about your future. More precisely, it's your story of how you are going to get there.

Maybe it's more volunteer moms and dads to cuddle those children that you need – and the plan will take a few hours and a bit of common sense to knock together.

But if your bank manager is pulling long faces at you about that perpetually overdrawn account, chances are you need the 'Big Story' to get those funds flowing and his face smiling.

We're talking Tolkien rather than Bosman and we get a bit fancy by calling it a strategic plan with:

Lots of characters, a big plot with smaller stories weaving themselves into the action, some great battles and definitely a few scenes unsuitable for sensitive readers. All the best strategic plans come with a 'PG' rating.

A plan is simply a story set in the future. It's your way of telling yourself and those who love your cause how you are going to reach your destination on time and on budget.

Sure the world is going to be a better place by the time you're through, but don't keep us in the dark. Tell us how it will happen.

Get going

Let's look at a few practicalities. No two authors write their novels in the same way, and there is no single right way to do strategic planning, but I hope the following ideas will help you:

Assemble the cast. The characters who are going to act out this novel need a break from their routine to think about what they can do differently – and do better.

Get them off-site where they can focus with you. Give them homework and give them time. If they arrive unprepared and rushed, they may just pull the first lame idea that comes to mind out of the hat.

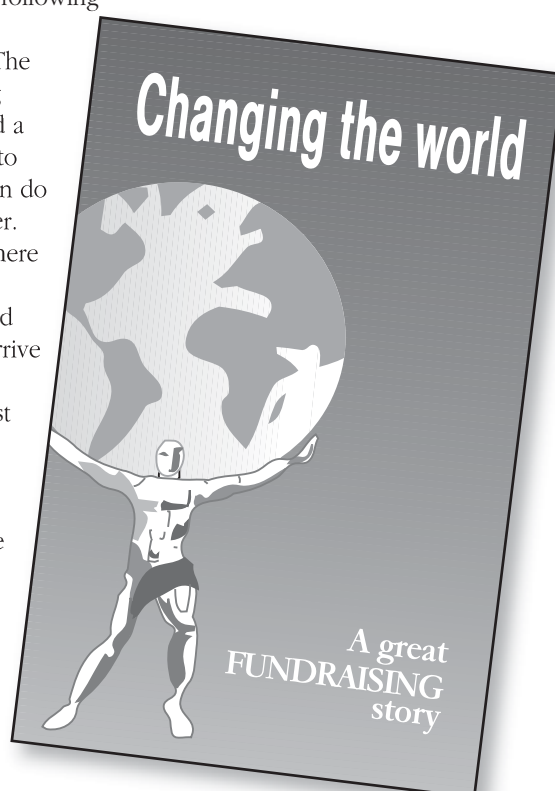
Know ahead of time where the opportunities lie and what the need is.

An experienced outside facilitator can

Continued on page 8



Executive Director of the Leprosy Mission, Peter Laubscher, shares his thoughts on how creating a great story is central to a successful strategic plan.



What donors expect from you

You may wonder why donors stop supporting your organisation. Or how to get lapsed donors to renew their commitment to your cause. Research by Campbell Rinker, a research firm in California, sheds some light on what donors – past and present – expect from you.

*With acknowledgement to
The Chronicle of
Philanthropy
April 20, 2006*

Financial and other personal constraints are not the primary reason donors stop giving to charity, says Dirk Rinker, president of Campbell Rinker, a Californian marketing research firm.

Rather, he said, they are more likely to stop contributing because they are unhappy with a charity's actions and how the organisation treats them. Many charities lose up to two thirds of donors within two years of receiving their first gift.

To figure out why, Rinker's company gathered data from more than 3 000 donors to religious charities who gave in response to mass fundraising appeals such as direct mail or broadcast solicitations; the study included 1 221 donors who had stopped giving for at least 18 months.

No more than 20% of the active donors in the study, and a similar proportion of lapsed donors, said that a loss of income, health issues, increased expenses, or other personal constraints would cause them to decrease their charitable donations.

But nearly 70% of both active and lapsed donors said that they would stop giving if a charity did not fulfil their main expectations; another nearly 15% of the donors said they would decrease their support in such circumstances.

Donors' top expectations of any charity they support include: Honesty in its business practices and the relationship with its donors. The use of gifts only as it said it would, and not treating donors rudely.

Guilt

Donors also said they wanted a charity to manage its operations well and avoid budget shortfalls, and to refrain from using guilt or manipulative tactics to persuade them to give.

Among lapsed donors, one in five said that not being adequately thanked or acknowledged would cause them to stop or decrease their gifts, while 35% said that they would curtail their giving if the charity didn't treat them as a partner.

Donors who gave the most, a cumulative total of \$500 or more, were more likely than others to stop giving because their expectations were not met or because they were not treated as a partner by charities they support.

Donors who gave less than \$500 were more likely to be turned off by overly elaborate appeals and by charities that solicited them too frequently.

'Donors are sensitive to expensive looking mailings,' said Rinker. He said that many charities make the mistake of using emergency appeals, not realising that such solicitations often suggest management or financial problems within the organisation. Such appeals, he added, 'must be carefully thought out'.

More than 60% of both active and lapsed donors in the study said that they would consider reviving their giving to charities that had not met their expectations if those charities apologised or somehow made up for doing a bad job.

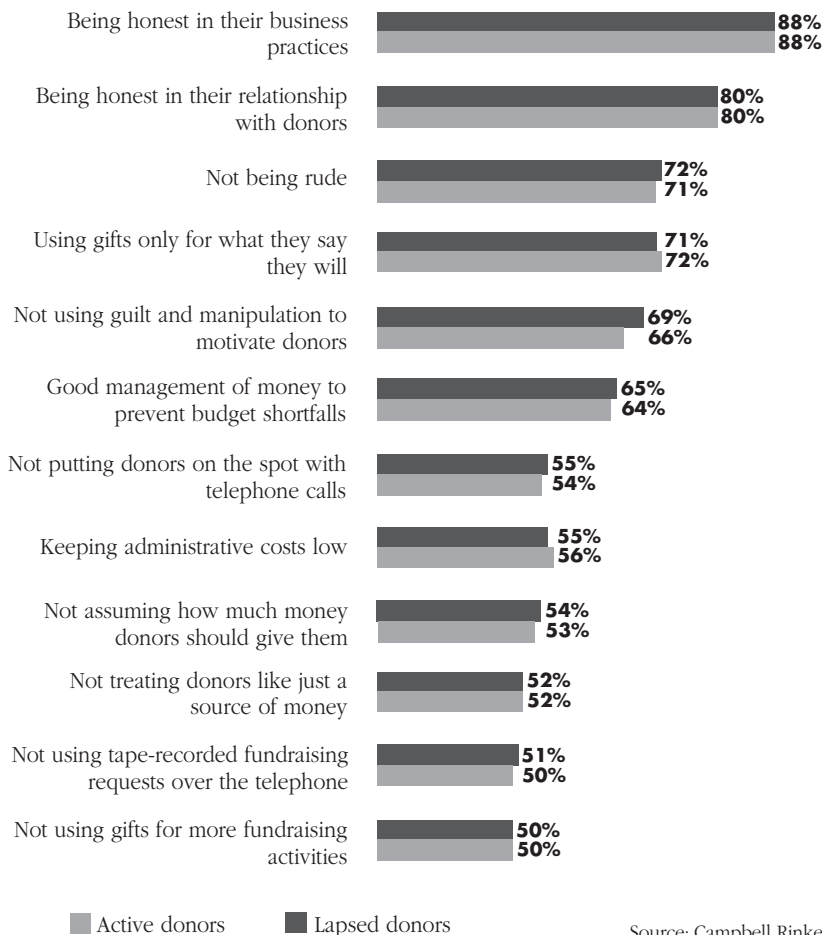
In trying to keep donors or persuade lapsed donors to resume their giving, fundraisers should keep in mind that 'donors hate guilt-inducing appeals', Rinker said.

He advised charities to avoid coupling their thank you messages with repeat solicitations and to develop a plan to ask donors who stop giving about their reasons for doing so. 'Inquire but don't make it a past-due notice,' he said.

The message, he added, should be 'We care about you,' not 'We need you.'

A book based on the study, *The Disappearing Donor*, may be ordered online at www.servantheart.com/store/index.cfm. The cost of the book is \$19.25.

Donors' top expectations for charities



20 great fundraising ideas

If you're at the stage where you think you've exhausted the range of creative fundraising ideas, here are 20 ideas you may – or may not – have tried.

And even if you've tried some of these techniques, it may be well worth your while to revisit these ideas, and give them a fresh twist to suit your current needs.

Speak out

Use every opportunity to tell people what you do. Repeat your message as often as possible. Make sure you get out into your community, using volunteers and staff to spread your message with passion. Go fishing for new contacts, and meet the people who are important to your organisation.

Use the telephone creatively

Develop a great telephone personality, and use the phone as a communication tool, to secure gifts in kind, or discounts on items you need. Use the telephone to thank donors, and invest time to develop meaningful relationships.

Involve beneficiaries

Take beneficiaries to your fundraising meetings and allow donors to engage with the people they are helping. Use photographs which illustrate your work, and use case histories to show how people are benefitting from donor support.

Get lots of media coverage

You can't fundraise unless you communicate your work to prospective donors. Come up with bright and unique ideas. Create excitement and energy to get your organisation well known. Develop good contacts in the media.

Organise a stunt

Attract publicity by organising an exciting and unusual event. Invite the media to your event, and send out a press release with photographs afterwards.

Find a celebrity

Celebrity involvement encourages others to support your cause. Invite the celebrity to be a guest of honour at functions, participate in events or write for your publications. Get media coverage of your celebrity.

Ask the next person you see

Always carry information about your work, and make sure you give people a way to respond/give. Develop your speaking skills, talk about your work and ask for a gift.

Don't take no for an answer

Be persistent and have the courage to challenge a 'no'. Ask people to reconsider their response, and find out why your application or request was rejected.

Get your first 100 donors

The best people to use to get new donors are people who have already given. Ask everyone you know, and ask them to do

the same. Speak at meetings, colleges, Rotary lunches, business lunches and companies.

Multiply the value of donations

Encourage donors to give tax-effectively, making it cheaper for them to give – and to give more. Ask donors to give a monthly gift.

Invite people to see your work

Seeing is believing, and visitors may have an experience they will remember for a long time. People who see your work are more likely to support your cause.

Inspire people to fundraise for you

Use people who are inspired by your work as ambassadors. Set up local fundraising groups, which can organise events and raise money. Make sure they share your mission and values and are 'right' for your organisation.

Make a shopping list

Ask for items to be donated, or ask for a big discount. Ask as directly as possible, and approach the person who can make the decision. Use your shopping list to develop long-term relationships with donors – go back and ask again in the future. Thank them and tell them how much their donation helped.

Break your work into bite-sized chunks

Be specific in what you are asking for – ask for manageable amounts. People prefer to support a specific need. Make what you are asking for appealing and attractive.

Be a good neighbour

Tell people in your community about your work, and invite them to come and see what you do. Organise an open day, and show people around your facility.

Organise a really fun fundraising event

Think about organising one great event a year. People participate because they enjoy the event – so make it enjoyable. Get participants to become regular supporters. Use the event to inspire donors and to increase their commitment.

Organise a sponsored event

Give participants a target amount to aim for, make sure they collect all their pledges, and make sure you collect all the money from participants.

Turn promises into cash

Auction off items that money can't buy. Your supporters will find them attractive – lunch with a celebrity, a dinner cooked at home by a well known chef, or a week at a holiday home. Get lots of exciting things to auction, and find someone who can act as a lively auctioneer.

Develop great ideas

Try something nobody else has tried. Funders like innovation. If your idea is a winner, they can take credit for helping you get started.

Get a website

Make your website a great ambassador for your work, and encourage online giving. ■



At the 7th International Workshop on Resource Mobilisation, Michael Norton shared his top 20 fundraising ideas. Downes Murray International's creative director, Richard Solomon was there.

Michael Norton is the founder and director of the Centre for Innovation in Voluntary Action. Visit www.civa.org.uk, or e-mail norton@civa.org.uk

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Plan your future with a great story

make a big difference. Someone who knows you and your sector will add heaps of value to the process.

Have lots of work space handy with piles of flip chart paper, pens and plenty of place to display the ideas. Make sure everyone is on the same page all the time by keeping all ideas visible.

Get your people involved. Be creative. Create excitement. Offer prizes for good ideas. Keep the energy flowing. Do whatever it takes to bring people out of their shells.

Everyone gets to have a say. Leadership doesn't have a monopoly on the future.

Agree on the Big Idea. Just what is your goal? What is it that you are really trying to achieve? This question is often harder to answer than you'd imagine.

Fifteen people around the table? Expect maybe six differing ideas about what your organisation is about. Build agreement and create enthusiasm because this is one novel that always gets written in 'reverse'.

Happy endings

Until you know how the story ends, you can't build the plot. Of course we want our story to end with 'They all lived happily ever after' because ours is a love story (if it's not, why are we even writing it) and romances make for great reading.

But for some it's a white wedding in St George's cathedral with a pipe organ and for others it's barefoot on Noordhoek beach with guitars.

Figure it out. Big cathedrals need big

budgets. The beach needs great weather. The wrong plot will see your happy Noordhoek couple exchanging vows in a wet Cape winter gale instead of a gentle Autumn breeze. Not good. We want this book to fly off the shelves.

Have four or five storylines that build together towards the Big Idea.

Tasks

Now it gets serious. People are assigned tasks and deadlines. Sub-plots get leaders. Allocate budgets and resources. Do not leave any loose ends. Follow every idea through to its conclusion.

Untidy plot? You've wasted your time. Leave nothing to chance. Leaving enough time for this process is vital.

You've seen how they nail things down in Florida ahead of the hurricanes – do the same. Everyone gets a job and others get more.

Write up the plan, include everything and make sure everyone gets a copy. Then schedule follow-up meetings.

Drive the plan. If you don't, your novel that you have so carefully written remains a work of fiction.

Have I convinced you that writing a great plan and writing a good novel have much in common?

I hope so, because out there is a baby who's just been dumped in a bin and a child who hasn't eaten in four days and a puppy in need of a home and ...

They're counting on you and you need a plan you can count on.

Don't let them down. ■

"Reprinted with acknowledgement to ..."

Fundraising Forum prides itself on keeping South African fundraisers right up-to-date with developing attitudes, trends and techniques, both here and overseas. We are grateful to the following international publications, which are regularly quoted and highly recommended:

- *Successful Fund Raising*, PO Box 4528, Sioux City, Iowa, 51104 (12 issues per annum \$149) website: www.stevensoninc.com
- *The NonProfit Times*, 190 Tamarack Circle, Skillman, NJ08558 (\$129 per annum) website: www.nptimes.com
- *The Chronicle of Philanthropy*, PO Box 1989, Marion, Ohio, 4335-1989 (24 issues – per annum at \$95) website: <http://philanthropy.com>
- *Mal Warwick's website* – the site features a free e-newsletter, and loads of great tips and ideas. Visit www.malwarwick.com

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Downes Murray International

Downes Murray International are fundraising consultants, working with non-profit and non-government organisations of all kinds, to increase their fundraising effectiveness.

We offer feasibility studies, strategic planning workshops, direct mail fundraising, mail/phone, corporate and capital fundraising campaigns, Internet fundraising and website design, church fundraising and bequest promotion programmes. In addition, Downes Murray International has close links with a number of fundraising consultancies across the globe, and represents DVA Navion International Consultancy in Africa, enabling us to keep a finger on the pulse of international trends and techniques. For more information contact your nearest office.

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