

FUNDRAISING FORUM™

Is online working for your NPO full-time?

If you consider that 74% of NGOs in Africa have a website, yet only 55% of these accept donations via their sites, it's clear that there is still some way for us to go to maximise our online fundraising potential, writes Marisol Gutierrez.

These statistics, and other interesting findings, were revealed in the 2018 Global NGO Technology Report. Researched by Nonprofit Tech for Good and sponsored by the Public Interest Registry, the report is based on a survey of 5 352 NGOs in 164 countries, including South Africa.

By comparison to Africa's 74%, almost all NGOs (98%) in North America have websites, of which 86% accept online donations. The global average points to 72% of NGOs worldwide accepting donations on their sites.

Having a website doesn't mean you're fundraising online . . . you need to drive potential supporters to your site, motivate reasons to give and ensure it's safe and easy for supporters to donate online.

NGOs that are successful at online fundraising are guided by a strategy that includes stories of hope, coupled with prominent calls to action which are woven through their email appeals, websites and social media channels.

While social media does inspire online giving, email is still the most powerful online fundraising tool. It's no surprise, then, that 63% of NGOs regularly email updates and appeals to their supporters.

Digital wallets

Credit cards, PayPal and direct debit are listed as the most accepted forms of payment, although the report predicts that digital wallets and cryptocurrencies are likely to become more widely accepted in the future. Digital wallets are already being used innovatively: local online fundraising platform, WeBenefit, utilises this tech, calling its digital wallet a 'WeWallet'.

While the report elegantly summarises the non-profit sector's use of websites, social media and other tech, it also looks at the way in which NGOs are responding to the need for ever-tighter cybersecurity. Like the private sector, NGOs are also turning to encryption technology to secure their donor data, digital wallets and their

communications, with 41% of NGOs using encryption technology.

While this growing trend is encouraging, the report urges NGOs to modernise how they manage and secure their data: 'The outdated process of managing donor contact information and transactions through Excel and legacy CRM software is hindering NGOs and their ability to be efficient, data-driven organisations.'

Socially speaking

Early adopters of social media, such as the Humane Society and Greenpeace, were active on social networks long before brands climbed on the bandwagon or government started turning to them to communicate.

They began creating pages on Myspace and channels on YouTube in 2005, then Facebook Groups in 2006, and Twitter profiles shortly thereafter. The fact that social networks were free to use propelled NGOs worldwide to embrace social networking. If there's one part of this report that deserves to be written in gold it's this: 'History does not give enough credit to the role that NGOs played in the rise of social networks.'

In case you were wondering, Greenpeace International's Facebook page has 2 769 715 followers and Humane Society International, 1 095 313 . . . more by the time you read this.

What's next?

Currently, only 15% of NGOs worldwide regularly send text messages to donors and supporters.

As cost and network charges are two key factors for the lack of growth of mobile fundraising in South Africa, what will make SMS-to-donate a sustainable way of giving in South Africa? What innovation will we see in this space that could radically shift the current status quo?

Marisol Gutierrez is Communications and Partnerships Manager at DMI. Share your NPO's experiences with SMS campaigns by emailing marisol.gutierrez@dmi.co.za ■

INSIDE INFORMATION

Are you using the hierarchy of fundraising asks?	2
Philanthropy in Focus	3
Wow Factor! Applying the power of magic moments for increased income	4
A new way to present our organisational costs to donors	5
The newbie's guide to fundraising lingo	6
The five immutable laws of great non-profit fundraising	7
Upcoming events	8

Are you using the hierarchy of fundraising asks?

During presentations to non-profit groups, I often talk about the “2-Ask Process”. This is my concept that for every prospect you have at your organisation, you should be prepared to approach them with two different asks, after you have properly cultivated them. By Joe Garecht.

The first is an ask for money . . . you are asking them to make a gift to your organisation. If they say yes, you steward them properly, and then at a later date, make a second ask. This ask is an ask for referrals . . . you are asking the person to open up their network to you and to serve as an ambassador for your organisation by introducing you to others who might be interested in your work.

The 2-Ask Process is a good framework for approaching your individual fundraising programme, and using it will put your non-profit ahead of the 99% of organisations that never ask their donors for referrals.

Once your non-profit is making asks for referrals, you're ready for the real fun to begin . . . that's when you're ready to tackle the full hierarchy of fundraising asks.

The hierarchy of fundraising asks

Here is my complete hierarchy of fundraising asks that you should be making at your organisation, in the order they should be asked. Not every ask will fit into your non-profit's development strategy. In general, though, this is the order that you should be using as you approach your donors. In between each ask, of course, you should leave sufficient amount of time for thanks, recognition, and stewardship:

1 – Ask for a gift

The first and simplest ask you should make is to ask for a monetary gift for your organisation. This is the donor's opportunity to invest financially in your work.

2 – Ask for referrals

The second ask you should be making of your donors is to ask them for referrals. This means opening up their address book to introduce you to people who might be interested in the work of your non-profit.

3 – Asking for an upgrade or recurring gift

The third ask you should be making of your donors is to ask them to either upgrade or to make a recurring gift. If you ask your donor for an upgrade and they say no, then try to get them to at least renew their gift.

This is an ask you should be making of your donor every year. This ask should be made whether or not your donor agrees to make referrals.

4 – Ask for a planned gift

A fourth ask that you should be making is asking your donors to make a planned gift to your non-profit by remembering your organisation in their Will (or through another planned giving vehicle, depending on how advanced your development process is).

This ask should only be made to donors who have demonstrated strong support for your non-profit through a multi-year series of gifts or pledges to your organisation.

5 – Asking for a leadership gift for a campaign

Another advanced ask you can make of your donors is to ask them to make a large leadership gift to a fundraising campaign at your organisation. This type of ask should only be made to donors who have demonstrated strong support for your non-profit by a series of gifts, and who have the financial capacity to make a large gift.

Is your non-profit using the entire hierarchy of fundraising asks as part of your individual giving programme? If not, now is the time to start thinking through your current donors and prospects to see how you can make these types of asks in a systematic way.

For example, many non-profits will find and cultivate prospects and then, when the time is right, ask for a gift. Then, they set a goal of asking for referrals approximately 4-6 months after the donor makes the gift. They also set a process in place of asking for upgrades every year and new referrals every other year, and set up a meeting to solicit a planned gift after the donor makes his or her fourth gift to the organisation.

The process looks different for every non-profit, and depends on the size of your staff and fundraising budget and the sophistication of your development programme. The important thing is that you think through this hierarchy and see how you can be making different kinds of asks at your organisation.

Tactical asks: Events, direct mail, e-mail and online

These are asks that are made through mass-communication or as part of an individual fundraising tactic, such as asking for an event sponsorship, mailing out your annual appeal or other direct mail letter, sending out an e-mail solicitation to your list, etc.

These tactical asks should be made in addition to the asks spelled out above. Thus, you should still be making an upgrade ask each year to your current donors, even if those donors will also be getting an invitation to your annual gala and a letter about your annual fundraising appeal. Be mindful of the timing of your asks, but remember that just because someone sponsors your event this year it doesn't mean you shouldn't be asking them for a planned giving commitment as well.

www.thefundraisingauthority.com ■

On-target observations in brief

Fundraising is the gentle art of teaching the joy of giving.

Hank Rosso

Proving you value your relationships with donors – by acknowledging the critical role each donor plays in achieving your mission, you encourage a more positive outlook.

www.lexisnexis.com

Outside consultants see the organisation more objectively than permanent staff and can often raise concerns and suggest solutions that internal staff may be reluctant to discuss.

Terry Murray

Isn't the 'quest for younger donors' just, for many fundraisers, an attempt to deny the facts on the ground – that the old like to give, and the young have other ways to spend their surplus cash.

www.aherncomm.com

Is your organisation crawling, walking, or running when it comes to integrated marketing and donor communications? And be honest, because knowing what level of complexity is realistic at the start will help build a stronger programme faster in the long run.

www.malwarwick.com

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

Peter McWilliams

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

Tony Elischer

The biggest single factor which can spell your ultimate demise as a fundraising professional is to listen too hard to others who haven't the knowledge but fancy themselves as fundraisers. Unfortunately these people always seem to be amongst your board members and other senior staff in your organisation.

Michael Downes



Caring for Cape Town's elderly

Established in 1981, NOAH's holistic model of support ensures that approximately 700 social pensioners can continue to lead purposeful and engaged lives.

NOAH provides accommodation, health and social support services for pensioners – helping them to remain independent. In doing so, families and communities are relieved of the burden of care, ensuring that children and grandchildren are also cared for.

South Africa has a rapidly ageing population – and since the country is underprepared to cope with the implications of this situation – older persons are left vulnerable, isolated and neglected. Of these people, 3,3 million are social pensioners whose sole income is R1600 per month.

This pension is often shared with other members of the household, leaving pensioners unable to afford accommodation, daily food and health care.

People in this type of situation

often end up living in abject poverty, suffering the effects of malnutrition, hunger and chronic illness, along with the psychological impact of ageing – a growing sense of helplessness, anxiety and possible abandonment.

The NOAH model mitigates the harsh reality of abject poverty, through:

- 11 safe, compliant and affordable communal houses offering dignity, companionship and independence to 103 residents;
- One assisted living home providing care and oversight for 14 less independent residents;
- Two primary health care clinics, offering bi-weekly doctors clinics with a focus on preventative and promotive health services for 425 members;
- And two community centres offering financial support (including income generating self-help projects), social support, wellness support, access to information, and referrals to 154 members.

Visit www.noah.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 management, fundraising 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 for more information.

Wow Factor! Applying the power of magic moments for increased income

Rob Woods explains how small, thoughtful acts can make all the difference to your donors.

On my way home the other day I stopped at the Pret-A-Manger at St Pancras station, London, for some tea and a bit of cake before heading for my train. As I took out my wallet, the server smiled and said 'no charge, this is all on the house'.

You can imagine how after a long, tiring day this surprise cheered up my evening considerably.

It turns out that the catalyst for my moment of happiness was only half spontaneous. In the excellent, *Power of Moments* by Chip and Dan Heath, they explain that Pret-A-Manger employees are in fact allowed to give away a certain number of hot drinks/food items every week. The Chief Executive of Pret, Clive Schlee estimates that 28% of people have had something free.

More wow moments increase loyalty and therefore income . . .

There are two smart business reasons for Pret to be doing this. Not only does it predictably ensure that in any given week, a significant number of customers are being given a pleasant surprise, creating both increased loyalty and positive word of mouth – the first time it happened I was so chuffed that I told several friends and I shared it on Twitter.

But also, importantly, empowering staff to use their discretion and deliberately 'break the script' has a positive effect on staff morale. Seeing my face go from tired to confused to happily surprised when given free cake, was probably quite fun for the person who served me.

The *Power of Moments*, is a fascinating read full of insights that can be applied to many areas of life, including fundraising. In the book, the authors show that we tend not to remember all elements of an experience equally. Instead, our lasting impression of something tends to be disproportionately affected by the best, worst and last moments of that experience, and we largely forget the rest.

Though this strikes a chord with most people's experience of life, the book points out that too often we fail to deliberately create more positive, 'wow' moments, for ourselves and our supporters/customers.

There are many reasons for this, but one is that we're usually so busy dealing with problems, difficult employees, challenging donors etc. (i.e. we're in 'defense mode') that we rarely have time to proactively create the wow moments.

How can this concept help fundraisers?

In one of my recent Breakfast Clubs for Fundraising Leaders, individual giving expert

Craig Linton (aka The Fundraising Detective) gave a fascinating talk about how to deliberately create more positive, memorable moments for your donors.

Here are just a few of the tactics he has found to work. From the list, my advice is not to look out for ideas that you've never had before, but instead to ask yourself how you could deliberately make these activities more likely to happen.

1. Send birthday and anniversary cards

Surprise donors by wishing them a happy birthday or sending them something to celebrate an anniversary of their giving.

2. Thank sponsors of marathon runners on race day

Charities spend a lot of time stewarding people who take part in events, but how much time do you spend on the people who generously sponsor those runners and cyclists? For instance, the day of the event is a great opportunity to send them a thank you message and encouraging them to send a message to cheer on their friend who is doing the race.

3. Thank you films and WOW them

At certain charities, including Charity Water and Send a Cow – their thank you days involve the whole organisation and they have worked really hard at creating fantastic films to thank donors.

4. I saw this and thought of you

Send a press clipping on a subject that you know the supporter is interested in or have given to before.

5. Your thank you page

When someone makes an online donation, what page do you send them to on your website? Is it personalised? Does it tell a story? Could you use video to make people feel great about having donated?

6. Make it stand out

Adding a Post-it note, handwritten message or even using a different colour pen, all get your message noticed and make it feel more personal. (In a recent course for the Bright Spot Members Club, Charly White demonstrated the marked uplift in giving from mid-level donors when they receive more personalised, high-touch communication).

Award-winning trainer Rob Woods has worked in fundraising since January 2000. Originally a major gifts fundraiser for the NSPCC, since becoming an independent trainer and coach in 2007 he has helped thousands of fundraisers and directors, chief executives and trustees.

Find out more about Rob and his work at www.brightspotfundraising.co.uk ■

A new way to present our organisational costs to donors

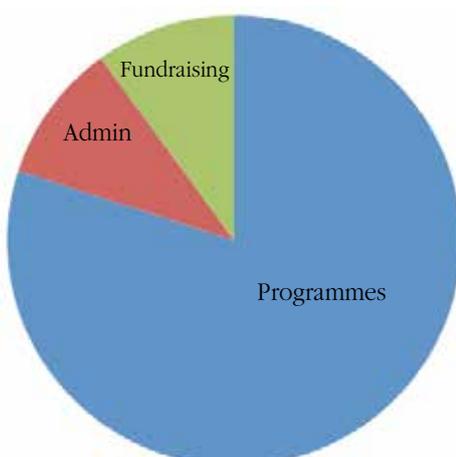
In October 2011 I was fortunate enough to attend my first International Fundraising Congress (IFC) in Holland. The whole conference was beyond brilliant, culminating in an amazing closing plenary by Dan Pallota, the inventor of multi-day charitable cycling events and now a champion for the advancement of the social impact sector.

Until then I had never heard anyone challenge societal norms towards how not-for-profit organisations 'should' be managed and in particular the expectations for them to do more with less, with 'never-fail' conditions attached.

Just like any business, a not-for-profit organisation requires critical core costs in order to deliver its programmes and achieve its mission. No one would ever question the amount of money that a company like First National Bank or Woolworths spends on advertising and marketing, or what it pays their many staff who are tasked with ensuring that they remain successful and profitable businesses. So why is this not the same for the not-for-profit sector and is there a way that we can challenge and perhaps change attitudes around how core or overhead costs are viewed?

I recently read a fascinating article in the Nonprofit Assistance Fund blog titled A graphic Re-visioning of Nonprofit Overhead by Curtis Klotz. In it he makes the following challenge: "Most non-profit leaders agree that we need a new way to communicate the true costs of our programmes and the vital importance of strong organisational infrastructure. But we have not developed a simple, consistent message when sharing our view with potential supporters and investors. We are stuck with old terms and old images."

He then shares how this typical portrayal 'needs to be retired':



I agree with Curt when he says that when we present our organisations in this way, "we imagine the important infrastructure of our

organisation as taking a slice out of the pie – as diminishing the 'real' work of our mission. Strategic financial functions, good governance, and the deployment of key funding partnerships are vital to strong organisations."

So if, like me, you agree with Curt, then we need a new image to explain our organisation. Here's what he suggests:

"Rather than thinking of our investment in key infrastructure as diminishing our programmes, it should be seen as valuable **Core Mission Support**."

Curt writes that "Core Mission Support functions are necessary, vital and integral. These enable the organisation to have:

- Strong, strategic finance and accounting;
- Progressive human resources practices;
- Capable, responsive board governance;
- Talented and engaged development (fundraising) staff;
- Well developed technology infrastructure."

He then goes on to explain that each programme "is built around, is supported by, and shares responsibility for Core Mission Support."

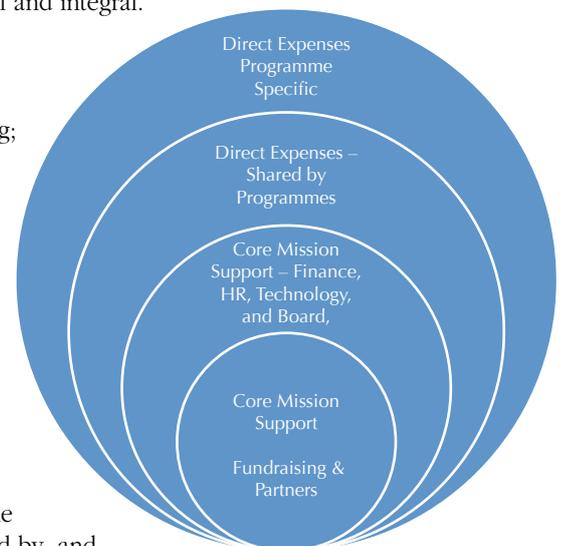
"All of the resources needed to accomplish the programmes" he explains, "are the **True Programme Cost**, which includes four types of expense:

- Direct Expenses: Programme-specific
- Direct Expenses: Shared by programmes
- Core Mission Support: Finance, HR, Board and Technology
- Core Mission Support: Fundraising and Partners

What a wonderful way to explain and communicate the true needs of our organisation. Too often we hear of funders who will only support direct expenses – i.e. they don't want to pay for salaries. As Curt says "when funders support only direct expenses, they deny funding for Core Mission Support. This leaves a gap in the centre of our organisation. Not only is one programme affected, but the health of the entire organisation is at risk."

The challenge for us now is to do a better, more persuasive job of helping our funders to understand that our effectiveness is dependent on us "having a solid core at the centre of our organisation." Says Curt: "Investing in our infrastructure is savvy, prudent, and absolutely necessary."

Sarah Scarth is a consultant at Downes Murray International, and is the Resource Alliance's Southern Africa area representative.



This article was published by Non Profit Quarterly <https://nonprofitquarterly.org/2016/08/16/graphic-re-visioning-nonprofit-overhead/>

The newbie's guide to fundraising lingo

Newcomers to fundraising would be forgiven for feeling confused by the lingo. If you're new to the sector, here's the inside track on 'fundraising speak'. By Marisol Gutierrez.

Almost every profession has an 'insider' language – and fundraising is no different. For all the new kids on the fundraising block, here's a list of the more commonly used acronyms and terms you'll hear:

Acquisition

Usually 'donor acquisition': the process of attracting new donors to a non-profit organisation (NPO) through a concerted campaign or effort, usually requiring investment.

Advancement

Inyathelo, the South African Institute for Advancement, defines advancement as a systematic and integrated approach to building and managing external relationships with key constituencies and stakeholders in order to attract support.



Appeal

An NPO's (usually emotive) request for donations from individuals, whether through the post, social media or e-mail (e-appeal).

Bequest

A gift, made through an individual's will, of cash, property or other asset.

Bequest society

Usually a formal programme initiated and managed by a non-profit organisation (NPO), a bequest society consists exclusively of supporters who have left a gift to the NPO in their wills.

Capital campaign

A carefully organised, highly structured fundraising programme to raise funds for a specific need within a specific time, with a specific monetary goal.

CBO

Community-based organisation.

CSI

Corporate social investment.

CSR

Corporate social responsibility.

CRM

Cause-related marketing (also an acronym

for customer relationship management in the commercial sector).

Direct mail

A (usually emotive) appeal for funds that is sent to individuals through the post; usually consists of an appeal letter, donation form and reply envelope.

Donor

An individual, business or institution that has given money to an NPO in support of their work.

Endowment

A form of a donation consisting of investment funds or other property that is designed to keep the principal amount intact while using the investment income from dividends for charitable efforts.

Gift in kind

A donation of goods, instead of cash.

Gift in lieu

Most commonly a cash donation to an NPO instead of another act (such as buying flowers for a funeral, for instance).

Legacy

Sometimes used instead of the term 'bequest', to describe a gift, made through an individual's will, of cash, property or other asset.

NGO

Non-governmental organisation.

NPC

Non-profit company (formerly known as a Section 21 company).

NPO

Non-profit organisation.

POPI

Protection of Personal Information Act, legislation that regulates the collecting, processing, storing and sharing of personal information.

PBO

Public benefit organisation.

Renewal

Usually 'donor renewal': the second or subsequent request for funds from donors who have previously donated to the NPO.

Return on investment (ROI)

A measure used to evaluate the efficiency of an investment by analysing the amount of return on an investment relative to the investment's cost. Often used to measure the value of a fundraising donor acquisition method.

SAIF

Southern Africa Institute of Fundraising.

This list is by no means exhaustive and your NPO may well use different terms to refer to some of these processes. What is important, however, is to keep jargon out of your communications with supporters.

Marisol Gutierrez is Communication and Partnerships Manager at Downes Murray International. ■

The five immutable laws of great non-profit fundraising

Much of fundraising is an art, not a science. Knowing when a prospect is ripe for an ask, or how to craft a case for support that really tugs on the heartstrings takes experience and practice. There are, however, several immutable, undeniable laws of great fundraising that are so very essential to the process that they can't be overstated.

Simply put, if you want to be a thriving non-profit with rapidly growing fundraising revenue, the following rules are incontestable:

Law 1: Prospect – cultivate – ask – steward

The only way to really succeed in fundraising is to build life-long relationships with your donors. The only way to build those types of relationships is by following the non-profit fundraising formula: prospect first, cultivate second, ask third, steward fourth. Rinse and repeat.

Non-profits that try to jump right from prospecting to asking, or spend too much time cultivating and never move to asking and stewardship, do so at their own peril.

Law 2: Spend 5% planning and 95% doing

Action matters in fundraising. Raising money is hard work, and it takes repeated effort and time to do it right. That being said, non-profits also need to spend a small amount of time planning their work and mapping out their donor relationships. So . . . what's the best mix of planning and action?

In working with hundreds of non-profits, I have found the right mix to be about 5% planning and 95% doing. If your organisation is not spending at least two hours of every week planning, you're likely missing something important.

Similarly, if you're spending too much time planning and not enough time out there building relationships, you're not maximising your fundraising.

Aim for 5% of your time planning and 95% of your time doing.

Law 3: You don't have time for everything. Focus on the 20% that matters

I have never worked with a non-profit that had the time and resources to pursue every fundraising idea and strategy that came across their plate. Far from it. Most charities are understaffed and boast a fundraising budget that is far lower than they actually need. So . . . what's a non-profit to do? Focus on what matters.

My recommendation is to put the Pareto Principle into action at your organisation. You know (or will find out) that 80% of your results come from just 20% of your fundraising efforts. You're likely spending lots of time on some tactics (maybe an event or a direct mail campaign?) that aren't raising enough to justify the effort. In the

same way, you're probably short-changing some tactics that you could really knock out of the park (perhaps in-person major donor cultivation?).

You'll never have the time to do everything you want to do. So focus on what matters and what is working, and cut out (or delegate to volunteers) those fundraising tasks that aren't moving the ball forward.

Law 4: Meet – call – write – email

When performing any fundraising activity, there is a simple hierarchy that determines what method of donor contact will bear the most fruit. It is: meet – call – write – email.

Whether you are prospecting for new donors, cultivating current prospects, making fundraising asks or stewarding your current relationships, you should always be thinking about whether or not you have the time to have a one-on-one or small group meeting with your contact. If not, then ask yourself whether you can schedule a call. If not, then think about writing them a letter. If you can't do that, then send them an email.

Why? Because time has shown that when it comes to fundraising, in-person meetings are far more effective than calls, which are far more effective than personal snail mail letters, which are far more productive than personal e-mails.

The more personal and intimate the contact, the better relationship you will build with your prospect or donor.

Law 5: Leverage your relationships or suffer the consequences

No non-profit has the ability to rapidly grow their fundraising by simply relying on gifts from their current donors. None. (Except, perhaps, those organisations started and funded by one mega-donor in the millionaire/billionaire range. But for most non-profits, this simply isn't the case).

If you want to dramatically increase your fundraising, you can't do it with your current givers. Instead, you have to rely on leverage. Specifically, you need to leverage your current donor relationships into more prospects by asking your donors, board members, volunteers and staff members for referrals. Then you need to go out and cultivate those referrals, make an ask, and then ask them for referrals.

That's how great fundraising works – your non-profit is constantly feeding the donor funnel by asking your current supporters to introduce you to their own network. After a few years of doing this, the process starts to grow organically, and before you know it, you have more prospects than you can handle (what a great problem to have!).

www.thefundraisingauthority.com ■

When it comes to getting your fundraising 'right', there are certain rules you simply can't afford to ignore. Joe Garecht reports.

Don't let May slip away without getting back the love

Do you want to get back, or stoke up, your fire for fundraising? And at the same time learn how you can do what you do with maximum effect? Then don't let May slip away without diarising now for Alan Clayton's second visit to South Africa.

When the Resource Alliance partnered with Alan Clayton to bring his Great Fundraising Masterclass to South Africa last year, his live presentations created a storm of inspiration and interest.

Not only were his sessions packed to capacity, but every attendee agreed that the outcome had been worth every cent they'd paid to be there. And consensus on the evaluation forms was 'Brilliant'.

Whilst Alan certainly has international credentials that impress, the true value of what he has to offer is two-fold. First in line is his genuine love of fundraising, and second is the tried and tested treasure trove of expertise that he's developed which he's so generously willing to share.

Alan also has a secret weapon – his respect and admiration for donors, whoever they are – from the wealthy who can afford large gifts through to those who personify 'the widow's mite'. Happy, fulfilled donors translate to more money more often. It's as simple as that. Love them and care for them and you're likely to get the ultimate donation – a bequest.

May will soon be here, so don't lose out on this second opportunity to hear Alan Clayton live at the Great Fundraising Masterclass in Johannesburg on 28 and 29 May at GIBS (Gordon Institute of Business Science) in Illovo. And bring with you the questions that are particular to your organisation.

You won't be disappointed. We look forward to seeing you there.

Dates:- 28 and 29 May 2018

Venue:- GIBS, Illovo, Johannesburg

For more information and to book visit www.resource-alliance.org ■

Mark your calendar now for IFC Pop Ups 2019!

We were so thrilled to see so many friends and clients at the IFC Pop Ups 2018, which took place in Cape Town, Durban and Johannesburg last month. These one day virtual workshops included some of the best sessions from the International Fundraising Congress (IFC) events in Holland and Asia in 2017, giving local fundraisers access to international fundraising experts.

At each pop up we were able to choose from 12 roughly half hour video sessions on a range of topics including: How philanthropy in Europe is changing and how to adapt; how to write for digital; the essentials of major gift fundraising; how to fundraise from US Foundations and how LinkedIn can help you; how to build a legacy programme from scratch; practical ways to use your data to drive results; and fundraising strategy in seven straight-forward steps.

Several of the speakers were then contacted via Skype to answer questions posed by the audience and when they weren't available the DMI team was thrilled to help facilitate the Q&A discussion. DMI's Jenni McLeod, who attended each

one of the three IFC Pop Ups shared this feedback on her experience: "Access to information and technology has transformed the fundraising landscape and for some I'm sure it was overwhelming as there is so much one can do. Judging by the animation of the delegates they were more excited, than intimidated. Although I have been in this field for more than 30 years, I came away feeling inspired and invigorated."

Given the success of the IFC Pop Ups, the Resource Alliance is planning to bring them back to South Africa in March 2019 with new content from IFC Asia and the IFC Congress in Holland in 2018. Whilst exact dates are still to be confirmed, we strongly recommend you mark your calendars now so that you don't miss out on this wonderful opportunity to attend the IFC in SA!

And, if you are keen to travel overseas to attend IFC Asia or the IFC 2018 in the Netherlands, please contact Sarah Scarth at sarahs@resource-alliance.org to find out about the special discounts available to help African delegates attend the live conference.

To find out more visit www.resource-alliance.org ■

FUNDRAISING FORUM™ is edited by Richard Solomon and published by Downes Murray International. Views expressed are not necessarily those of the publisher.

DOWNES MURRAY
INTERNATIONAL
FUNDRAISING THOUGHT LEADERS

Downes Murray International (DMI) are fundraising specialists, working with charities and non-government organisations of all kinds, to increase their fundraising effectiveness.

DMI offers feasibility studies, strategic planning workshops, direct mail fundraising, mail/phone, corporate and capital fundraising campaigns, online fundraising and website design, church fundraising and bequest promotion programmes.

In addition, DMI has close links with a number of fundraising consultancies across the globe, and represents DVA Navion International Consultancy in Africa, enabling DMI to keep a finger on the pulse of international trends and techniques. For more information, contact us:

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