

DOWNES MURRAY

I N T E R N A T I O N A L

FUNDRAISING THOUGHT LEADERS

Downes Murray International (DMI) is South Africa's leading fundraising and donor communications agency, with a track record spanning more than 30 years.

Since its origin within an advertising agency in the late '50 s, DMI has provided fundraising expertise to not-for-profit organisations and continues to do so - passionately and purposefully.

We're proud to work with worthy causes across numerous sectors as their trusted partner in fundraising and donor stewardship .

INTRODUCING

DMI

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YOUR PARTNER IN
FUNDRAISING SUCCESS

BECAUSE FUNDRAISING IS SCIENCE

Increased income and donor retention, diverse funding sources, engaged supporters, better channel integration, best practice stewardship ... these are the true measures of fundraising success that DMI helps its non-profit clients to achieve.

From digital fundraising, strategic planning and compelling content creation to telephone fundraising, bequest promotion, database management – and everything in between – DMI understands the science and heart of fundraising.

We are inspired by our clients and believe wholeheartedly in their missions.

Talk to us about your vision and how we can support it – we'd love to hear from you.

HOW WE WORK

CONSENSUS **COMMITMENT** CO-OPERATION

In whichever way DMI might be of service to you, our experience proves that success depends on three factors: consensus, commitment and co-operation.

The relationship between DMI and its clients is an open, honest partnership; ultimately, success or failure belongs to both of us.

Like other professionals, DMI charges standard fees for the services and materials it provides. In observance of the Southern Africa Institute of Fundraising (SAIF) Code of Ethics, DMI does not enter into commission-based agreements.

We view all donations to our clients as private transactions between donor and organisation, and have no contact whatsoever with any money raised.

WHY WORK WITH DMI?

OBJECTIVITY FOCUS SUSTAINABILITY

Exclusive fundraising and donor focus

We're 100% fundraising-focused, with decades of experience and success to prove it. Working with DMI means having the benefit of a full team – including specialists in various areas of fundraising – to support all aspects of your programme.

Objectivity and comparative advantage

Often, DMI can see an organisation's situation more clearly than those involved on a daily basis. This objectivity is valuable as it helps us to identify opportunities and strategies that have worked for organisations with similar profiles to yours.

Sustainability and saving time

Charities that work with DMI free up significant time to pursue other sources of funding and to attend to donor nurturing: keys to building a diverse, sustainable fundraising programme.

DMI EXPERTISE

FULL SPECTRUM SERVICES

- Feasibility studies
- Consultancy services
- Direct mail fundraising
- Newsletters
- Donor stewardship programmes
- Online fundraising
- Fundraising audits
- Total development guidance
- Website design
- Capital campaigns
- Major gifts drives
- Church stewardship
- Educational fundraising
- Bequest promotion
- Executive staff selection and training
- Volunteer training
- Creative and production services
- Data file management
- Strategic planning
- Training
- Telephone fundraising
- Cause-related marketing

THE CONSULTANCY SERVICE

Our consultancy service can help you to:

- * Recognise the specific areas of your fundraising needs;
- * Identify the potential of your constituencies to meet those needs;
- * Implement a tailor-made programme to raise funds, using your own team;
- * Train those who are involved in fundraising;
- * Monitor your programme;
- * Select and train executive staff;
- * Put in place systems which will take you into the future.

For this role, like any other professional agency, we sell our time on an hourly basis to cover both expertise and hands-on work. Fees are based on estimates of time and the services of DMI staff whose expertise may be required. If travel and accommodation are necessary, these will be included in the fees.

Consultancy services typically see senior DMI staff members fulfilling the role of guides and mentors to the organisation over a pre-agreed period. This time is managed through a combination of face-to-face appointments, email and telephonic communication.

DIRECT MAIL, PRINT, ARTWORK, DESIGN, COPYWRITING

Direct mail, print, media production materials, artwork, design and copywriting are DMI specialities and are separately budgeted around the time they are required.

These items require individual costing, and these costs, together with any computer list management services, would be co-ordinated by DMI on a pre-quoted basis.



FEASIBILITY AND PLANNING STUDY

Before any advice can be given, it is essential to understand the organisation's present situation, the prevailing fundraising climate and the opinions and attitudes of key people within the organisation and its constituencies.

The feasibility and planning study offers sharp insight into many factors influencing your fundraising programme, now and in the future.

Its real value lies in that:

- * It reveals any proposed programme's chances of success, based upon the strengths of the organisation and its case for support. It also provides objective, professional insight into how best to build upon these strengths, and overcome any weaknesses.
- * It provides a comprehensive plan for moving forward, either with a proposed programme, or with an alternative programme that more closely matches the organisation's current needs and potential.

FEASIBILITY AND PLANNING STUDY (CONTINUED)

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

G.T. Smith

- * It encourages constituent support for your organisation and the proposed plans by involving key individuals at an early stage. The process by which the study is conducted - with its resulting recommendations - helps to build confidence in the programme by pointing your organisation in the right direction.
- * A feasibility and planning study can be carried out in general terms for any organisation, and also in project terms; for example, before embarking upon a large capital campaign, in which case it is essential.

In brief, a feasibility and planning study will:

- Test the needs
- Find the appeal leadership potential
- Find the support
- Establish targets
- Identify who will give
- Identify who will work, and
- Produce a plan of action.

FUNDRAISING AUDIT

INTEGRATE
IMPROVE
INNOVATE

Fundraising audits are provided for non-profit organisations that are already well established in the field of fundraising, but want an objective review of their programme and its effectiveness.

The audit involves an assessment of the organisation's fundraising activities, analysis of results, examination of future directions and recommendations for future activities.

Offered as a short-term service, the fundraising audit can lead to improvements or refinements where a solid fundraising programme already exists; and it can also introduce new ideas to help realise more potential opportunities for funding.

The audit is useful in the measurement of existing methods, and as a means of staying up-to-date and competitive with other organisations all seeking the charitable Rand.

DIRECT MAIL FUNDRAISING

With vast experience in direct mail, DMI has at one time or another guided almost every major direct mail fundraising programme in South Africa.

Statistical information built up over the years, together with constant testing of new ideas and mailing lists, gives us the edge. Our direct mail campaigns aimed at both local and overseas donor markets bring in funding totalling over R65 million each year.

Our media services department provides full creative strategy, expert list selection, copywriting, artwork and design, plus co-ordination of print and production through to actual mailing.

In addition, we can provide acknowledgement and thanking systems, and training for your administrative staff in the handling of a direct mail programme.

ONLINE FUNDRAISING AND WEBSITE DESIGN



The websites of non-profits must be specially tailored for fundraising purposes. Without this, they fail to generate income and expand the organisation's support base.

Our creative department offers a full service – from website design and website hosting – to online fundraising campaigns, managing your online donor database and creating promotional campaigns to drive potential donors to your website.

Experience has proved that the best fundraising programme is a fully integrated programme, encompassing offline and online - including social media.

CAPITAL CAMPAIGNS

In the life of every organisation, the occasional capital need will present itself – a need that will only be met by a 'one-off' capital fundraising campaign to raise enough money to meet this purpose.

Provided that a feasibility and planning study shows that the capital need is understood and seen as urgent by the client's constituency, and that the leadership, workforce and donor potential all exist, DMI can direct your capital appeal.

Depending on the circumstances, DMI can provide full or part-time counselling in all aspects of a capital campaign – including drawing up the case for support, listing prospects, finding appeal leadership, setting targets, as well as coaching and directing the appeal committee.

At the end of the campaign we counsel our clients during the pledge fulfilment period and mop-up activities, and examine directions for ongoing fundraising opportunities.

MAJOR GIFTS DRIVES

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

-Kay Sprinkel Grace

A major gifts drive lies between your regular budget fundraising and a capital campaign. Usually, it's a programme aimed at raising amounts of R500 000 or less for a specific project, or to provide an expensive piece of equipment or facility.

Although a major gifts drive is similar to a capital appeal, it differs from it in that the target amount is almost always raised from less than 100 gifts.

Unlike a capital campaign, a major gifts drive can continue from year to year, as new projects or needs are identified. Almost a capital campaign in miniature, a major gifts drive also needs professional guidance and the involvement of top volunteers.

CHURCH STEWARDSHIP

'People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.'

Simon Sinek

In the area of church stewardship, DMI can offer special techniques which eliminate much of the face-to-face calling of the past.

Phenomenal successes in this country have resulted in increases of up to 300 percent over previous giving, without any drop in Sunday plate income.

Already operating in churches across the full spectrum – from upper income to under-resourced – this effective method of revitalising existing church stewardship or introducing it for the first time, is available to suit the requirements of all religious groups.

BEQUEST PROMOTION

Experts in the fundraising field believe that bequests will account for over one-third of all fundraising income in the future.

DMI can help your organisation to set up a bequest promotion programme, and at the same time, show you a unique opportunity to give something in return for donor loyalty over the years.

We begin with an intensive stage during which a bequest officer is selected and trained, bequest literature written, prospects identified and contacted, and administrative systems put in place.

The 'follow-on' maintains the programme and adds extra dimensions including activities for committed donors and the introduction of a Bequest Society.

Already successfully in place for several DMI clients, this programme often takes three years to bear first fruit, and from then on can provide a significant portion of your income, which becomes measurable in advance.

CAUSE-RELATED MARKETING (CRM)

Although relatively new to South Africa, CRM is destined to become a major part of the fundraising mix for non-profits. It is a strategic alliance between a commercial enterprise and a cause, for mutual benefit.

Well-managed CRM programmes can lead to many positive benefits for both partners. For the charity, these include heightened brand awareness, increased cause promotion opportunities, cultivation of new donors and financial benefit. For the brand or business partner, benefits range from increased sales to emotional engagement of consumers and the enhancement of brand loyalty.

DMI is able to identify potential partners, negotiate the terms and conditions of the agreement, and manage the campaign from planning through to implementation, execution and exit. This is handled on a consultancy basis with ongoing liaison between DMI, the brand and the charity.