

How to run a successful fundraising campaign

Now that your Neighbourhood House/Centre can accept tax deductible donations through the ANHCA Public Fund for DGR, it has never been better to run a fundraising campaign!

A successful fundraising campaign is not a given though – you will need a compelling project and a well-thought out plan to successfully raise money. Before you kick off your fundraising campaign, consider the following tips for collecting cash donations of \$100 or more*:

Fundraising policy.

Have a discussion with the committee members of your Neighbourhood House/Centre about ethical donations, and develop a fundraising policy around this. For example, if your Neighbourhood House/Centre is part of the community campaign to prevent the granting of additional poker machine licenses, you will need to be in agreement over the acceptance of funds from a gaming venue.

The project.

Think about what you would like to use the funds for. Potential donors are more likely to donate to a project that has a compelling story. For example, donors are more likely to donate to a new playground or sewing machines for women from refugee backgrounds than to general running costs of your Neighbourhood House/Centre.

Fundraising target.

Set a fundraising target and communicate how the funds raised will be spent. Consider developing a donations measurement chart/board that keeps people up-to-date with the total amount of money raised.

Promotions and marketing.

Consider the following questions:

- Who will your Neighbourhood House/Centre target to support the project? Consider targeting local community members, businesses, as well as staff, volunteers, students, participants, etc at your Neighbourhood House/Centre.
- How will your Neighbourhood House/Centre promote the fundraising campaign? Consider both online and face-to-face

marketing - social media, email marketing, website, events, local media, a sign or brochure available at the reception desk of your Neighbourhood House/Centre, etc.

- What do possible supporters of the fundraising campaign need to know about the project? Answering this question will assist to develop a compelling call-to-action. Set a timeline for the execution of the promotions and marketing plan.
- Make contact with local media and send them a mediarelease
- Post on social media
- Email the target audience
- Promote the fundraising campaign at events held at your Neighbourhood House/Centre.

Recognise, promote and thank donors.

Develop a plan for how your Neighbourhood House/Centre might recognise, promote and thank donors. This could include a board with the names of donors in a public space, a thank-you certificate, special mentions in newsletters, publications and social media.

If the donor has contributed money towards an event, and they are a business or an organisation, they may be interested in having a standing banner or table that promotes their organisation or business at the event. (However this cannot be a condition of the donation, otherwise it is no longer a gift)

Feedback to donors.

Provide donors with feedback about the impact of their donation.

For example:

"We would like to let you know that your donations has allowed us to purchase four sewing machines. The women that have been using them for the past 6 months have been able to make clothes for their families, develop friendships, teach each other different skills, and practise their English. They have joined with our fundraising craft group to produce some items for sale at the craft market, and with their new found confidence, have helped to run our stall. The funds raised will assist them to purchase more sewing machines."

Celebrate and promote your achievements

Ensure the community, members, donors and stakeholders hear the stories that celebrate what your organisation does... they will become your ambassadors and hopefully continue to give their financial support.

*Please note at present, ANHCA only accepts donations of \$20 or more.