

Continued from page 9

acquisition whilst cementing the charity and donor relationship.

Established charity telemarketers and early adopters of regular giving will have noticed they are likely to have more donors who've given for more than five years, than those giving less. This paradigm necessitates a review of campaign metrics as well as the call content.

#### How do you think the area of telefundraising will perform over the coming 12 to 18 months?

Borrowing the yardstick of performance from recent times in the UK: performance itself needs a new metric, measured by quality. A media furore about fundraising practice followed the death of Olive Cooke in May; her family quickly dismissed any responsibility due to her charitable giving. However the newspapers persisted and unearthed some fundraising practices which appear to have fallen a long way short of proper respect for donors and potential donors. The telephone is a literal mouthpiece for charities engaged in telefundraising. It is of vital importance that this mouthpiece is used respectfully and truly understood by users and providers of the technique.

#### What is your 'bold prediction' for telefundraising in 2016?

Telephone acquisition has gained momentum in recent times. Leads are derived and channelled from multiple sources to be contacted with a regular giving proposition. Yes, it works. It takes effort, and returns come from perfecting the right package of your brand, lead source, lead volume, telefundraising supplier and importantly, your proposition.

The longevity of this acquisition will come from innovation and improving the qualitative filtering of leads and prospects, integration with digital media, payment gateways and further analytics. Premium SMS (pSMS) donations are one example of innovation. They're now being piloted by up to 15 charities who'll launch 'text to donate' campaigns over the next 12 months. This is great news for Australian charities, with pSMS donations and lead generation now an increasingly important way to raise much needed funds and engage supporters in countries such as the UK, Canada and the USA.

## RAFFLES/ LOTTERIES

### STEVEN BANKS

Managing Director  
Aspire Non Profit Consulting



#### How has the area of raffle/lottery fundraising performed over the last 12-18 months?

Prize-led fundraising has continued to be a resilient avenue of unfettered funds, with some programs achieving 10%-30% increases

in active data. Programs that adequately cover fixed costs, including prizes, are able to regulate the level of investment in reactivating and acquiring supporters. We find that programs can then be fine-tuned for either growth or maintenance.

Typically the larger Art Unions in Australia are optimising their long-term returns by systematically investing in acquisition and importantly converting their irregular supporters to monthly contributors. Programs that traditionally rely on one sales channel, e.g. telemarketing or mail, are finding the market tougher, especially with the tactic of asking supporters to on-sell books of tickets.

Premium lotteries (\$100 ticket - multiple major prizes) have continued their foothold in the southern and western states. These media-driven programs are expanding the range of games on offer and evolving into large database-marketing lotteries.

In summary, larger multi-channel programs appear to be growing whilst a number of smaller to mid-size programs are reviewing their game and marketing strategies.

fundraising mix – by implementing prize-led approaches to existing databases and to acquire new supporters.

Lottery databases can be a significant source of regular givers, mid-size contributors and bequestors.

## CORPORATE PARTNERSHIPS

### HAILEY CAVILL

Fearless Leader  
Cavill + Co



#### How has the area of corporate partnerships performed over the last 12 to 18 months?

Some purse-strings are tight but others are wide open. Nonprofits' greatest opportunity to partner with commercial entities is through the corporate social responsibility (CSR) and marketing purses. Yet many nonprofits still don't know how to unlock these large budgets. It's about using the right language, approaching the right person with the right offer at the right time. Plenty of consumer-

**“My crystal ball tells me that the smart nonprofits will be charging FMCG brands a fee for staff engagement, and measurement will remain a high priority on the corporate partnerships agenda (both social and commercial outcomes).”**

#### How do you think the area of raffle/lottery fundraising will perform over the coming 12-18 months?

I expect overall revenues will continue to grow nationwide, with more advances in multi state and territory activity (despite regulatory hurdles) and broadening of sales channels to suit supporter preferences and acquisition.

New entrants will continue to look for market niches, in terms of offer, frequency and loyalty incentives. Existing programs that lack investment or reinvestment of funds may decline, due to a combination of declining supporter numbers and increasing numbers of well-organised competitors.

and preferring products that make them feel good – such as those supporting charity.

#### What is your bold prediction for corporate partnerships in 2016?

My crystal ball tells me that the smart nonprofits will be charging FMCG brands a fee for staff engagement, and measurement will remain a high priority on the corporate partnerships agenda (both social and commercial outcomes). Nonprofits embracing the correct way to structure and tell their story will leap ahead, along with those that invest in upskilling their people and learning how to unlock the CSR and marketing purses.

oriented companies are embracing CSR or wanting to add a values-driven point of difference to their marketing. Their focus is finding a cause partner that fits with their brand and values, achieves social and commercial objectives, differentiates them from competitors, and provides emotive content for social media. Most business-to-business companies only want staff engagement and many aren't prepared to pay for the time it takes to organise. So nonprofits that present commercial benefits and seek out the brand synergy will unlock the big commercial budgets.

#### How do you think the area of corporate partnerships will perform over the coming 12 to 18 months?

I'm hoping for the trend to cease of corporates using confusing jargon, although I'm not holding my breath! One pleasing trend I've noticed is the middle tier of corporates are favouring smaller nonprofits. My last three corporate clients – Vodafone Foundation, Disney Australia and Financial Services Council – all chose to partner with a small charity. They believed they'd get more cut-through and make a bigger impact. So for nonprofits, bigger isn't better here! And corporates and brands will continue wanting to partner with nonprofits whilst consumers continue feeling guilty about over-consuming