

# Building High-Impact Giving Days

♥ funraisin





# Acknowledgment of Country

I am presenting today from the  
Kurna Land of the Adelaide Plains

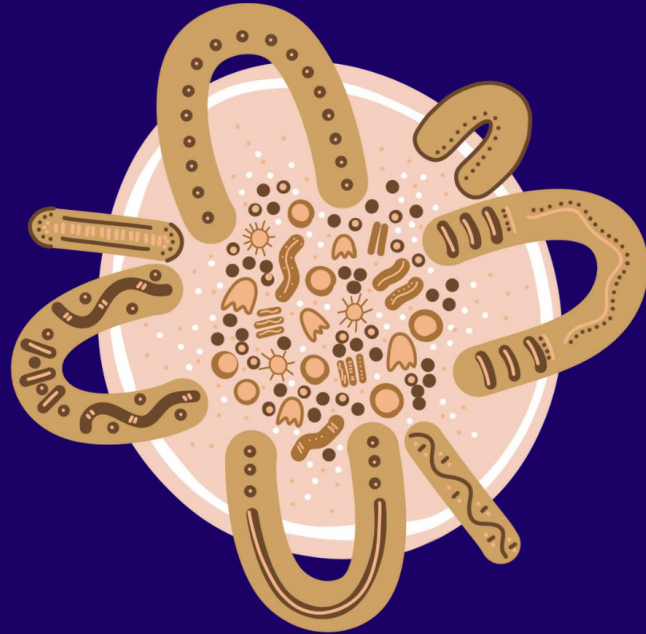
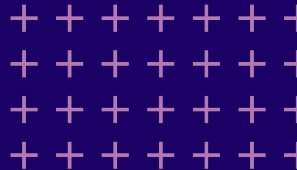


Image: 'Country picnic'  
by Bigi Nagala





# Hi! I'm Julia

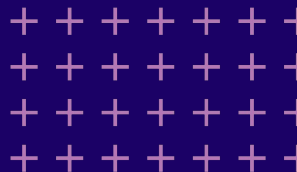
Senior Content Producer | **Funraisin**

A passionate fundraiser and lead content producer for over 8 years in the nonprofit and for-purpose health and disability sectors.

My experience includes driving content and marketing strategies for World's Greatest Shave, the Mighty River Run, Loud Shirt Day and the Hospital Research Foundation Home Lottery.



I believe the key to successful fundraising campaigns are in the stories you tell and creating an exceptional supporter experience.





# Today, you'll meet...



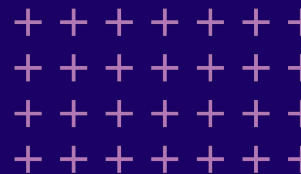
**Julia Stone**  
Senior Content Producer  
Funraisin



**Carrie Fletcher**  
Group Account Director – Digital  
Donor Republic



**Anna Harré**  
Senior Partnerships Manager  
Funraisin



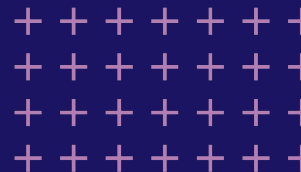


# What to expect:

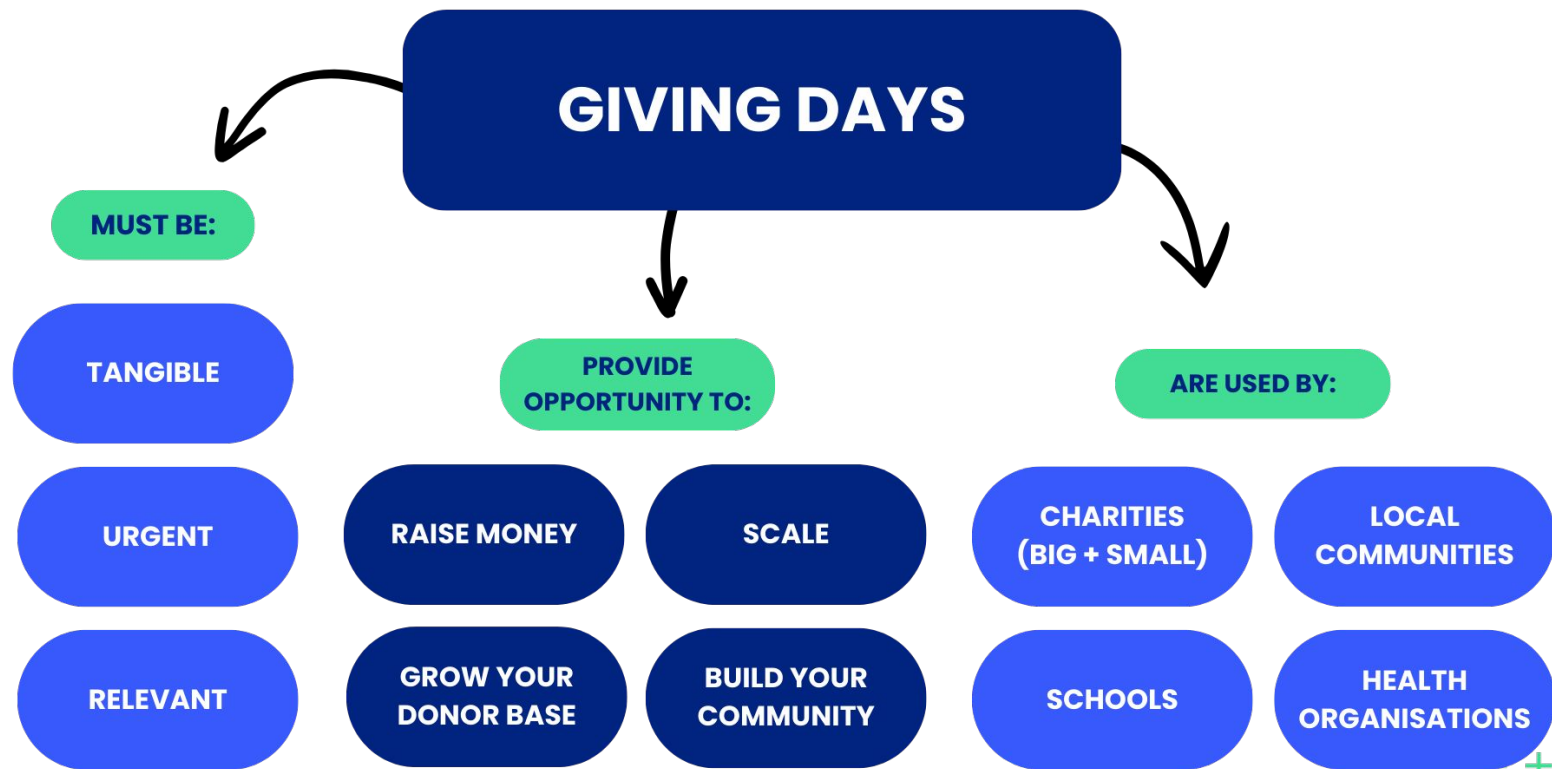
- We'll unpack the key phases of a Giving Day
- Understand the key components that drive Giving Day success
- See these phases and components in action
- Get hands on and see how to build a Giving Day site in Funraisin!

## Questions?

Please pop any questions in the Q+A.  
We'll aim to answer these at the end.









# The three phases of a Giving Day



**Pre**



Storytelling + priming for the ask

**Peak**

GD!



**Post**

Thanking, celebrating and nurturing





# Three key elements of a Giving Day



## COMMUNICATION + STORYTELLING

The right message  
at the right time is  
key to connecting,  
priming and driving  
action.



## MATCHED GIVING

Supporters can  
double their  
donation through  
the pledge of a  
generous sponsor.



## OPTIMISED DIGITAL UX

A personalised and  
seamless user  
experience makes  
donating easy for your  
supporters.





# Meet Carrie

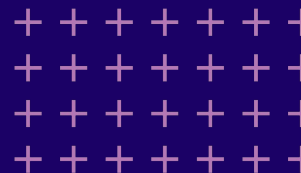
Group Account Director - Digital | **Donor Republic**

Carrie has been part of the Donor Republic team for over six years, and she has worked in the nonprofit sector since 2008.

Her expertise is in event and digital fundraising strategy, digital acquisition, social media advertising, two-step campaigns and lead generation; supporter journeys; supporter engagement and relationship management; data analysis and digital production.



**Carrie was a F&P  
2022 Mover & Shaker!**





# Creative theme and proposition

**A successful giving day requires a theme and strong proposition.**

A statement that aims to encapsulate why a supporter would give money to your charity.

The best propositions are:

- Single minded
- Simple
- Tangible
- Clearly articulated need
- Donor's role front and centre
- Personalised





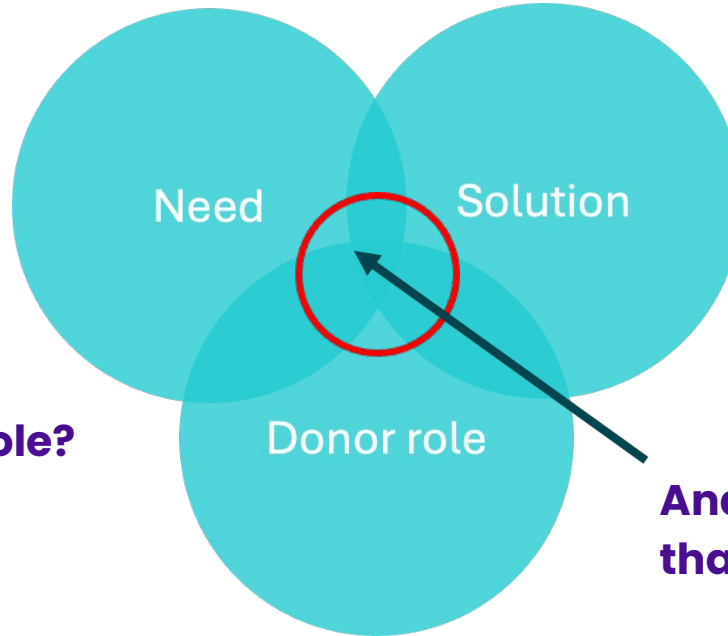
# Proposition development: Donor Republic Shamrock

What is the need?

What is the solution?

What is the donor's role?

And how do we say it so  
that people give?





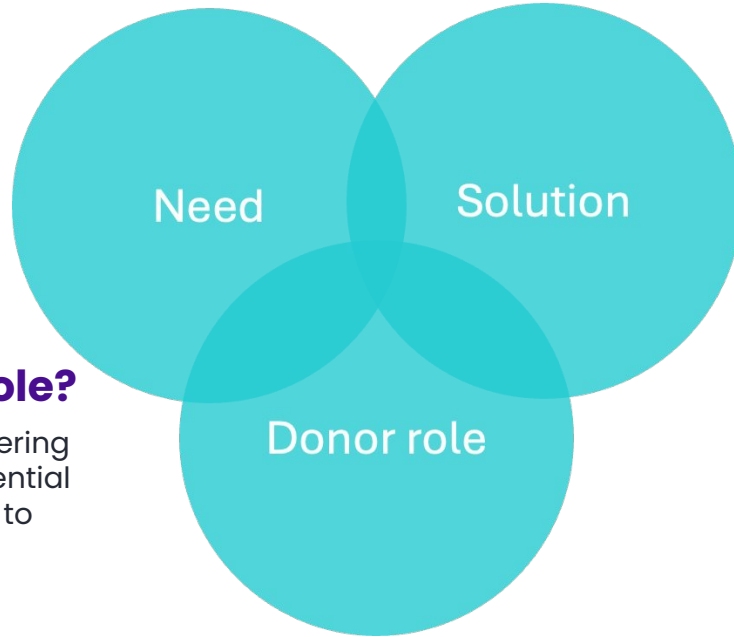
# Proposition development: Donor Republic Shamrock

## What is the need?

Every year, around 11,000 Australian children escape violent situations. Many leave with nothing more than the clothes they're wearing.

## What is the donor's role?

Give a Buddy Bag to a child entering emergency care, filled with essential items and a special teddy bear to provide them comfort.



## What is the solution?

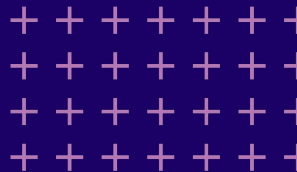
Provide Buddy Bags to vulnerable children across Australia who are often scared, without any comforts of home. A lack of funding means that 1 in 2 children miss out on getting a buddy bag.





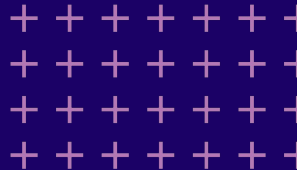
**And how do we say it  
so that people give?**

**Give love, comfort and a Buddy Bag  
to a child escaping violence.**





# Matched giving





# What is a matched giving offer?

**Matched giving is one of the most impactful fundraising strategies for a giving day.**

A Dollar Match is an incentive tool that uses the pledge of one person or organisation to inspire other people to donate.

The premise is that every donation made by a supporter is doubled (or more).

A dollar match is a great incentive for donors to give resulting in increased donation revenue as it combines two key fundraising ingredients – a sense of urgency and amplified impact.

A recent study by Double the Donation found that **84% of donors** say they've **more likely to donate** if a match is offered.



Dear <First Name> – just quickly following up the exciting news I shared yesterday.

**Remember – TOMORROW from 8am, all donations to your Jeans for Genes fundraising page will be doubled, and we need to give your friends and family the heads up!**

If you haven't contacted people yet, that's totally fine.

But we think it would be a great idea to email them (using the suggested email below), as well as sharing the below social media tile you can download by clicking.





# Matched giving tactics

- Double match
- Triple match (or more)
- Hour of power
- Bonus rounds
- Have a launch time for dollar matching
- Provide updates throughout the day on of matching left

An HOUR of power to  
**TRIPLE** your impact

[Donate now](#)



<<First Name>>, for the next hour **ONLY**, your donation to Alannah & Madeline Day will be **TRIPLED** thanks to our Alannah & Madeline Day Partner, Wilson Security. 🧡



[Donate 1 Buddy Bag = Give 3!](#)

That means you've got 60 minutes to **TRIPLE** your impact, **TRIPLE** the amount of Buddy Bags you give – and **TRIPLE** the number of children you help to heal, recover and thrive after experiencing violence.

Each Buddy Bag you give will help give a child in crisis everything they need for their first nights in emergency care – including new, clean pyjamas, clothing, underwear, toiletries, books, a trauma informed toy and a teddy to cuddle.

[Donate now to TRIPLE your love, impact and the number of children you help.](#)

[Donate 2 Buddy Bags = Give 6!](#)






# Create urgency

## COUNTDOWNS





**All donations MATCHED  
12 hours only!**

**Donate now**

00

00

00

00

DAYS

HOURS

MINUTES

SECONDS

<<First Name>>, today is THE day: it's Alannah & Madeline Day.

**And it's your chance to have your donation MATCHED!**


📦 For today only, when you donate to Alannah & Madeline Day, you'll give DOUBLE the love, DOUBLE the Buddy Bags – and help TWICE as many children heal, recover and thrive from trauma and violence. 📦


[Donate now to have your donation MATCHED up to \\$150,000 – thanks to our Major Campaign Matching Partner, Myer Community Fund.](#)

**Donate 1 Buddy Bag = Give 2!**

**By supporting this incredible day of generosity, you'll help raise the \$350,000 needed to give Buddy Bags to the 1 in 2 children who miss out – so no child escaping violence and trauma goes without.**

Because right now, 1 in 2 children who need a Buddy Bag are missing out due to a lack of





**All donations MATCHED  
12 hours only!**

**Donate now**

00

00

00

00

DAYS


HOURS

MINUTES

SECONDS

<<First Name>>, today is THE day: it's Alannah & Madeline Day.

**And it's your chance to have your donation MATCHED!**



Hi <<First Name>>.

Did you see my last email? Dollar matching is happening NOW – and I don't want you to miss out.

Until 8pm tonight, your donation will be doubled by our Major Campaign Matching Partner, Myer Community Fund. Which means you can DOUBLE your love, DOUBLE the Buddy Bags you give and help TWICE the number of children to heal, recover and thrive.

[Please donate now to DOUBLE your impact for children escaping violence.](#)  
Thank you.

+ + + + +

+ + + + +

+ + + + +

+ + + + +

+ + + + +



# Create urgency

## UPDATE ON TARGET



Dear <<First Name>>,

I want to say the most heartfelt thank you to each and every person who has already donated so generously this Alannah & Madeline Day.

As I write this you've already helped us hit the halfway mark for our \$350,000 goal by coming together on this incredibly special day.

**That's equivalent to 6,000 Buddy Bags. And give love and comfort to 6,000 children escaping violence.**

But we still haven't raised enough. Until we hit our target, 1 in 2 children who are taken into protective care will still miss out on a Buddy Bag this year.

**We urgently need to raise another \$175,000 today to help those children. So we can't stop now.**

<<First Name>>, will you please donate now? To help us reach our goal, to ensure no child in crisis misses out on receiving a Buddy Bag.

Donate now

Every dollar you give will help get us closer to \$350,000 to help children in crisis.

I know we can give each and every child the love and support they need to get through the worst of times. And <<First Name>>, that's a remarkable impact for one day.



Dear <<First Name>>,

What an enormous response we've seen to Alannah & Madeline Day this year. Thank you so much to everyone who has generously given already. We're 80% to our \$350,000 target!

But we're not there...yet.

**More donations are urgently needed to reach today's goal – and help the 11,000 children escaping serious harm this year.**



Donate now






# Create urgency

## AD CREATIVE EXAMPLES

 **Alannah & Madeline Foundation**   
Sponsored · 




💖💖 Alannah & Madeline Day is today!  
Donations will be DOUBLED by our Major  
Campaign Matching Partner, Myer ...See more




**URGENT**  
HELP A CHILD HEAL  
FROM TRAUMA

support.alannahandmadeline...  
**Double your impact today**  
Not affiliated with Meta

**Donate now**

 **Alannah & Madeline Foundation**   
Sponsored · 

🔥 Alannah & Madeline Day is HERE! 🔥  
Donate now to DOUBLE your love for children  
escaping violence and turn 1 Buddy ...See more



**URGENT**  
BUDDY BAGS NEEDED  
FOR CHILDREN

**This Alannah  
& Madeline Day**  
Tuesday 17 September

support.alannahandmadeline...  
**Double your impact today**  
Not affiliated with Meta

**Donate now**

 **Alannah & Madeline Foundation**   
Sponsored · 

🔥 The Hour of Power is HERE! 🔥 For the next  
60 minutes only, your donation will be TRIPLED.  
Donate now to turn 1 Buddy Bag ...See more



**1 Buddy Bag  
= 3 right now**

 **1 Hour only!** 

support.alannahandmadeline...  
**Triple your impact today**  
Not affiliated with Meta

**Donate now**

 **Alannah & Madeline Foundation**   
Sponsored · 

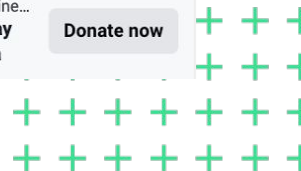
📢 POWER HOUR ALERT 📢  
For the next hour ONLY, your Buddy ...See more



**Your donation will be  
TRIPLED  
for one hour only**

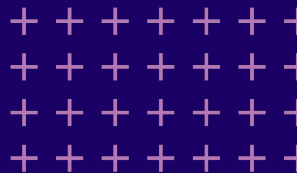
support.alannahandmadeline...  
**Triple your impact today**  
Not affiliated with Meta

**Donate now**





The right **message** at  
the right time





# Integrated digital approach

Our integrated funnel strategy with the dollar match is aimed at maximising outreach and driving donations.

## Top of the Funnel

Expand reach to engage a broader audience through digital and above-the-line channels.

## Mid-Funnel

Educate, emphasise the need and demonstrate how the donor can make a difference.

## Bottom of the Funnel

Focus on converting these engaged audiences into donors by optimising bottom-of-the-funnel channels, such as Meta and Search, to increase click-through rates and conversions as well as owned channels for warm promotion such as home page pop ups, emails, phone calls and SMS.

### AWARENESS

META  
SEARCH  
RADIO  
ORGANIC SOCIAL  
PROGRAMMATIC

### CONSIDERATION

WEBSITE  
META  
EDM  
SEARCH  
PROGRAMMATIC

### CONVERSION

WEBSITE  
SEARCH  
META  
EDM  
SMS  
TM





# Key **digital** tactics for success



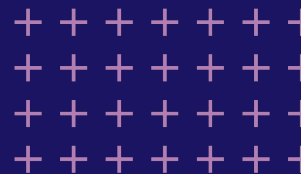
**PERSONALISED  
EXPERIENCE FOR  
KNOWN AUDIENCES**



**FOCUS ON YOUR  
LANDING PAGE**



**START EARLY.  
USE A PHASED  
APPROACH**






# Personalise the experience for donors

For your warm audience, personalise their experience with Personalised URLs (PURLs) through eDM, SMS and donation page based on past giving history.

**The use of PURLs helps increase conversion and average gift.**





Alannah & Madeline Foundation

Asleigh,  
give to Alannah and Madeline  
Day now to **DOUBLE** your gift.  
Give love, comfort and a Buddy Bag to  
a child escaping violence.

Time left to give

3 29 22

Hours Minutes Seconds

**Double your impact for children in need today**

Today is Alannah & Madeline Day – an extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from violent and abusive homes and placed in emergency foster care, with nothing but the clothes on their backs.

With your help, a Buddy Bag packed with essentials can be waiting at every foster home and refuge for a child who really needs safety, love and care.

Please donate \$55 today and turn one Buddy Bag into two thanks to our Major Campaign Matching Partner, Myer Community Fund.

Buddy Bags for children

5439 bags gifted 6000 Goal

**Right now, half the children who need Buddy Bags are missing out.**

Today on Alannah & Madeline Day you can join thousands of others to help raise \$250,000 and provide 6,000 Buddy Bags for children in crisis over the next 12 months. So, they can take their first step to heal, recover and thrive.

Your matched gift today will go towards Buddy Bags to help children feel safe, cared for and loved – perhaps for the first time in their lives.

[Donate Now](#)


**Double your impact today**


**\$296,176**


Instead of \$150,000 goal


Please select a donation amount

**1 Buddy Bag = 2 today**

 **\$56**

 **\$110**

 **\$280**

 **\$550**

\$  Other Amount


With matched giving  
Alannah & Madeline Day receives  
**\$112**

[Donate](#)

Thank you for supporting  
Alannah & Madeline Day today

Alannah & Madeline Day is in loving memory of Alannah and Madeline who were tragically killed at Port Arthur.

Thank you for being part of this life-changing community for children.

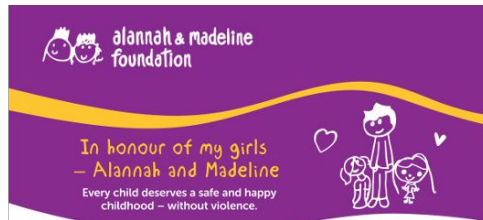




# Personalise the experience.

## EDM & SMS

Warm up known audiences and acknowledge their support



Dear <<First Name>>,

Almost a year ago, you helped change the lives of children escaping violence. Because you gave so kindly and generously on Alannah & Madeline Day.

With your help, \$327,797 was raised, and 6,555 Buddy Bags were packed and put into the arms of 6,555 children in crisis.

And for that, I want to say the biggest and most heartfelt thank you – so I can't thank you, I recorded this short video for you below.



To a child escaping a violent home, your kindness and a Buddy Bag – packed with essentials like pyjamas, toiletries, books, toys and a teddy bear – mean the world.

Dear <<First Name>>,

Almost a year ago, you helped change the lives of children escaping violence and because you gave so kindly and generously on Alannah & Madeline Day.

With your help, \$234,438 was raised, and 4,689 Buddy Bags were packed and put into the arms of 4,689 children in crisis.

And for that, I want to say the biggest and most heartfelt thank you.

To a child escaping a violent home, your kindness and a Buddy Bag – packed with essentials like pyjamas, toiletries, books, toys and a teddy bear – mean the world.

In 2022, you helped put Buddy Bags in the hands of 4,689 children in crisis, and for that I can't thank you enough.

Alannah & Madeline Day is a truly extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced trauma.

<<Test First Name>>, Buddy Bags, and your support, are a crucial part of a child's recovery – to their ability to heal, recover and thrive. Because each Buddy Bag is packed full of love, and gives a child something to call their own when they have nothing.

4.1%  
HIGHER  
CLICK RATE

Dear <<Test First Name>>,

The day for you to make a difference is almost here! Alannah & Madeline Day 2024 will be officially held on Tuesday 17 September. And it would mean so much to me if you were part of it.

For this one extraordinary day, you'll join thousands of other compassionate people uniting to raise \$350,000. Uniting to provide a Buddy Bag for every child in crisis who needs one.

<<Test First Name>>, by donating, and giving the gift of a Buddy Bag, you'll help children escaping violent homes to feel safe and loved. Perhaps for the first time in their lives.

And that's because the funds raised on Alannah & Madeline Day will help provide Buddy Bags to children who've been removed from violence and abuse, often arriving in emergency foster care with nothing but the clothes on their backs.

With your help, thousands of Buddy Bags will be filled with thoughtful essentials to help children through their first few days in foster care or emergency accommodation. Things like fresh pyjamas, new underwear, toiletries and a teddy for extra cuddles.

Will you donate early and help kickstart the fundraising tally? You'll help ensure a Buddy Bag is waiting for every child fleeing danger.

Donate now

As someone who consistently shows their love and support every month to help children through trauma and on the long road to recovery, I know you and I share the same belief: that all children should have a safe and happy childhood – free from violence. And I hold





# Personalise the experience.

## EDM & SMS

Personalised URLs based on past giving history to increase average gift

Ashleigh, your impact = DOUBLE LIMITED TIME ONLY

Walter Mikac, Alannah & Madeline Foundation Founding... Tuesday 17 September 2024

To: Ashleigh Yardy

1 Buddy Bag = 2 Buddy Bags

50% of goal reached

Donate now

Dear Ashleigh,

I want to say the most heartfelt thank you to each and every person who has already donated so generously this Alannah & Madeline Day.

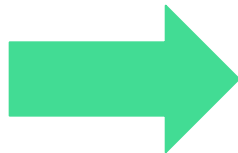
As I write this you've already helped us hit the halfway mark for our \$350,000 goal by coming together on this incredibly special day.

That's equivalent to 6,000 Buddy Bags. And give love and comfort to 6,000 children escaping violence.

But we still haven't raised enough. Until we hit our target, 1 in 2 children who are taken into protective care will still miss out on a Buddy Bag this year.

We urgently need to raise another \$175,000 today to help those children. So we can't stop now.

Ashleigh will you please donate now? To help us reach our goal, to ensure no child in crisis misses out on receiving a Buddy Bag.



Alannah & Madeline Foundation

Ashleigh, now it's Alannah & Madeline Day now to DOUBLE your gift. Give love, comfort and a Buddy Bag to a child escaping violence.

Time left to give: 3 29 22

Double your impact for children in need today

Today is Alannah & Madeline Day - an extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from parent and carer homes and placed into emergency foster care, with no one but the children on their minds.

With your help, a Buddy Bag (parent and carer) can be waiting at every foster home and refuge for a child who really needs safety, love and care.

Please donate \$55 today and earn one Buddy Bag who has thanks to our Major Campaign Matching Partner, Ryan Community Trust.

Buddy Bags for children

\$439 left of goal 6000 goal

Right now, half the children who need Buddy Bags are missing out.

Today on Alannah & Madeline Day, you can join thousands of others to help raise \$500,000 and provide 6,000 Buddy Bags for children in crisis over the next 12 months. So, they can take their first step to heal, recover and thrive.

Your matched gift today will go towards Buddy Bags to help children feel safe, comforted and loved - perhaps for the first time in their lives.

Donate now

Double your impact today

\$296,176 raised of \$500,000 goal

Please select a donation amount

1 Buddy Bag @ = 2 today

\$56

\$110

\$280

\$550

Other amount

With matched giving Alannah & Madeline Day receives \$112

Donate

Thank you for supporting Alannah & Madeline Day today

Alannah & Madeline Day is a healing moment of strength and Madeline who were tragically killed at Port Arthur.

Thank you for being part of this life-changing community for children.



# PURLS

Starts from emails & SMS

Personalise with merge tags:

- Sender first name
- Name in subject line
- Ask amount
- PURL link



I was at my lowest. Kate, someone like you lifted me up - \*READ - kmcmillan@donorrepub

Delete Archive Move Flag Mark as Unread Sync Report

I was at my lowest Kate, someone like you lifted me up

Tania <qld.donations@sudpqld.org.au>

To: Kate McMillan

3:53

+61 427 313 930

Bag to help them heal and recover: [d.alannahandmade-line.org.au/kVmlgy](https://d.alannahandmade-line.org.au/kVmlgy)

Zoe, Alannah & Madeline Day is BACK on Sept 17. Make an early bird donation to kickstart our fundraising tally, and give a child escaping violence a Buddy Bag to help them heal and recover: [d.alannahandmade-line.org.au/tpiyeV-Walter](https://d.alannahandmade-line.org.au/tpiyeV-Walter), Alannah and Madeline's Dad & Founding Patron.

Hi Kate,

My name is Tania\*, and I'm a mother of three beautiful children. I never thought that I was someone who would need help from Vinnies. But I'm so grateful that I was able to get the support my family needed.

I was embarrassed to ask for assistance. But I know now if I hadn't, I wouldn't be here today.


I'm reaching out today to let you know how life-changing a \$20 donation to Vinnies can be for someone like me, someone who really needs help getting back on their feet with the rising cost-of-living. Please donate now.

When I was at my lowest, Vinnies' wonderful community of supporters like you lifted me up.

I was facing homelessness and struggling with mental health challenges that were undiagnosed at that time. The cost-of-living crisis made everything so much harder.

Each day was filled with desperation. When I received an eviction notice for my rental property, it finally gave me the opportunity to leave an abusive relationship.

My children and I moved to a shared private rental, but this too was unstable and unsafe. But the housing crisis meant it was nearly impossible to find a safe, secure place for me and my children.



I had no one to turn to but knew I had to get help for the sake of my beautiful children, Jensen, Ella and Brooke.



# PURLS

On donation page:

- First name
- Donation amount



The image shows a donation page for "Vinnies good works". On the left, a family (a woman and three children) is featured. A red box highlights the text: "Kate, this Christmas help families like Tania's get back on their feet." Below this, it says "You can help today." On the right, a blue sidebar titled "Donate now" contains a progress bar and a list of donation options. A red box highlights the "\$20" option, which states "can help cover the cost of critical medication." Below this are options for \$15, \$25, and \$30, each with a description of what the donation can help with. At the bottom of the sidebar is a "NEXT" button and a list of payment methods (PayPal, Apple Pay, Google Pay, Visa, Mastercard, American Express, and Discover). At the very bottom of the page, a row of small circular icons shows recent donations: \$530, \$110, \$150, \$55, and \$105, each with a name and a timestamp.

**Vinnies**  
good works

**Donate now**  
Most people are donating \$20.  
Please give what you can.

**Step 1: Donate**

**\$15**  
can provide a Christmas food hamper for a family.

**\$20**  
can help cover the cost of critical medication.

**\$25**  
can help pay for basic utilities, including fuel so they can get to work or school.

**\$30**  
can help towards rent so vulnerable people can remain in their home.

\$ Enter custom amount

**NEXT**

PayPal Apple Pay Google Pay Visa Mastercard American Express Discover

**Kate, this Christmas help families like Tania's get back on their feet.**  
You can help today.

**\$530** Brolin donated 12 hours ago

**\$110** Christina donated 13 hours ago

**\$150** Callie donated 14 hours ago

**\$55** Willeston donated 15 hours ago

**\$105** Mark donated 18 hours ago



# PURLS

Preload donation form details to make completing donation as easy as possible:

- First name
- Last name
- Mobile number
- Email

Personalise your thank you message

Donate now

Most people are donating \$20.  
Please give what you can.

← Back

Donating \$15

Step 2: Enter your details

First Name

Kate

Last Name

McMillan

Mobile Number

+44 4

Email

kmcmillan@donorpublic.com.au

☒ I am happy to receive updates from Vinnies QLD.  
Read our [privacy policy here](#).

NEXT

Donate now

Most people are donating \$20.  
Please give what you can.

← Back

Step 3: Your Payment

Express Checkout

Pay with Google Pay

Pay with PayPal

OR

Enter your payment details

Secure payment

Our payments are protected by industry best-practice encryption technology.

Card number

VISA

Expiration date

Security code

Country

Australia

Donating \$15 in Australian Dollars

DONATE \$15

Donate now

Most people are donating \$20.  
Please give what you can.

Heart icon

Kate

you've done something wonderful this Christmas

Thank you for your donation.

Your generous gift will help give a break to people and families struggling with the cost-of-living crisis this Christmas. You're helping to provide food, a safe and secure home and support with household bills and essential medicine.

Thank you so much. A donation receipt is being emailed to you for your records.

Wishing you and your loved ones a safe and happy Christmas.





# Personalise your thank you

Personalise subject line with first name

Kate, your generous gift has been received. Thank you



Trish, Vinnies QLD <qld.donations@svdpqld.org.au>

To: Kate McMillan



Receipt.pdf  
162.8 KB

Download • Preview

Make the sender  
a real person

Make thank you email  
content specific to campaign

Acknowledge  
their gift amount

Dear Kate,

Thank you for your wonderful gift of \$15.00 to the Vinnies QLD Christmas Appeal. Your gift will be life-changing.

Your generous gift will soon be hard at work providing emergency relief and ongoing support to help vulnerable people through the continuing cost-of-living crisis. Your support means so much to families like Tania's\*.



Kate, your generous gift has been received. Thank you - Inbox - kmcmillan@donorpublic.com.au

Delete Archive Move Flag Mark as Unread Sync Report

Kate, your generous gift has been received. Thank you

Trish, Vinnies QLD <qld.donations@svdpqld.org.au>

To: Kate McMillan

Receipt.pdf  
162.8 KB

Download • Preview

Today at 11:35 AM

Dear Kate,

Thank you for your wonderful gift of \$15.00 to the Vinnies QLD Christmas Appeal. Your gift will be life-changing.

Your generous gift will soon be hard at work providing emergency relief and ongoing support to help vulnerable people through the continuing cost-of-living crisis. Your support means so much to families like Tania's\*.

I'd like to pass on a message of thanks from Tania below. She was at risk of homelessness, before supporters like you helped provide a roof over her family's heads.

"Thank you so much for your kindness. You've given families like mine safety and stability. It really is the most important gift that you could give. Merry Christmas from me and my family, with love." - Tania

Your compassion means people like Tania won't need to make impossible choices between putting food on their table or risk being late with the rent this Christmas. Or skipping essential medicines and healthcare so the electricity doesn't get cut off.


The practical support you make possible – a helping hand with household bills, rental support, food hampers and more – is often at that stands between people and further disadvantage or even the risk of homelessness.

Thanks to you, more people will be able to connect to crisis support and services that will help them through the current cost-of-living crisis and get back on their feet.

Thank you for being part of St Vincent de Paul Society QLD's (Vinnies QLD's) wonderful caring community. And for bringing urgent assistance to people in need.

Please find your donation receipt attached.

With deepest gratitude,

 Trish McMahon  
State President  
St Vincent de Paul Society QLD

**Vinnies**  
THANKS FOR YOUR GENEROUS SUPPORT

Thank you for your generous donation to help vulnerable Queenslanders get the immediate support they need, and the opportunity to rebuild their lives.

Name	Kate McMillan	Donation ID	437100801
Email	kate.mcmillan@donorpublic.com.au	Receipt No.	4-002004
		Donation Received	28 Nov 2024
		Receipt Created	28 Nov 2024

Donation amount	\$15.00
Taxes	\$0.00 (\$0.00)

Donations of less than \$100 or more than \$1000 are not deductible for the donor.

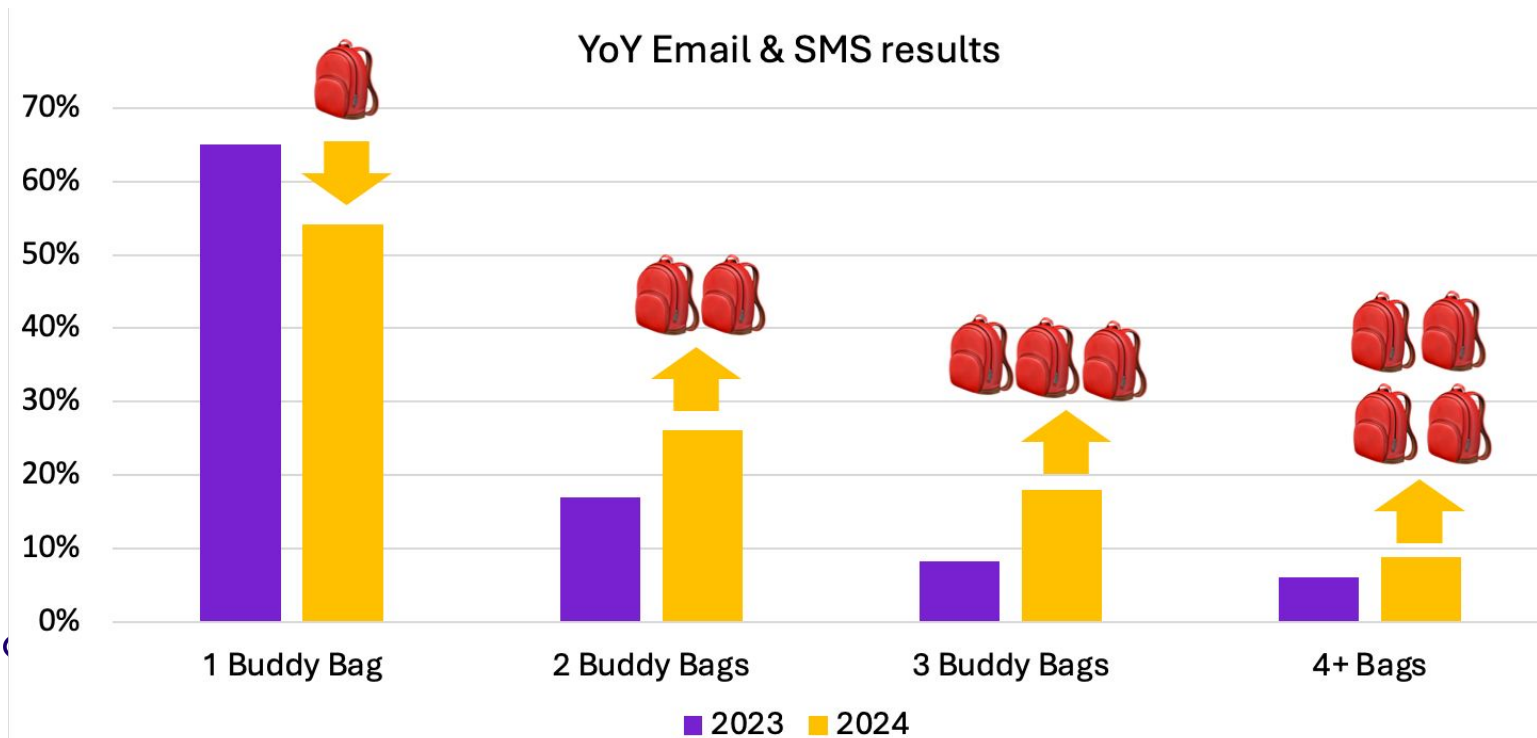
St Vincent de Paul Society Qld  
401 Ann Street, Brisbane  
PO Box 200, South Brisbane  
QLD 4101  
07 3251 1000  
St Vincent de Paul Society Qld



# Personalised experience.

## EDM & SMS

Personalised URLs based on past giving history to increase average gift





# Donation page optimisation



**PROPOSITION**



**TANGIBILITY**



**URGENCY**



**FRICTIONLESS**





# Donation page tactics

- Header image to convey clear proposition
- Give a clear expression of the proposition across the page
- Countdown timer
- Dynamic donor tracker to be included for social proofing
- Target visible and progress bar
- Dollar handles included in donation form and at the bottom of the page with button to donation form
- Dollar match to be in header when live



## Double your impact for children in need today

Today is Alannah & Madeline Day – an extraordinary 24 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from parent and inclusive homes and placed in emergency foster care, with nothing but the clothes on their backs.

With your help, a Buddy Bag packed with essentials can be waiting at every foster home and refuge for a child who really needs white, love and care.

Please donate \$55 today and turn one Buddy Bag into two thanks to our Major Campaign Matching Partner, Payer Community Fund.

### Buddy Bags for children

5439 bags gifted 6000 Goal

## Right now, half the children who need Buddy Bags are missing out.

Today on Alannah & Madeline Day, you can join thousands of others to help save \$200,000 and provide 4,000 Buddy Bags for children in crisis over the next 24 months. So, they can take their first steps to heal, recover and thrive.

Your matched gift today will go towards Buddy Bags to help children feel safe, cared for and loved – perhaps for the first time in their lives.

[Donate Now](#)

## Double your impact today

\$296,176

Target of \$500,000 goal

## Please select a donation amount

1 Buddy Bag = 2 today

 \$56

 \$110

 \$280

 \$550

\$ Other Amount

With matched giving  
Alannah & Madeline Day receives  
\$112

[Donate](#)

Thank you for supporting  
Alannah & Madeline Day today

Alannah & Madeline Day is in loving memory of Alannah and Madeline who were tragically killed at Port Arthur. Thank you for being part of this life-changing community for children.

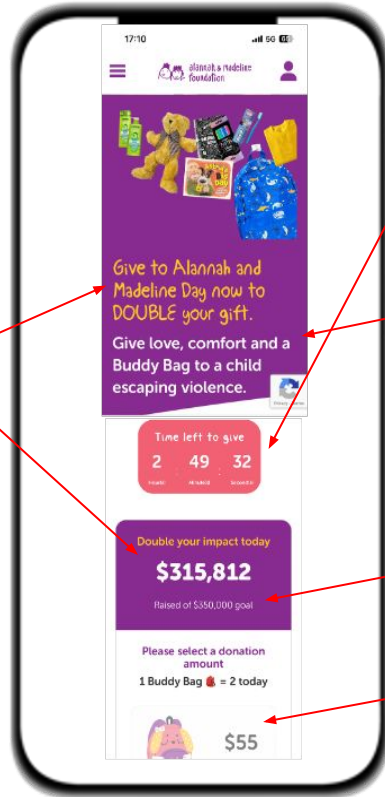




# Donation page optimisation



Dollar match clear

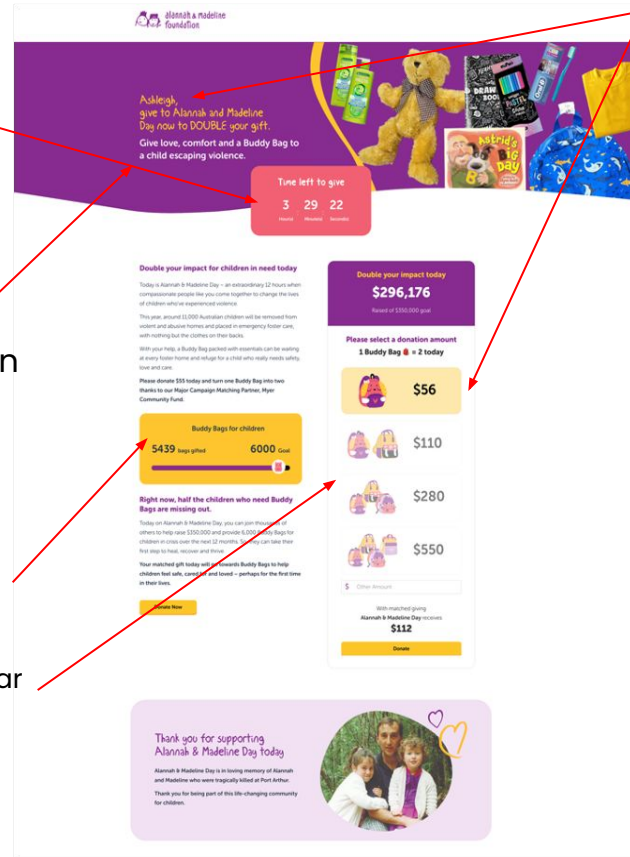


Countdown timer

Clear proposition

Visible target

Tangible dollar handles



Personalisation





# Donation page examples



Clear proposition

Donate Thursday 7 March and your gift will be **DOUBLED** thanks to our dollar-matching partners.

It takes a lot of work to prepare an aircraft to join the life-saving fleet of the Royal Flying Doctor Service. So, we're doubling up for the Doc now and each help raise \$200,000 to fit out a new aircraft and fill it with life-saving equipment.

Donations received 7 March 7pm and 7pm AEST will be MATCHED for you! (DONATED 100% prior to the closing time). Helping get a new aircraft ready to join the Flying Doctor fleet.

It's a big night tonight. Literally. But because donations received before 7pm AEST on Thursday 7 March will be doubled by our dollar-matching partners, it's never been easier to go over and above for the Flying Doctor. Help give our crews everything they need to get our new aircraft ready to fly.

Donors now to join Double Up for the Doc. They will have been at across South Australia and the Northern Territory.

FUNDRAISING GOAL

**\$150,000**  
Raised of \$300,000 goal

Help get an aircraft fit out to fly

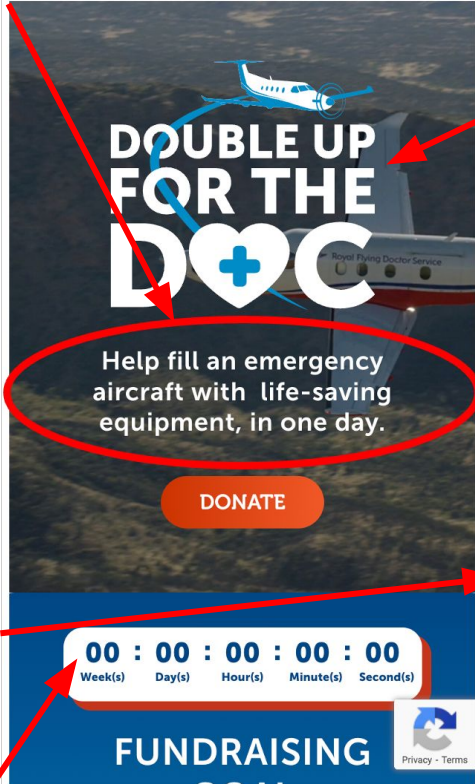
Please select a donation amount

**\$30** **\$70** **\$100**

Other Amount

**DONATE**

Dollar handles

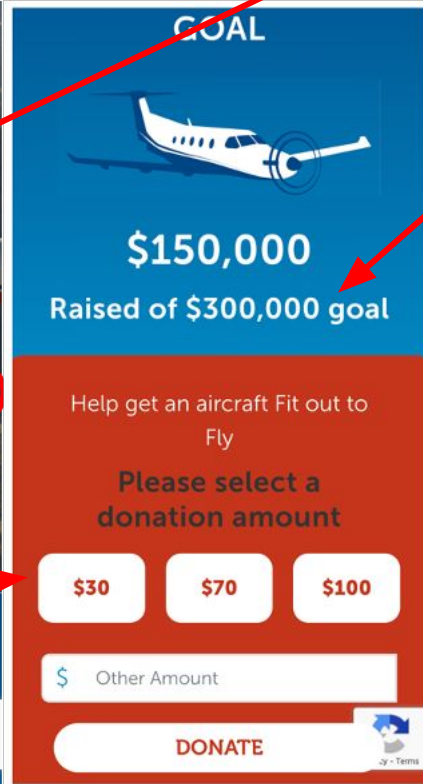


Help fill an emergency aircraft with life-saving equipment, in one day.

**DONATE**

**00 : 00 : 00 : 00 : 00**  
Week(s) Day(s) Hour(s) Minute(s) Second(s)

**FUNDRAISING**



Dollar matching clear

Target is visible

Help get an aircraft fit out to fly

Please select a donation amount

**\$30** **\$70** **\$100**

Other Amount

**DONATE**

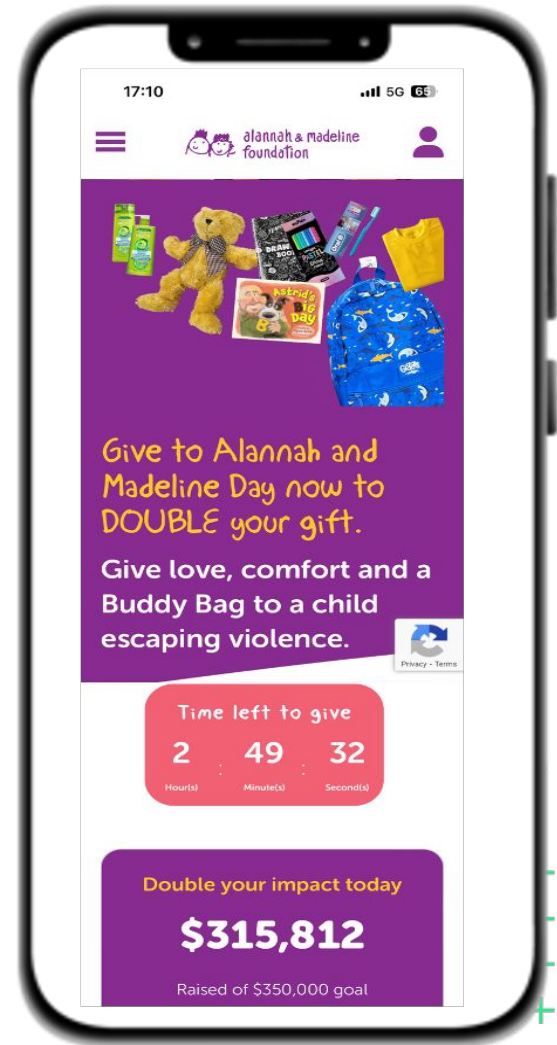


Countdown timer until matched giving is over



# Mobile optimised

- Readability
- Proposition above the scroll
- Ask above the scroll
- Check how sections stack
- Make sure donation form is easy to use





# Before the day



Give to Alannah & Madeline Day now  
Give love, comfort and a Buddy Bag to  
a child escaping violence.



## Give an early bird donation now

September 17 is Alannah & Madeline Day – an extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from violent and abusive homes and placed in emergency foster care, with nothing but the clothes on their backs.

With your help, a Buddy Bag packed with essentials can be waiting at every foster home and refuge for a child who really needs safety, love and care.

Please donate \$55 today and help give a Buddy Bag to a child who has fled a violent home.

Buddy Bags for children

22 bags gifted

6000 Goal



## Help children escaping violence

**\$1,249**

Raised of \$350,000 goal

### Please select a donation amount

1 Buddy Bag 🧸 = \$55

**\$55**



**\$110**

## Help children escaping violence.

Tuesday, 12 September is Alannah & Madeline Day! Be part of an extraordinary day of generosity. And change children's lives.

Over the next year, 13,000 children will be removed from violent and abusive homes. Many of them will arrive at foster care with nothing except the clothes on their backs.

Donate today and you'll help raise funds to  
provide Buddy Bags to children in crisis.





# On the day



Ashleigh,  
give to Alannah and Madeline  
Day now to DOUBLE your gift.

Give love, comfort and a Buddy Bag to  
a child escaping violence.

Time left to give

3 29 22

Hour(s) Minute(s) Second(s)



## Double your impact for children in need today

Today is Alannah & Madeline Day – an extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from violent and abusive homes and placed in emergency foster care, with nothing but the clothes on their backs.

With your help, a Buddy Bag packed with essentials can be waiting at every foster home and refuge for a child who really needs safety, love and care.

Please donate \$55 today and turn one Buddy Bag into two thanks to our Major Campaign Matching Partner, Myer Community Fund.

Buddy Bags for children

5439 bags gifted

6000 Goal



## Double your impact today

\$296,176

Raised of \$350,000 goal

## Please select a donation amount

1 Buddy Bag = 2 today



\$56



\$110



Ashleigh,  
give to Alannah and Madeline  
Day now to TRIPLE your gift.

Give love, comfort and a Buddy Bag to  
a child escaping violence.

Time left to give

1 26 21

Hour(s) Minute(s) Second(s)



## Triple your impact for children in need ONE HOUR ONLY

Today is Alannah & Madeline Day – an extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from violent and abusive homes and placed in emergency foster care, with nothing but the clothes on their backs.

With your help, a Buddy Bag packed with essentials can be waiting at every foster home and refuge for a child who really needs safety, love and care.

Please donate \$55 before 7pm and turn 1 Buddy Bag into 3 thanks to our Major Campaign Matching Partner, Myer Community Fund and Alannah & Madeline Day partner, Wilson Security.

Buddy Bags for children

7247 bags gifted

7272 Goal



## TRIPLE your donation now

\$398,620

Raised of \$400,000 goal

## Please select a donation amount

1 Buddy Bag = 3 today



\$56



\$110



\$280





# Best practise donation page tips

## A SIMPLE STRUCTURE

All of our best performing campaigns follow a simple structure on their landing pages, with just enough copy to tell the story without presenting distractions or seeming too overwhelming.

## 300 WORDS + UNINTERRUPTED COPY

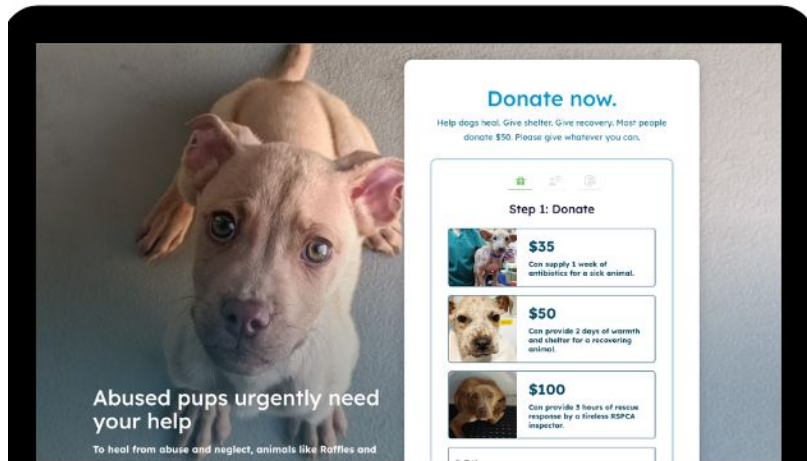
Over the past year, our three best performing landing pages had approximately 300 words, with no design elements interrupting the copy flow

## IMAGERY THAT EXPRESSES NEED

Images on these landing pages are fundraising basics – to camera, expressing need

## AVOID OVERDESIGNING

None of the pages are over-designed or include superfluous information that provides distraction





# Use a phased approach

Elicit early donations to drive momentum and increase social proofing

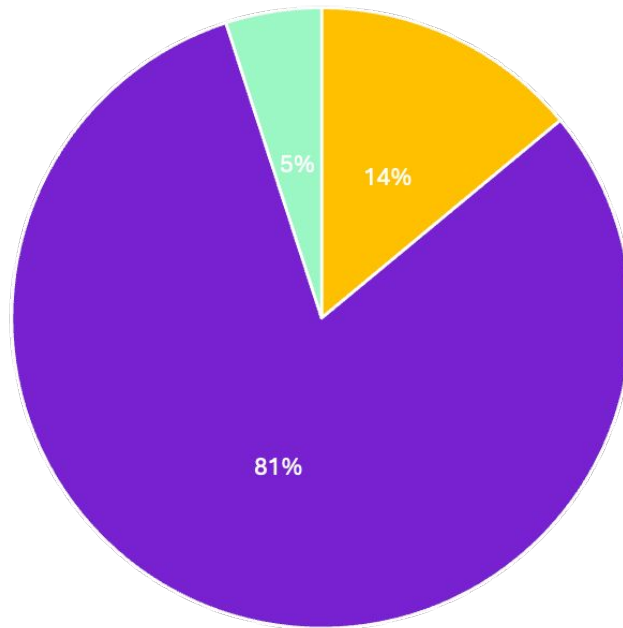
**14% of donations generated before the day in 2023.**

In 2024 our strategy was to increase donations received before the day to drive more revenue.



## 2023 donations

■ Before the day ■ On the day ■ After the day





# Use a phased approach

## EDM & SMS

Elicit early donations to drive momentum and increase social proofing

	Email 1	Email 2	SMS 1		Email 3	Email 4	Email 5	SMS 2	Email 6
Send Date	Tues 27 Aug 2024	Tues 3 Sept 2024	Wed 4 Sept 2024		Thurs 5 Sept 2024	Mon 9 Sept 2024	Thurs 12 Sept 2024	Sun 15 Sept 2024	Mon 16 Sept 2024
Sender	Walter Mikac AM, AMF Founder	Walter Mikac AM, AMF Founder	Walter Mikac AM	N/A	Andrea*, Tillie's* mum	Sarah Davies AM, CEO	FWD: Sarah on behalf of X, refuge manager	TBC - based on SMS1 result	Walter Mikac AM, AMF Founder
Theme	Thank you	Event-led	Event-led		Emotive	Rational	Emotive & Rational	Event-led	Event-led
Content	<b><u>Impact warm up</u></b> Send to previous AM donors	<b><u>Announce AM Day</u></b> Early donations are open	<b><u>Announce AM Day</u></b> Early donations are open		<b><u>Emotive Case study</u></b> Mother	<b><u>Rational need</u></b> Shortfall in funding	<b><u>Rational Case Study</u></b> Refuge manager	<b><u>Tuesday is AM Day</u></b> Give an early bird donation	<b><u>Tomorrow is AM Day</u></b> Give an early bird donation







# Use a phased approach

## EDM & SMS

Elicit early donations to drive momentum and increase social proofing



alannah & madeline  
foundation



In honour of my girls  
— Alannah and Madeline

Every child deserves a safe and happy  
childhood — without violence.

Dear << Test First Name >>,

The day for you to make a difference is almost here! Alannah & Madeline Day 2024 will be officially held on Tuesday 17 September. And it would mean so much to me if you were part of it.

For this one extraordinary day, you'll join thousands of other compassionate people uniting to raise \$350,000. Uniting to provide a Buddy Bag for every child in crisis who needs one.

<< Test First Name >>, by donating, and giving the gift of a Buddy Bag, you'll help children escaping violent homes to feel safe and loved. Perhaps for the first time in their lives.

And that's because the funds raised on Alannah & Madeline Day will help provide Buddy Bags to children who've been removed from violence and abuse, often arriving in emergency foster care with nothing but the clothes on their backs.


With your help, thousands of Buddy Bags will be filled with thoughtful essentials to help children through their first few days in foster care or emergency accommodation. Things like fresh pyjamas, new underwear, toiletries and a teddy for extra cuddles.

Will you donate early and help kickstart the fundraising tally? You'll help ensure a Buddy Bag is waiting for every child fleeing danger.

Donate now

3:53

<




+61 427 313 930 >

Bag to help them heal and recover: [d.alannahandmade-line.org.au/kVmlgy](https://d.alannahandmade-line.org.au/kVmlgy)


Zoe, Alannah & Madeline Day is BACK on Sept 17.

Make an early bird donation to kickstart our fundraising tally, and give a child escaping violence a Buddy Bag to help them heal and recover:

[d.alannahandmade-line.org.au/tpiyeV-Walter](https://d.alannahandmade-line.org.au/tpiyeV-Walter),  
Alannah and Madeline's Dad & Founding Patron.



alannah & madeline  
foundation



Give to Alannah & Madeline Day now

Give love, comfort and a Buddy Bag to a child escaping violence.

Give an early bird donation now

September 17 is Alannah & Madeline Day – an extraordinary 12 hours when compassionate people like you come together to change the lives of children who've experienced violence.

This year, around 11,000 Australian children will be removed from violent and abusive homes and placed in emergency foster care, with nothing but the clothes on their backs.

With your help, a Buddy Bag packed with essentials can be waiting at every foster home and refuge for a child who really needs safety, love and care.

Please donate \$55 today and help give a Buddy Bag to a child who has fled a violent home.

Buddy Bags for children

22 bags gifted 6000 Goal

Help children escaping violence


**\$1,249**

Raised of \$350,000 goal

Please select a donation amount

1 Buddy Bag 🧸 = \$55

\$55

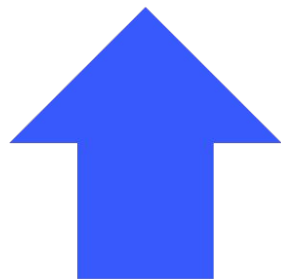


\$110



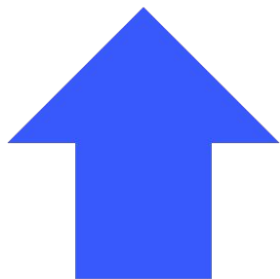
# AMF 2024 revenue results

Elicit early donations to drive momentum and increase social proofing



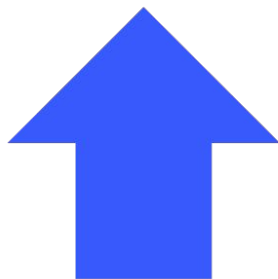
**BEFORE  
THE DAY**

**+299% YOY**



**ON  
THE DAY**

**+32% YOY**



**AFTER  
THE DAY**

**+11% YOY**

**The Early Bird phase was critical to the success of the campaign.**

Overall the 2024 campaign generated 78% more revenue than 2023.

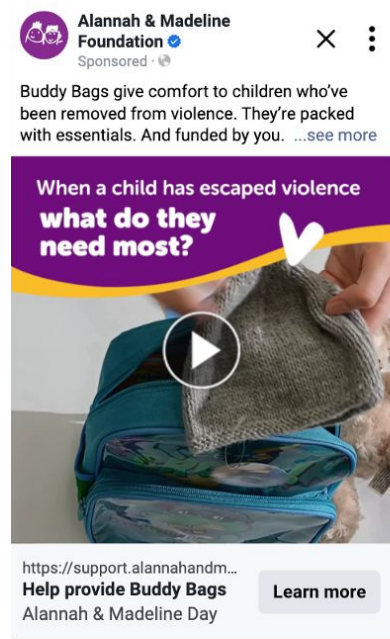
40% of total revenue was driven **before the day.**





# Use a phased approach:

**Meta** 2023 tested a phased approach to the campaign



**Alannah & Madeline Foundation**  
Sponsored · 🌐

Buddy Bags give comfort to children who've been removed from violence. They're packed with essentials. And funded by you. ...see more

When a child has escaped violence  
**what do they need most?**

<https://support.alannahandm...>  
**Help provide Buddy Bags**  
Alannah & Madeline Day

**Learn more**

Awareness



**Alannah & Madeline Foundation**  
Sponsored · 🌐

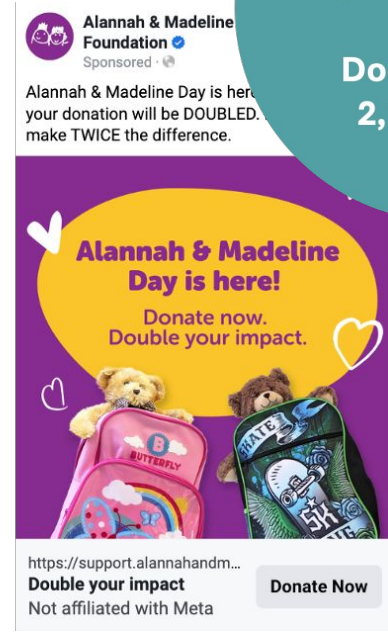
Passionate and caring people needed. Register for Alannah & Madeline Day now and join an extraordinary day of generosity. ...see more

Join an extraordinary day of generosity  
**Help children heal from violence**

<https://support.alannahandm...>  
**A day of life-changing generosity**

**Learn more**

Consideration



**Alannah & Madeline Foundation**  
Sponsored · 🌐

Alannah & Madeline Day is here. Your donation will be DOUBLED. ...see more  
make TWICE the difference.

**Alannah & Madeline Day is here!**  
Donate now.  
Double your impact.

<https://support.alannahandm...>  
**Double your impact**  
Not affiliated with Meta

**Donate Now**

Conversion

89 donations  
\$93 CPA  
\$6.1k revenue

Donations up  
2,125% YoY





# Use a phased approach: Channel Mix

In 2024 expand the channel mix to utilise a full funnel approach





# Use a phased approach:

**Meta** In 2024 elicit early donations to drive momentum for on the day



**Top of funnel:**  
Awareness & Reach



**Mid Funnel:**  
Build platform learnings, drive early donations



**Bottom funnel:**  
Conversion, conversion, conversion!





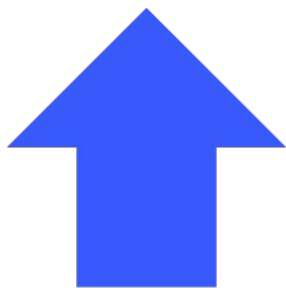
# 2024 Meta Results

Elicit early donations to drive momentum for on the day



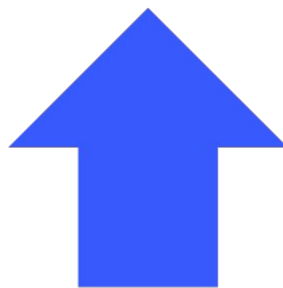
**DONATIONS**  
**500**

**+457%**



**COST PER ACQ.**  
**\$22**

**-77%**



**REVENUE**  
**\$41,112**

**+571%**

**The Early Bird phase was critical to the success of the campaign.**

42% of revenue was generated before the day AND it increased performance on the day by ensuring the campaign was ready for the spend increase.





# Key tactics for digital success



**DRIVE AWARENESS  
TO ENGAGE  
AUDIENCES 2-3  
WEEKS BEFORE THE  
GIVING DAY**



**THANK AND WARM  
UP KNOWN  
AUDIENCES AHEAD  
OF THE GIVING DAY**



**ELICIT EARLY  
DONATIONS TO  
DRIVE MOMENTUM  
AND INCREASE  
SOCIAL PROOFING**



**PERSONALISED URLS  
BASED ON PAST  
GIVING HISTORY TO  
INCREASE AVERAGE  
GIFT OF KNOWN  
AUDIENCES**



**PLAN A CHANNEL  
MIX THAT ALLOWS  
YOU TO UTILISE A  
FULL FUNNEL  
APPROACH**



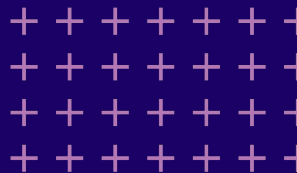
**IMPLEMENT BEST  
PRACTICE DONATION  
PAGE TACTICS TO  
INCREASE  
CONVERSION**





# Funraisin tools

With templates, visual builder and customisation



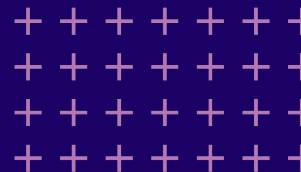


# Meet Anna

Senior Partnerships Manager | **Funraisin**

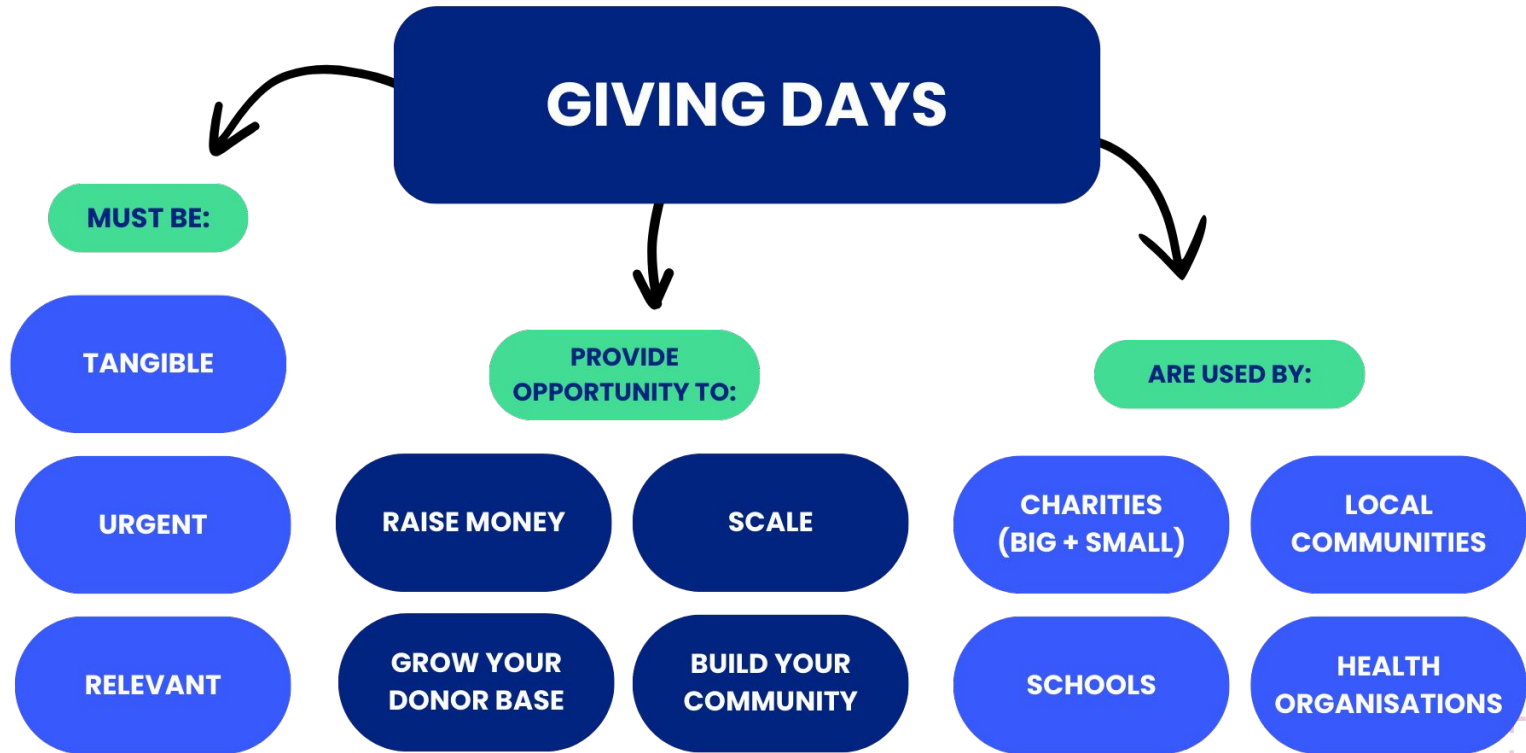
Based in New Zealand, Anna has an extensive background in managing digital and marketing campaigns at leading NFP organisations including UNICEF Aotearoa.

At Funraisin, Anna works closely with our charity partners to optimise their fundraising campaigns and make the most of their platforms.





# Let's Recap





# The Giving Day breakdown

## Three key phases

**Pre**



Storytelling + priming for the ask

**Peak**

GD!



**Post**

Thanking, celebrating and nurturing



## Three key elements



COMMUNICATION +  
STORYTELLING



MATCHED  
GIVING



OPTIMISED  
DIGITAL UX



# Funraisin **lite**

Free tools for NFP's wanting to get started on Funraisin!

Visit: [funraisin.co/lite](https://funraisin.co/lite)



Completely free—no hidden or ongoing charges



Build unlimited donation forms and pages



Manage regular giving and individual donations in one place



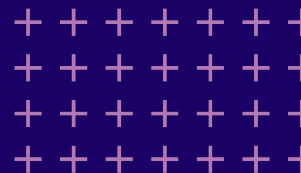
Full library of optimized templates



Intuitive and quick setup supported by our in-house team



Enterprise level security and compliance



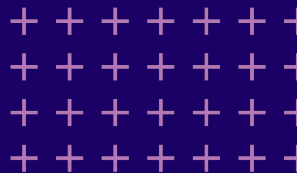


# We're here to help!

If you'd like to speak to our team about starting or optimising your campaigns, please get in touch!

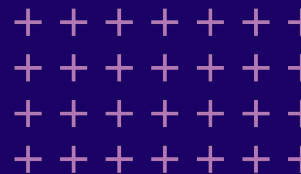
**Funraisin:** [hello@funraisin.co](mailto:hello@funraisin.co)

**Donor Republic:** [grow@donorpublic.com.au](mailto:grow@donorpublic.com.au)





# Q+A





# Thank you

We're here to help! If you'd like to speak to our team about starting or optimising your campaigns, please get in touch!

**Funraisin:** [hello@funraisin.co](mailto:hello@funraisin.co)

**Donor Republic:** [grow@donorrepublic.com.au](mailto:grow@donorrepublic.com.au)

