



**Our Corporate
Fundraising approach
.....a work in progress!**

Walk for life

WFL Background

- Vision Statement
 - “To correct clubfoot deformity in babies to enable them to reach their full potential”
- Mission
 - “To establish a sustainable fund raising program”
- Change to Logo & Focus on kids



Before Treatment

After Treatment

Pictures tell the story

Our people & structure

- 43 Clinics throughout Bangladesh
- Enabled 2500+ kids to walk in 2012
- Expansion into Myanmar
- Staff comprising 30 - physios, assistants & support
- Logistics in Bangladesh a nightmare!
- Funding to date is predominately private

Key elements in our strategy

- Vision & Mission
- Compliance & Duty Of Care
- Right People & Structure
- Communications Strategy & Materials
- Approaching Corporates to support our Donor acquisition strategy

Compliance & Duty of Care

- Audit of our organisation
- Structure & Organisational chart
- WFL systems review - reports
- Making it corporate - accountability
- Staff audit
- Reputations of key volunteers at stake & corporate supporters, no shortcuts... One chance
- Budget – Long term needs must be able to support costings & claims e.g. cost per child
- Critically analysing our results - issues uncovered
- Ensuring Admin systems will cope

Getting the right people & structure

- Owning the vision
- Understanding our structure KISS
- Getting people to help.. Life is nothing without enthusiasm! Get connected/ get excited
- Know your limitations... Let go
- Marketing & Fundraising specialists - Large corporates
- Rating our staff - be realistic a job or advocate
- Volunteers still need to be accountable
- Setting a WorkPlan empowering initiative
- Recognition – Gold stars

Communications strategy

- Getting the message right – workshop changes its all about the kids
- Define the A team, B team etc
- Tailor communication
- Profile/ Patron - Australians making a difference gets support
- Understand your culture... Bangla is very different. Hierarchical
- Database review – Donors v Supporters v Advocates
- Resources available for marketing - local & OS comms problem
- Sell the same story!
- News stories eg capitalise on good press eg Fred Deitz, medical articles
- Motivate & reward good news stories - praise goes a long way in Bangladesh

Comms. Strengths & Weaknesses

Strengths

- We believe we can emotionally engage as it's all about the kids
- Our costs only 5% ie AFAP
- Acknowledge donations from Bangladesh email cost effective
- Volunteers

Problems/ issues

- Newsletters , 1 Donor related, one staff/ internal motivational rewards
- Impersonal feedback - highlight larger donations for special thanks
- Bangladesh a challenge
- Difficulties AFAP v WFL perception sell it!
- Linking donations with specific kids is too time consuming
- Meaningful recognition for staff

Newsletters & website

- Newsletters too long
- Too inward focused
- Too much statistical information... Risk of getting it wrong
- Make it personal - Kids not feet
- Happy stories about real kids & Smiling photos
- Must be vetted for donors in Australia by Australians
- Successes - celebrate

Website Review

- Needs to be responsive and interactive - emotionally engaging
- KISS
- Review other organisations
- AFAP & Etapestry

What do we want to convey?

- Awareness
 - appropriate devices (eg shoelaces)
 - \$96 can enable a child to Walk for Life
 - Identifying our particular niche or target
- Solvable
- Engagement - emotional commitment
- Action – make it simple – options ongoing

Approaching corporates

- Identify your niche
- Research your target (Eg Laura/AFAP assistance re suppliers)
- How to get the intro?
- Elevator presentation 30 seconds – kids story
- Who to present?
- How to present? Powerpoint, brochure etc.
- What to ask for?
- Sponsorship too one off e.g. Macquarie template
- Donation – ok but not what we want – too much fund admin
- Database access - good recurring income stream

What's in it for them?

- Make customers feel good
- Marketing.....no
- Good corporate citizen.... Yes
- Facebook..... Possible but depends on reach “Likes” etc
- What can we offer them? **A Win Win**

Leverage

- Leverage off their customers
- Aust clubfoot associations
- Podiatrists associations
- Orthopaedic associations
- Physios & associations
- Like organisations – mutual benefits e.g. Sydney hospital
- List the targets - any thoughts?



Thankyou!

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