

FIA Conference 2024

Where **passion**
meets **purpose**

Brisbane
28 Feb – 1 Mar

FIA CONFERENCE

Latest Trends in Fundraising

MARTIN PAUL – More Strategic

martin@morestrategic.com.au

Fi MCPHEE – The Benchmarking Project & Revolutionise

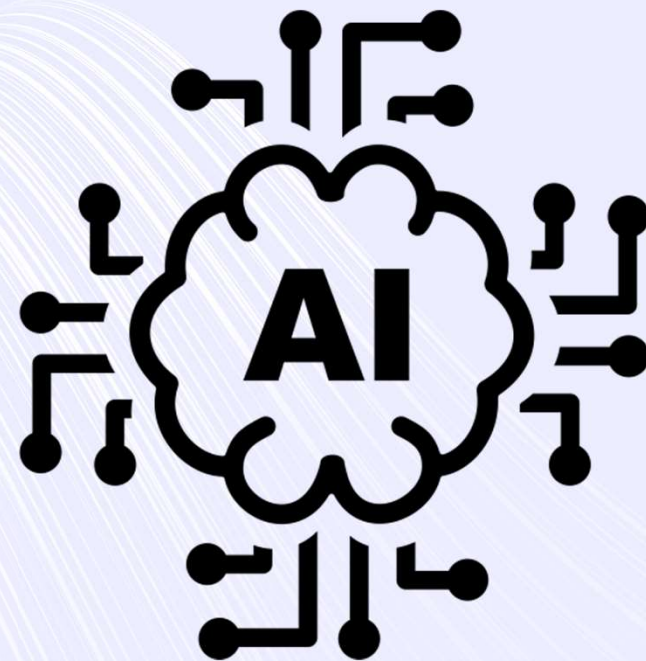
Fi.mcphee@benchmarkingproject.org



Older

Hotter

Expensive







2x

Future foundations for giving

Draft report

This is a draft report prepared for further public consultation and input. The Commission will finalise its report after these processes have taken place.



TAKE THE PLEDGE TO REFRAME OVERHEAD.



Join leading fundraisers to explore the latest research, best practice, and collective action required to change the perceptions and practices for indirect costs in your organisation — and our sector.

9:25am · Friday, March 1 · Leadership Track



To download the guide scan here or visit
REFRAMEOVERHEAD.ORG



May 2023

1. Cost of Living

2. Mental Health

3. Homelessness

4. Children's safety and health

5. House affordability

November 2023

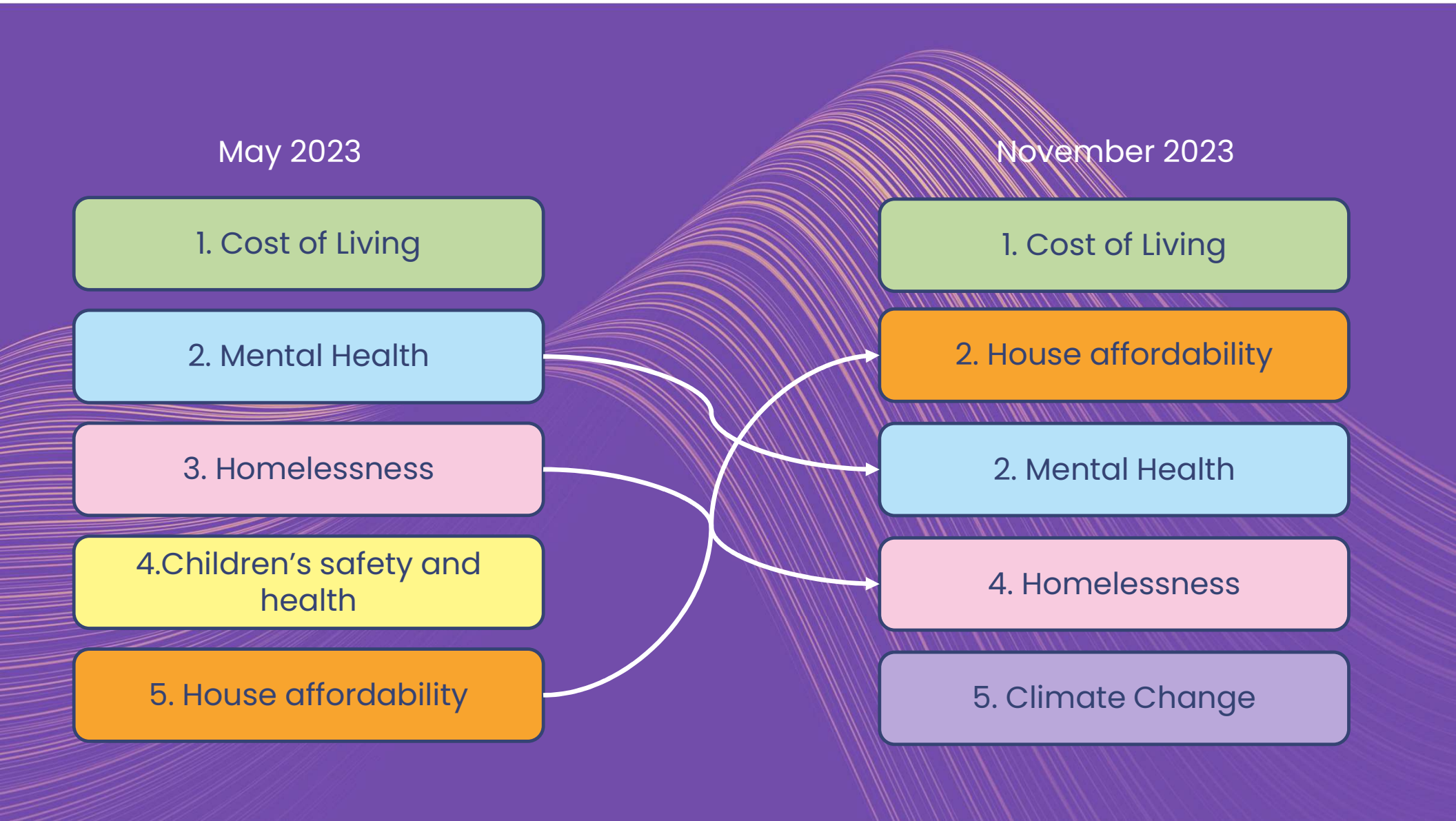
1. Cost of Living

2. House affordability

2. Mental Health

4. Homelessness

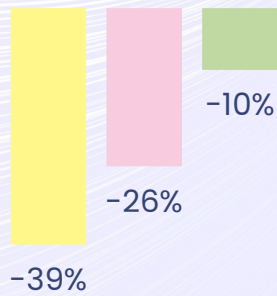
5. Climate Change



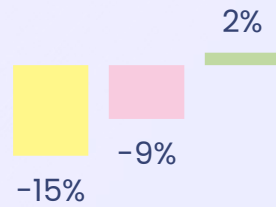
Outlooks



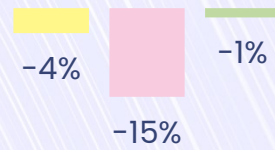
Economy



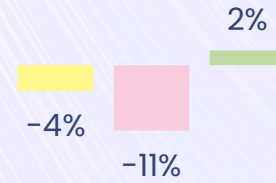
Personal



Giving



No. Orgs



Nov-22 May 23 Nov-23

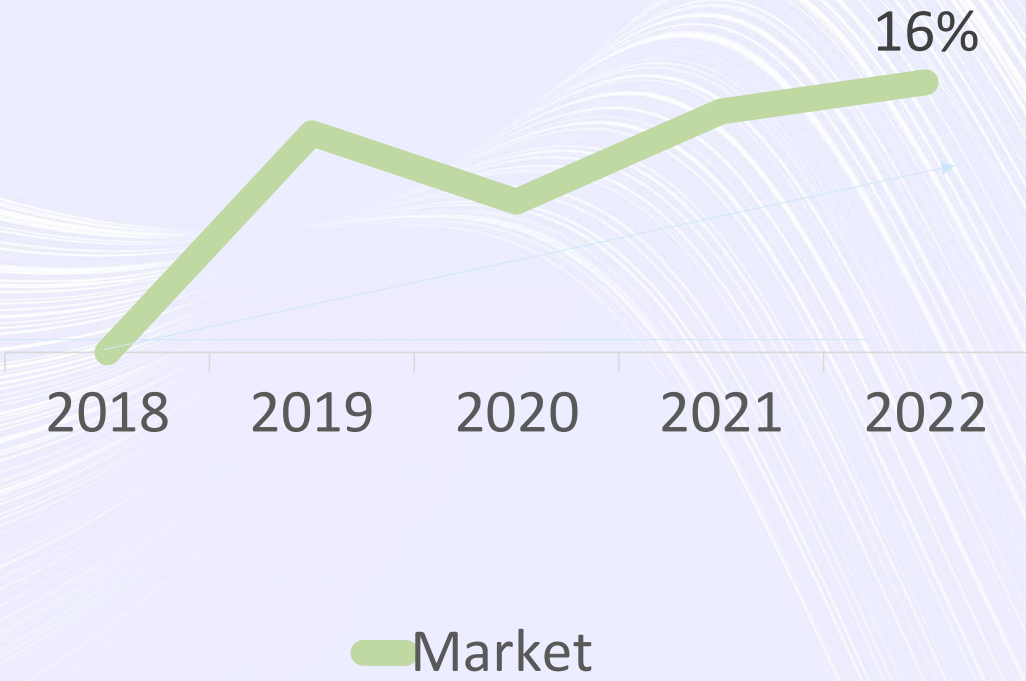
Beat the discretion recession



0.38%

80%

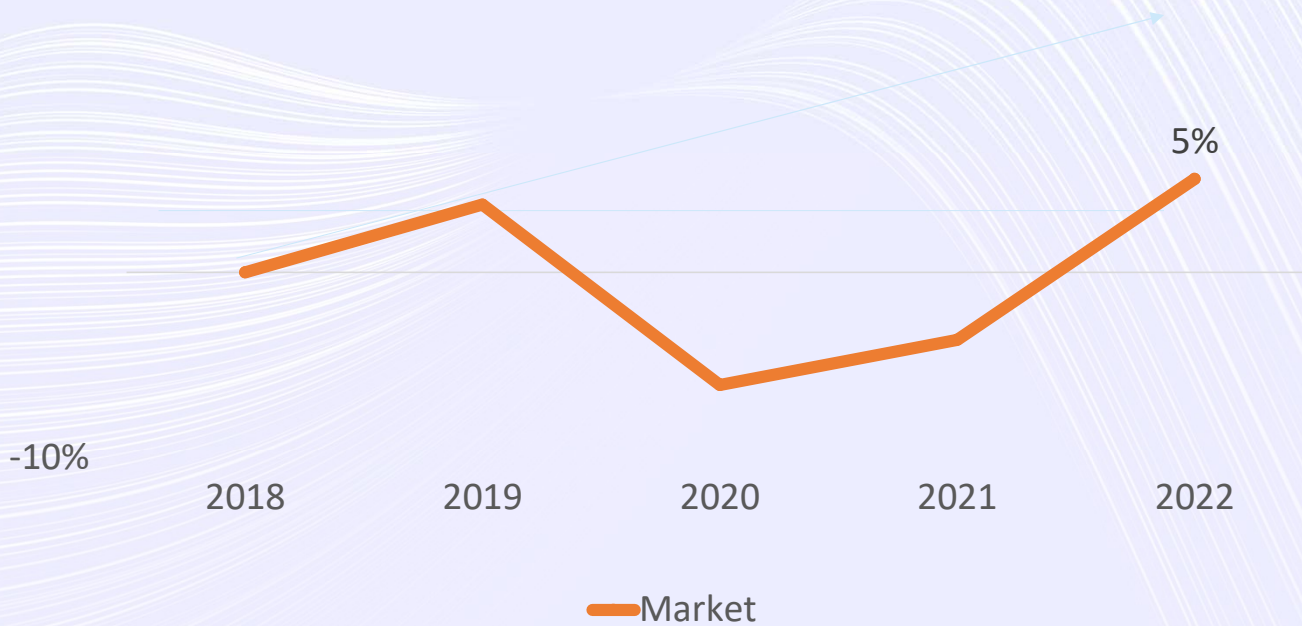
Are we raising more than before?



+16%

Are we spending more to do get it?

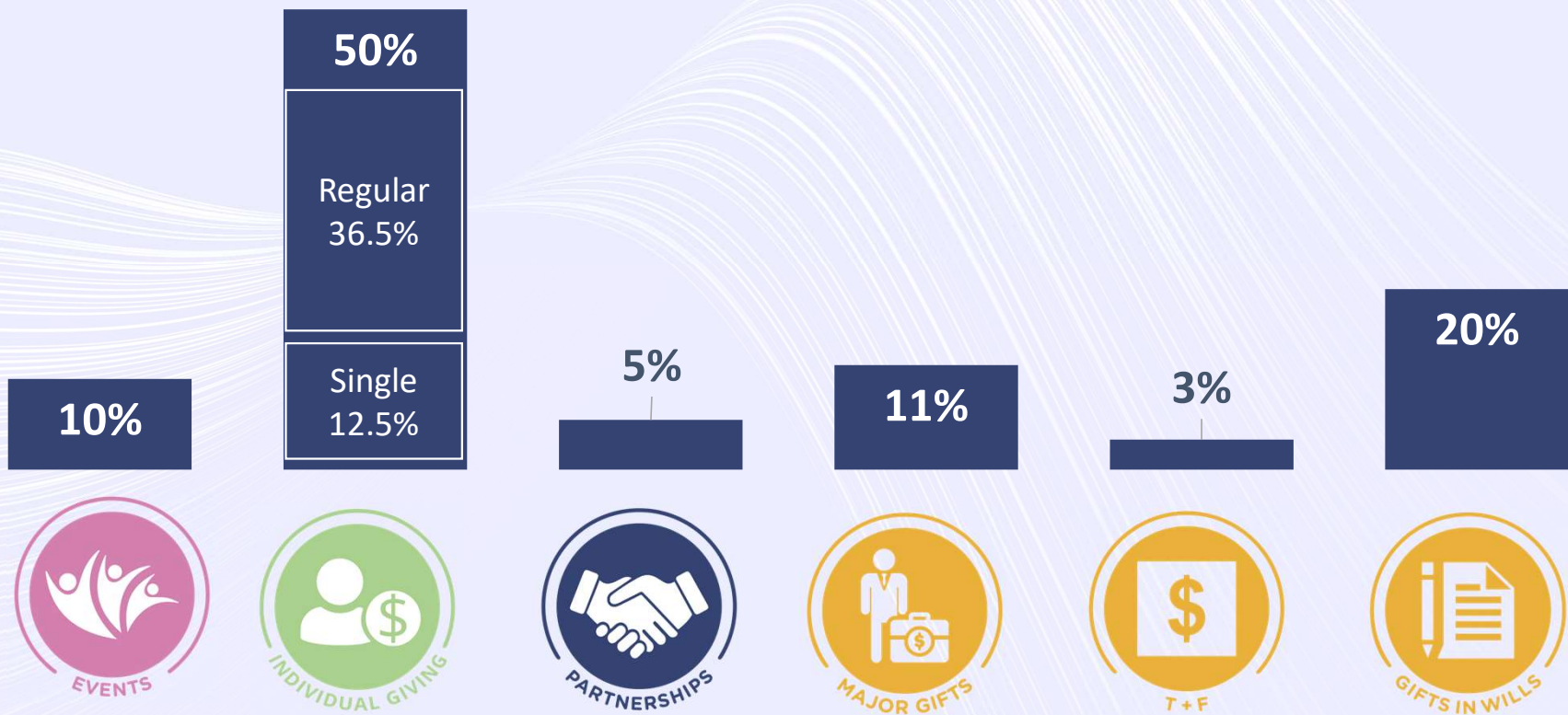
Full Cost Growth



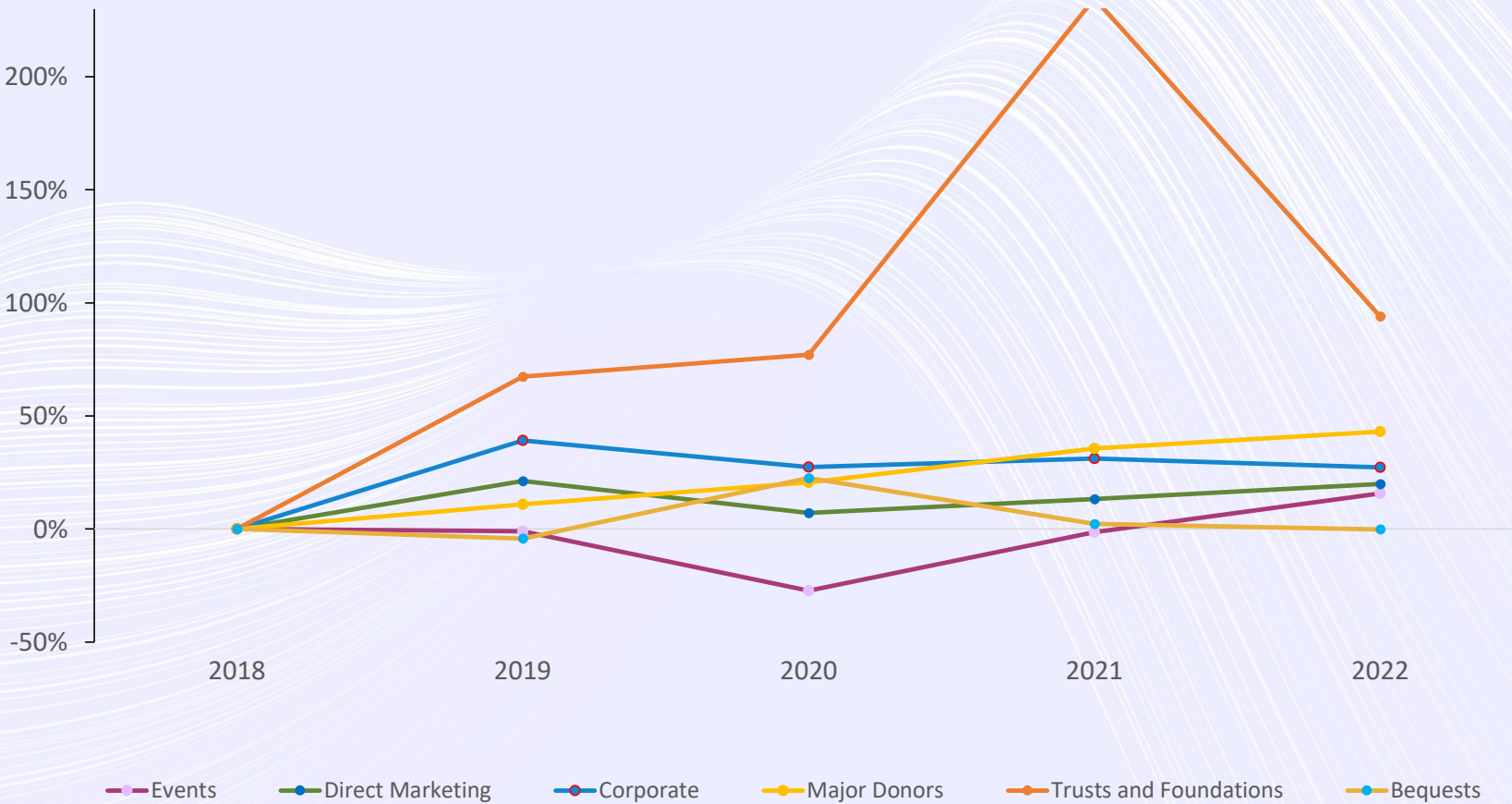
+5%

68%

Where's it coming from?



What is growing fastest?



94%



43%



27%



20%

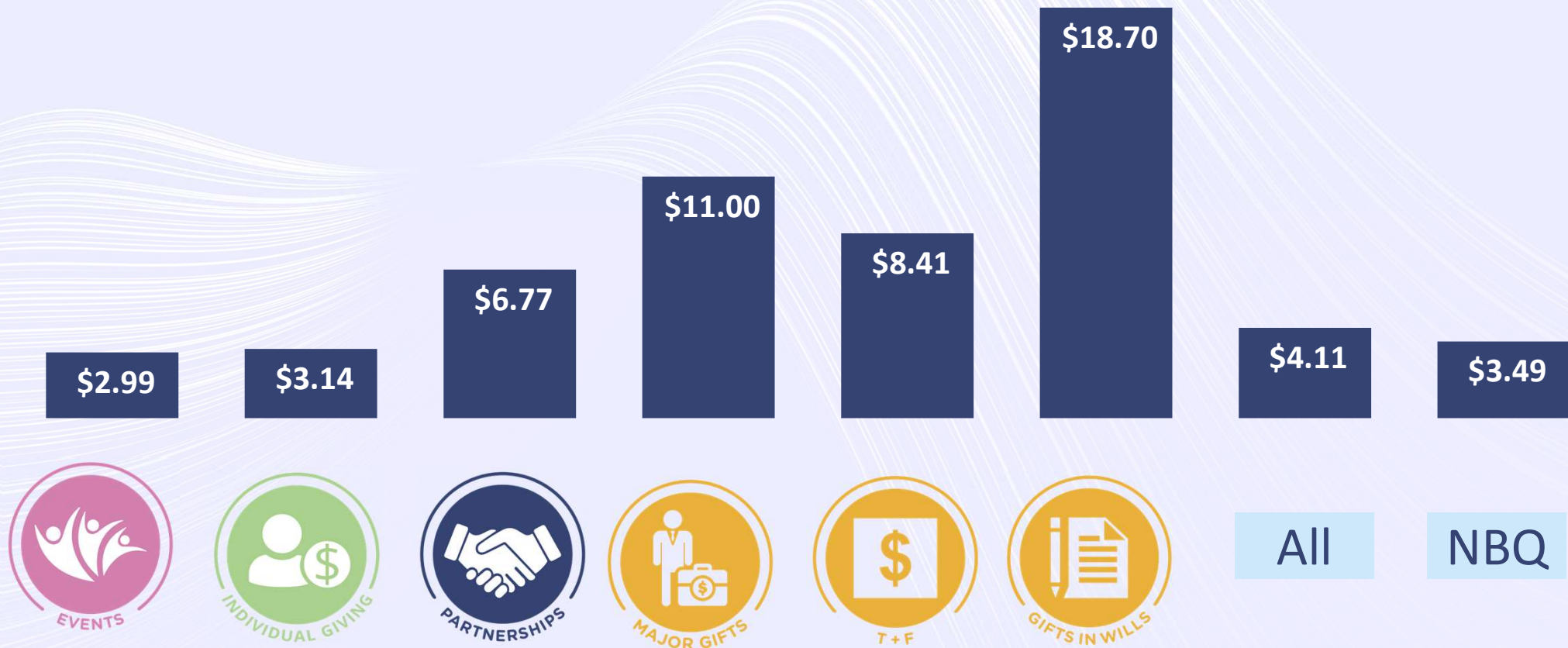


16%

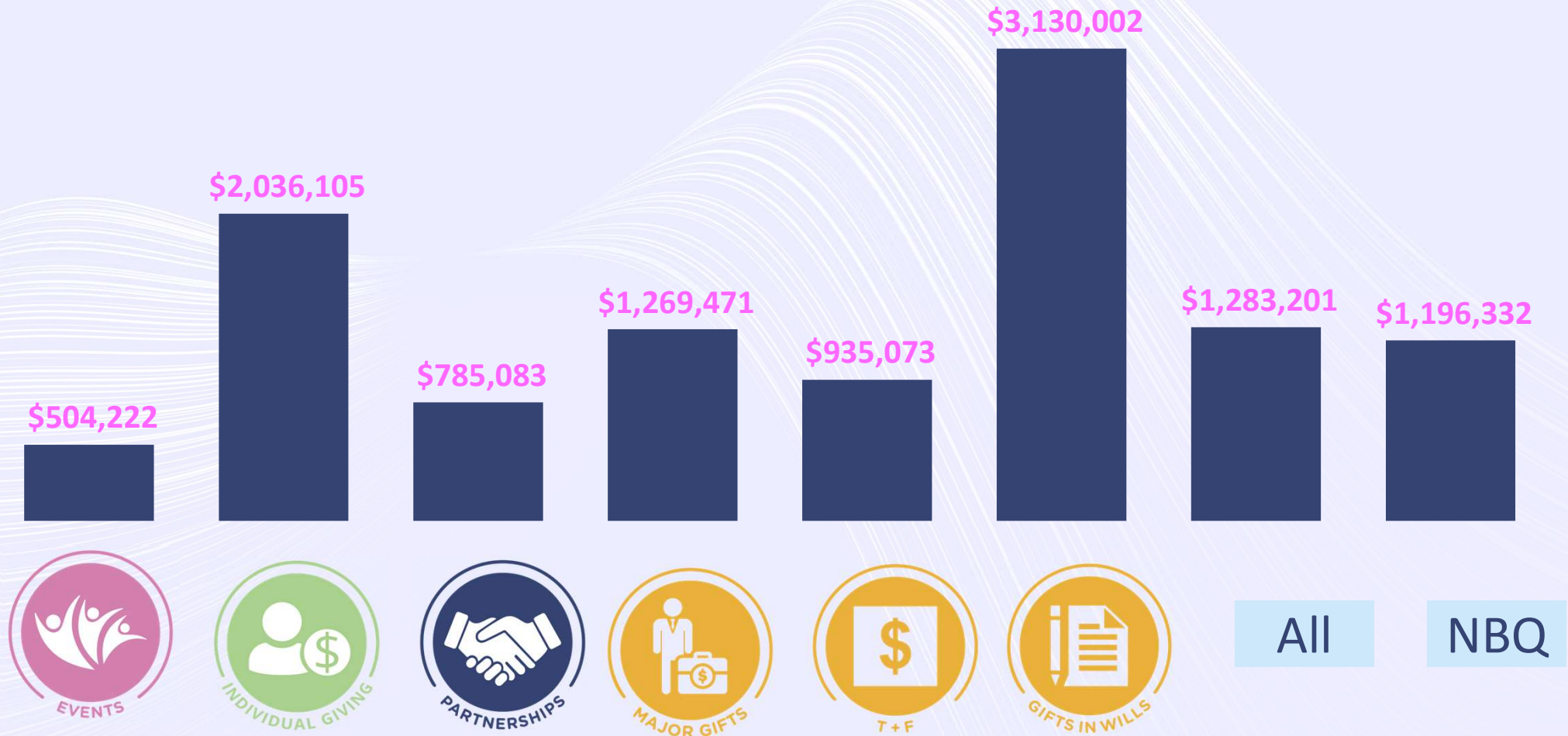


0%

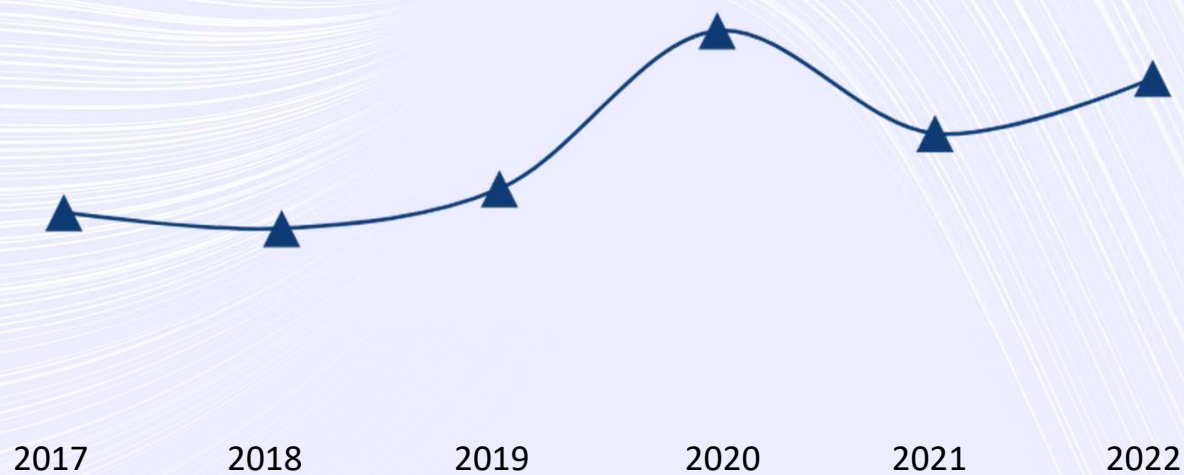
What return should I be getting?



How much should each staff member bring in?



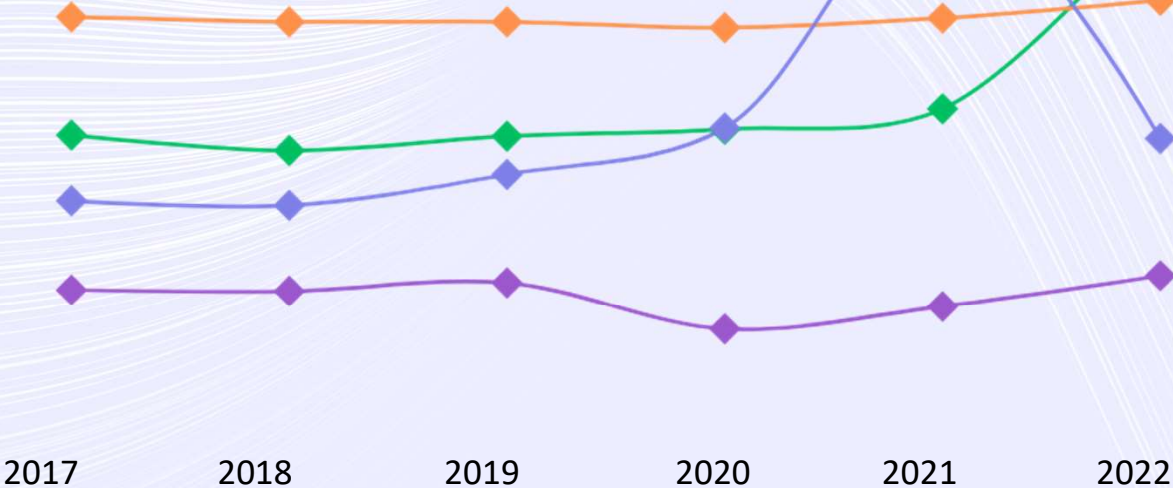
INDIVIDUAL GIVING INCOME IS GROWING



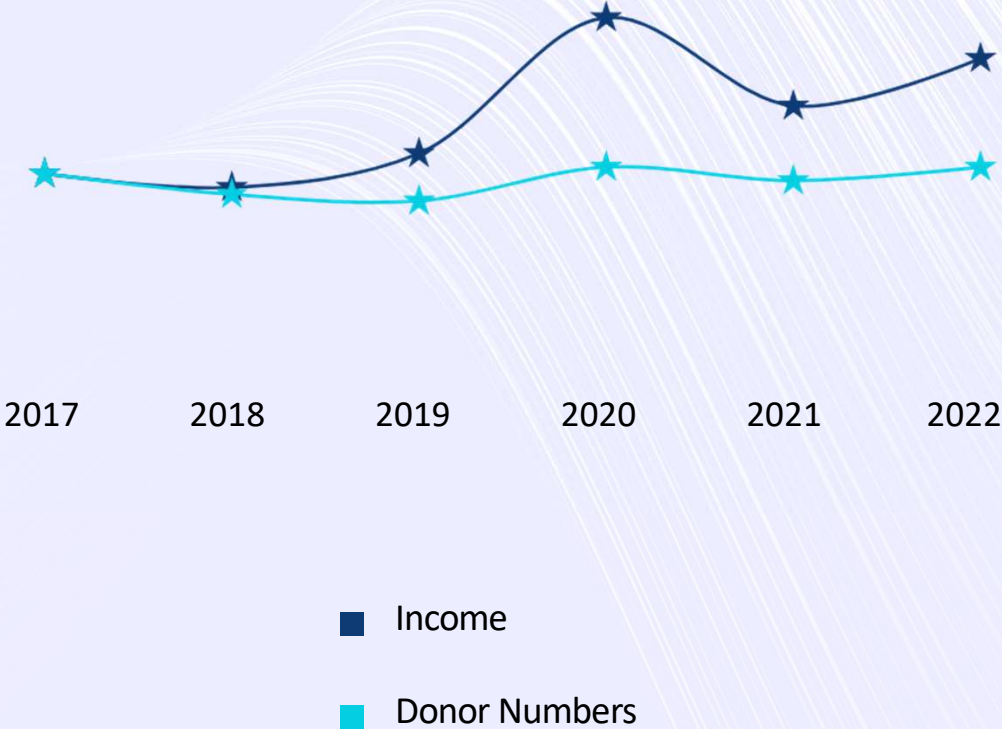
↑ 70%
Grew

INDIVIDUAL GIVING GROWTH

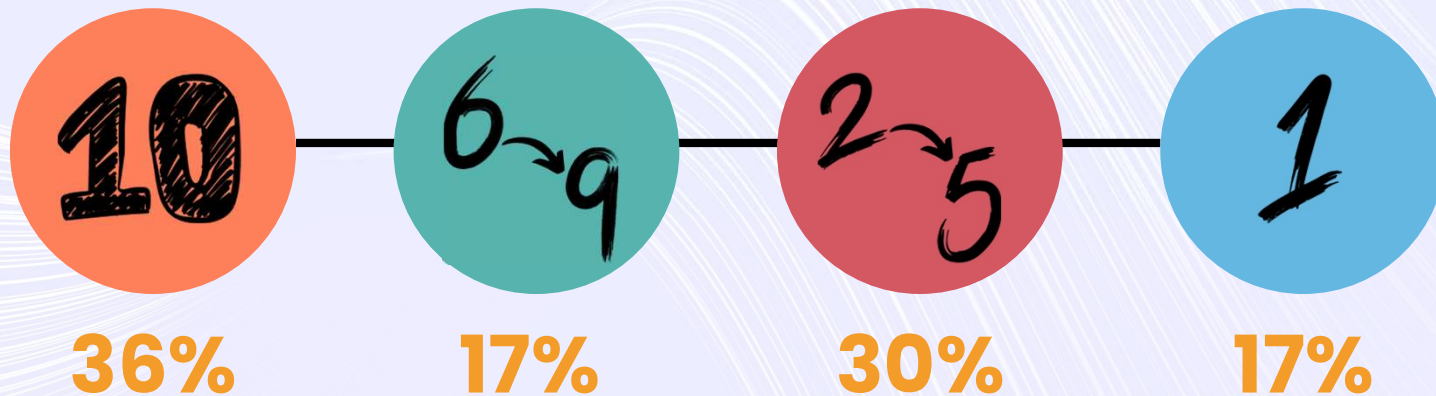
- Gifts in Wills 
- Regular Giving 
- High Value Giving 
- Community Fundraising, Peer-to-Peer Events 



INDIVIDUAL GIVING INCOME IS GROWING BUT THE DONOR POOL IS NOT



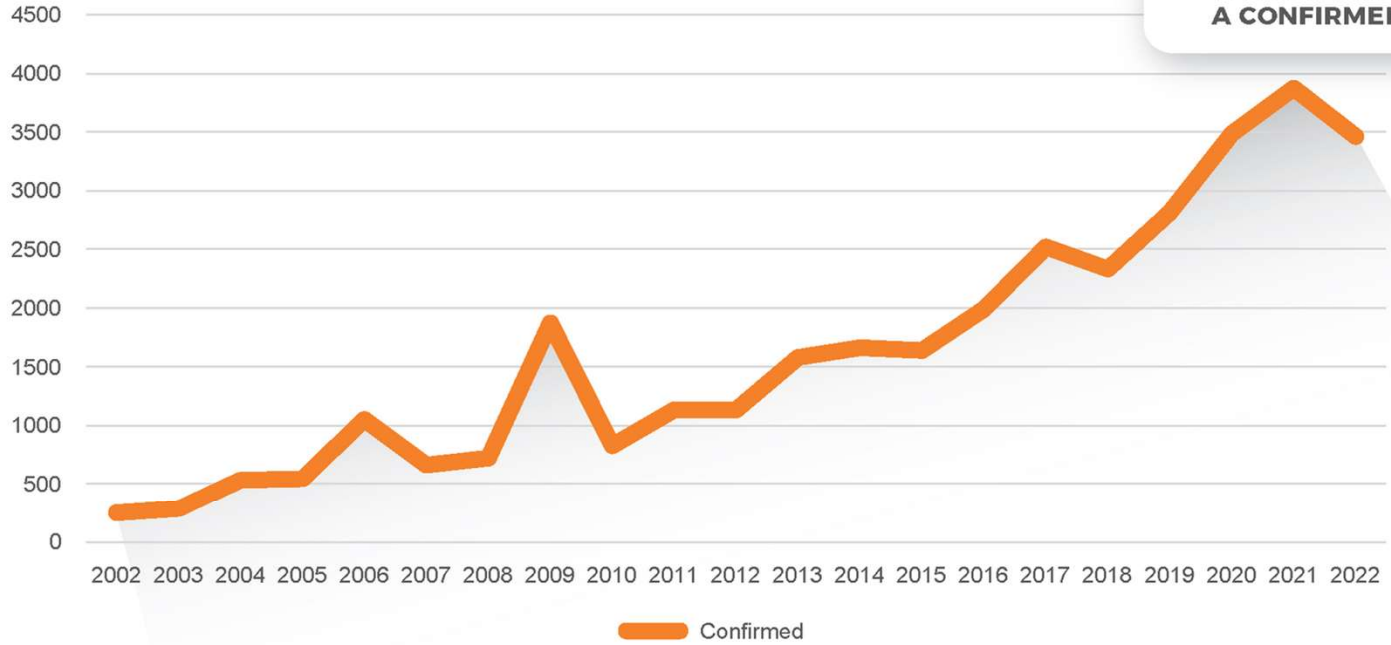
YEARS GIVING



INCOME RELIANCE

Gifts in Wills

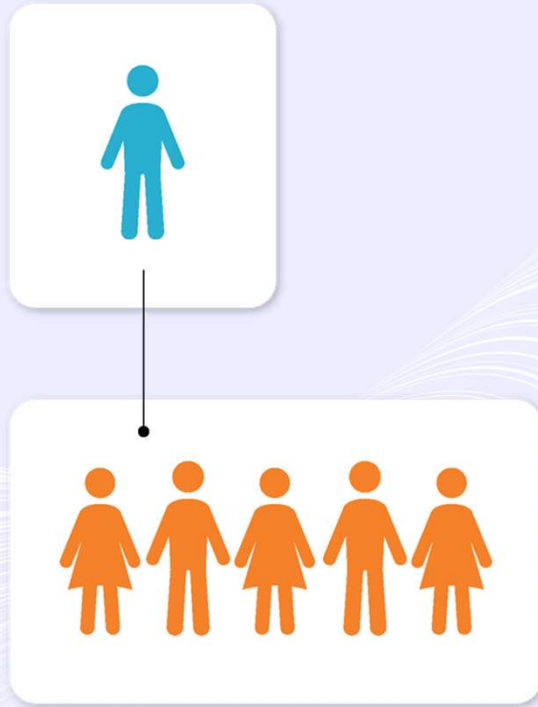
CONFIRMED



70

AVERAGE AGE OF
A CONFIRMED GIW

Gifts in Wills



For every 1 donor who confirms a Gift in their Will another 5 will have included you

**30% confirm
in their first
5-years of
giving**

Gifts in Wills

\$47K VS \$160



Pecuniary

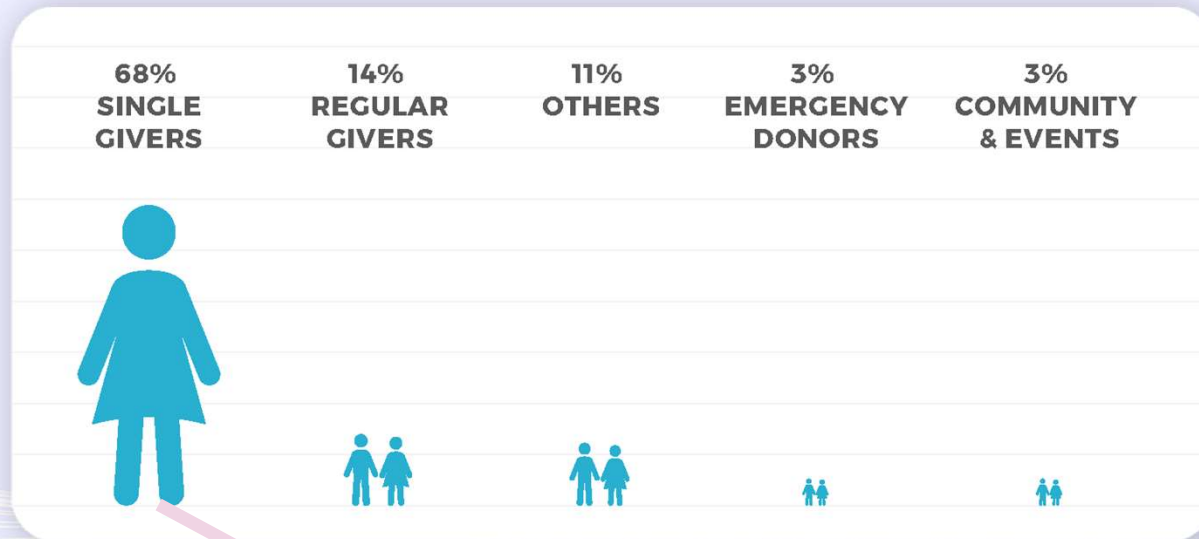
VS



Residual

3.7 times \$\$

Gifts in Wills

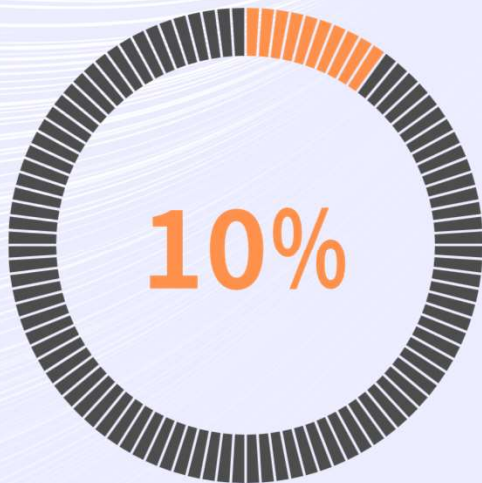


**1.7
times
\$\$\$**

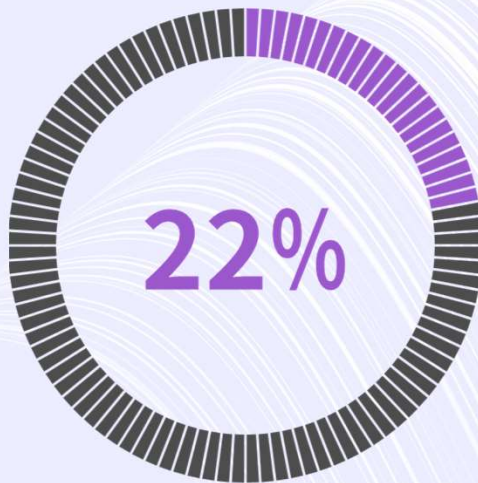
**15 years
to
realise**

Events

INCOME

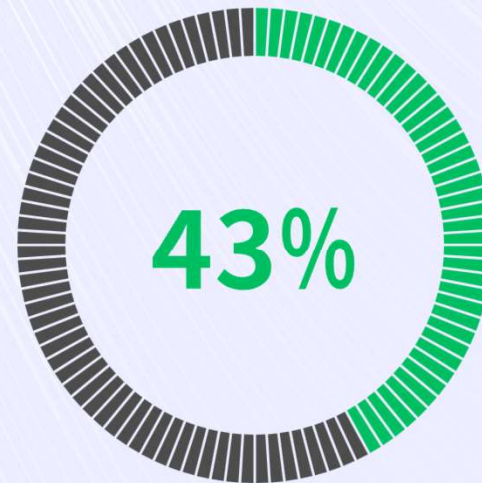


22%



**ALL
DONORS**

NEW DONORS



43%

Events

3 in 50

Give Again

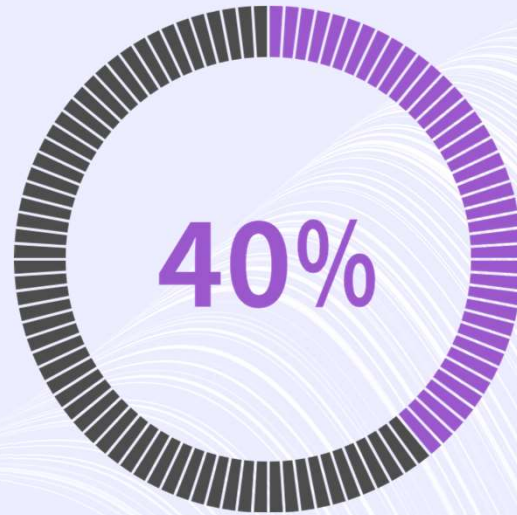
\$250k

Average
Gift in Will

1/2000

Confirm a
Gift in Will

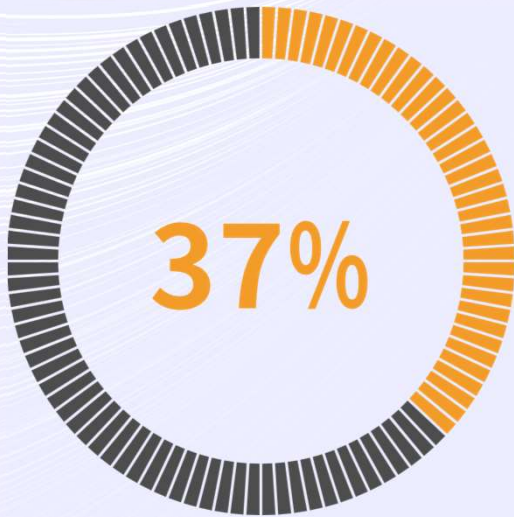
Regular Giving



40%

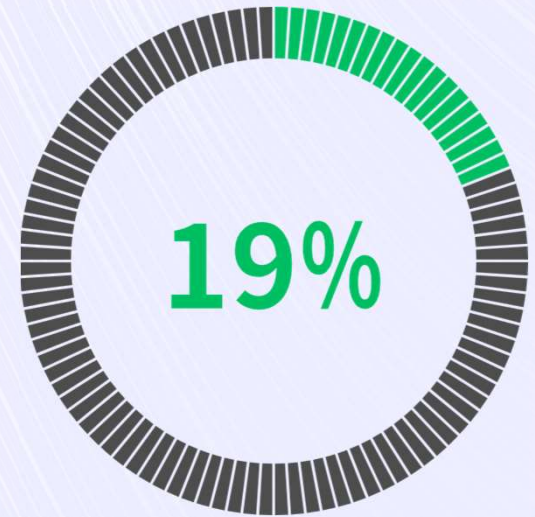
**ALL
DONORS**

INCOME



37%

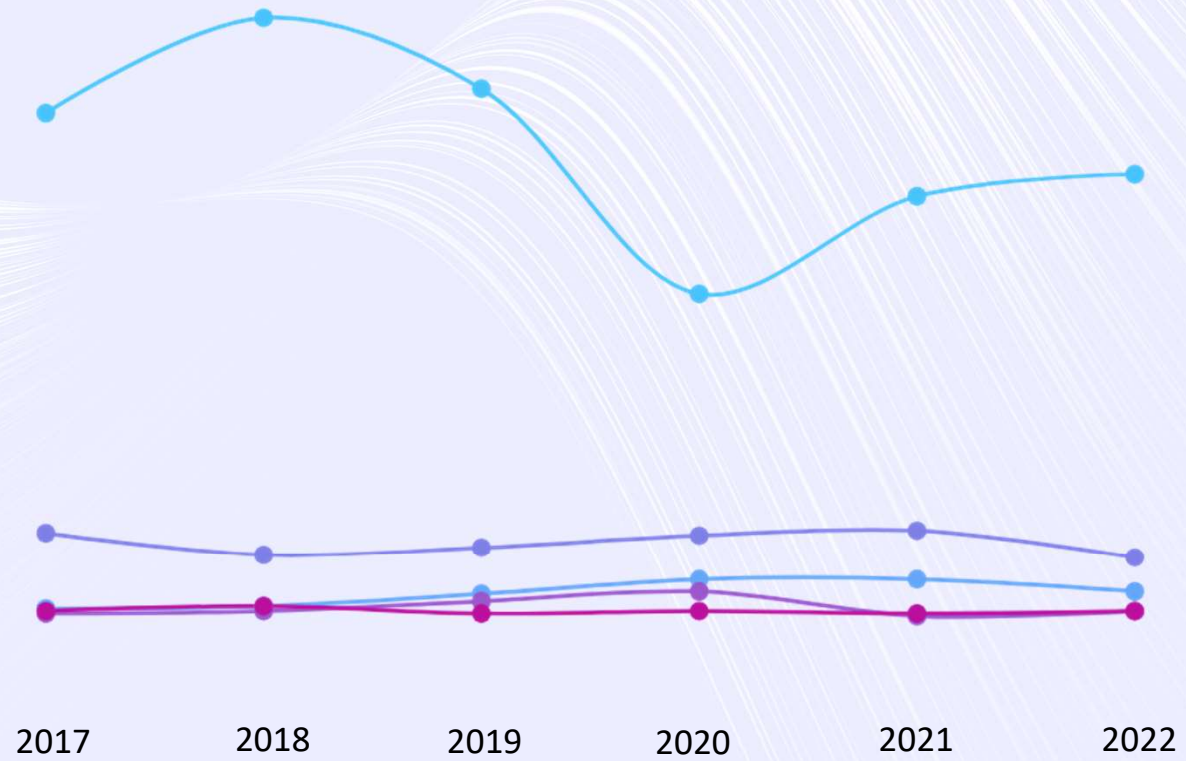
NEW DONORS



19%

NEW REGULAR GIVERS

■ Face-to-Face ■ Direct Digital ■ Lead Conversion ■ TV ■ OTHER



Regular Giving

↓ 4%

Donors

↑ 20%

Income

REGULAR GIVING RETENTION



Regular Giving

\$32

Per month

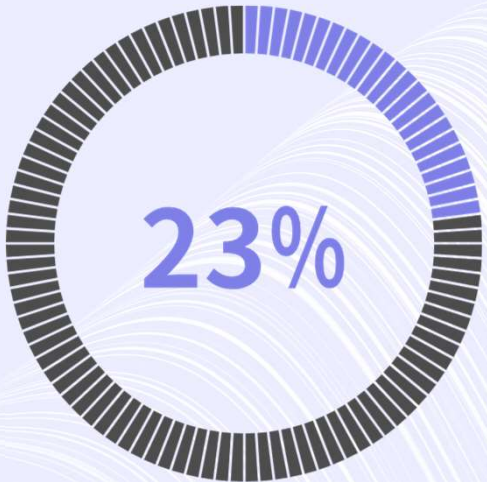
25%

From
Upgrades

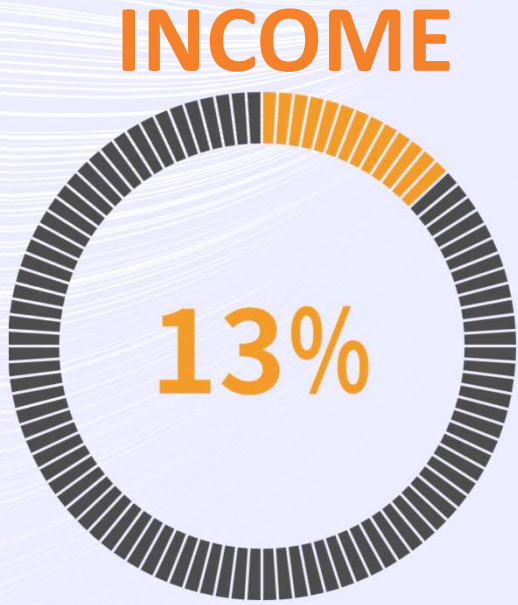
1/400

Confirm a
Gift in Will

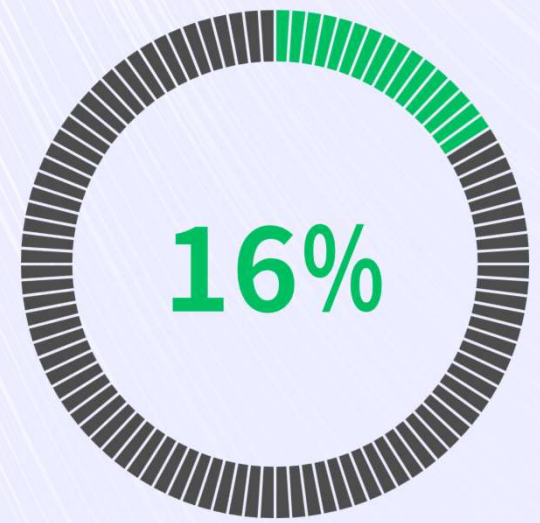
Single Giving



ALL DONORS



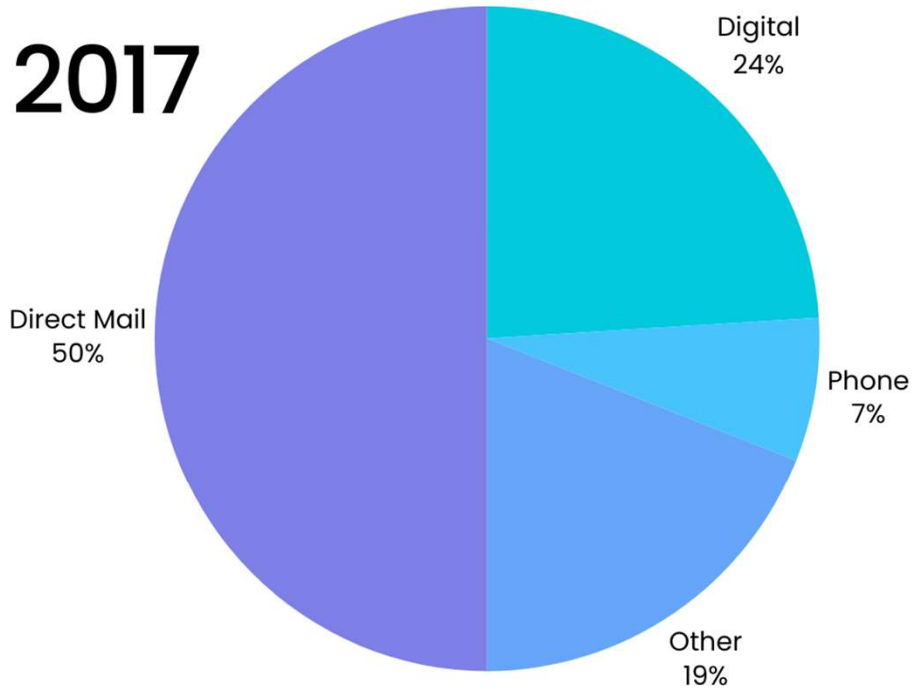
INCOME



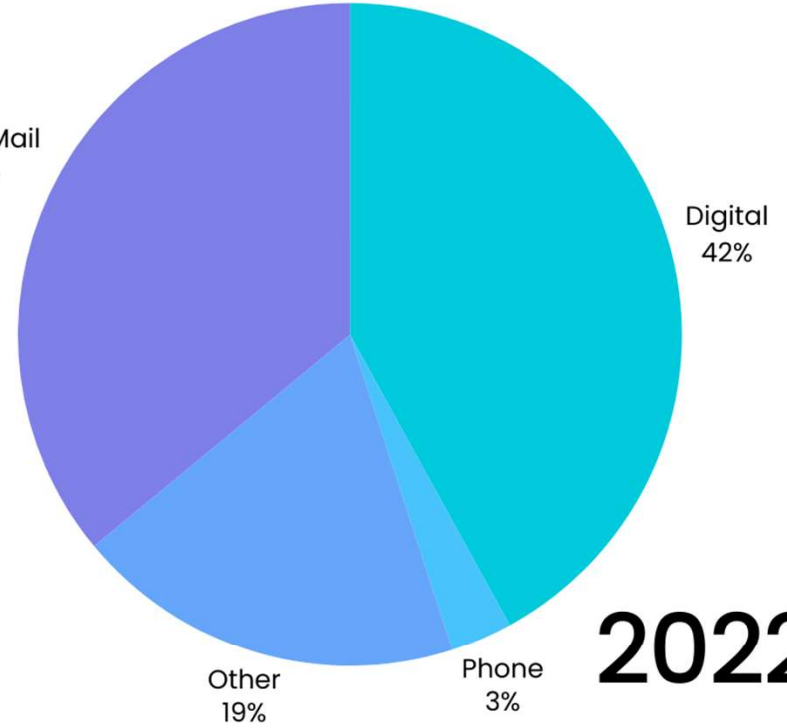
NEW DONORS

Single Giving

2017



Direct Mail
36%



2022

Single Giving

30%

More income

20

years

Younger

Single Giving

31%

Digital

\$242

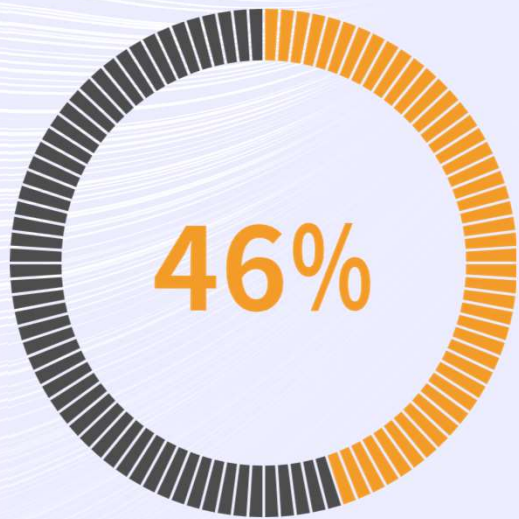
52%

Direct Mail

\$228

High Value
Giving

INCOME



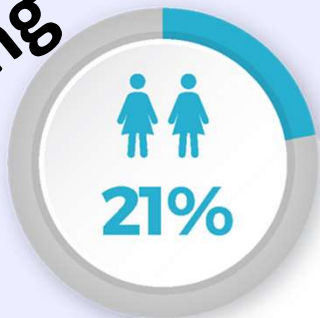
↑ 22%

Gifts

↑ 3%

Income

High Value Giving



GIFTS IN WILLS



SINGLE GIVING



COMMUNITY & EVENTS



EMERGENCY DONATIONS

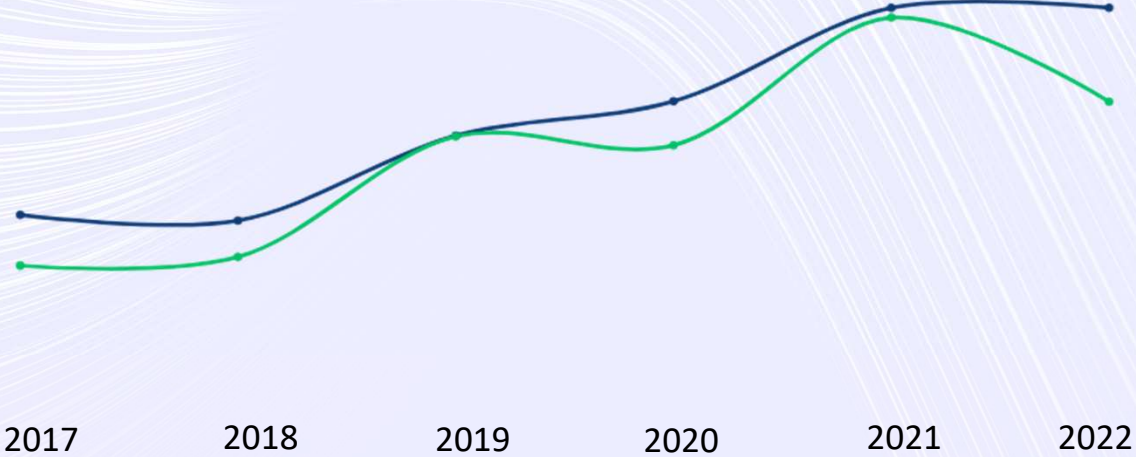


Almost 1 in every 2 high value donations made is a single gift

49%

MID VALUE GROWTH

- Income
- Gifts



4%

Upgrade

58%

Retention

Connection is changing

Best returns from the donors
you already have

Long-term view

Excellent data

Learning culture

Test, Learn, Iterate

Diversify

Deep understanding of
donor needs & motivations

Fundraisers Power Change

**FIA
Conference**
2024

Thank you

