

From vision to reality: Building a community fundraising program from the ground up

COMMUNITY & EVENTS TRACK

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WWFAustralia

Community & Events Track
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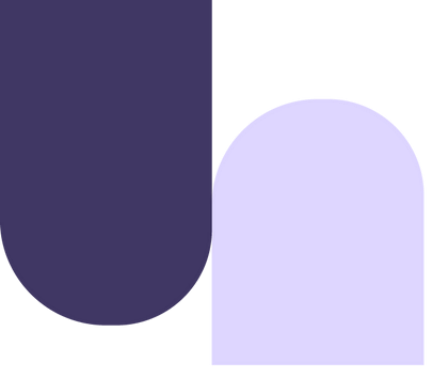
WHO ARE WE?



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Close your eyes...



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Start Small and Build Up

Clarify...



Your vision



Unique strengths



Weaknesses

...to find the best opportunities for
where you're at



What we're going to tackle



Market and organisational context for setting up a new CF program



Our CF program roadmap



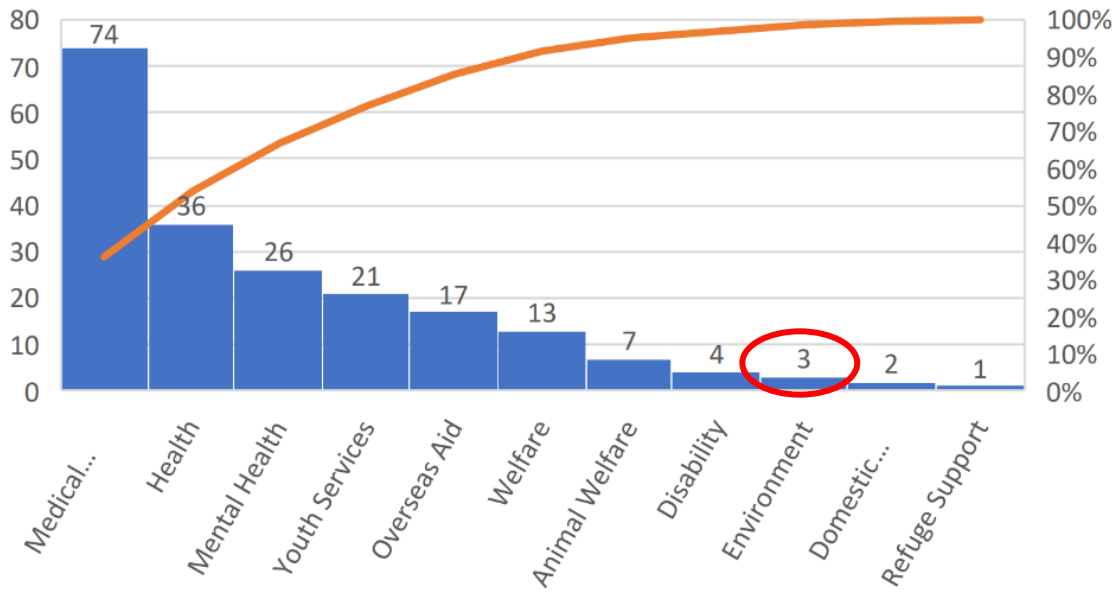
F*ck ups and wins – what we've learnt in the last 18 months



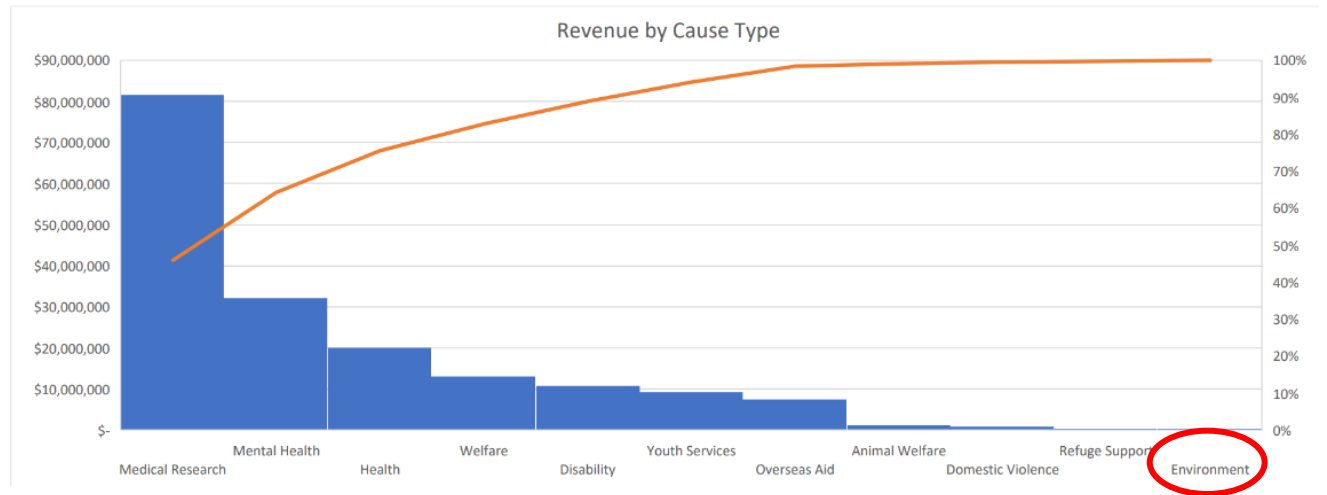
Future plans and key takeaways

eNGO 'slice of the pie' in CF & events space in Aus

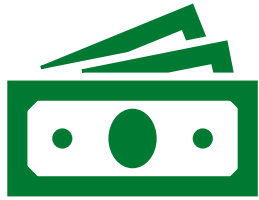
Volume by Cause Type



Revenue by Cause Type



Background on Community Fundraising in WWF



Lack of investment
in the past



2019/2020
Bushfires influx



Appetite from
supporters

Does size matter?... Can smaller players take advantage of the growth of Community Fundraising & events in Australia?



"How might we encourage more people to raise funds on behalf of a charity, but this time for WWF-Au and environmental conservation?"

Our Vision

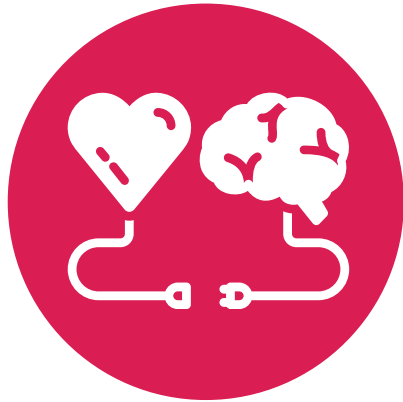
“To become the environmental charity of choice for community fundraising”

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Our Challenges



No or little personal connection to the cause/impact



No investment by the org in the space for 10 years

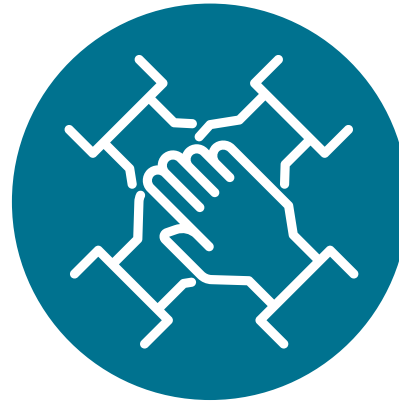


Market saturation in the events space

Our Advantages/Opportunities



Strong brand



Internal buy in and willingness to invest in new fundraising streams



Existing appetite from supporters

Community Fundraising Pillars



Peer-to-Peer
Fundraisers



Races &
Challenges



Livestream
Fundraising



Travel
Adventures

Peer-to-Peer Fundraising

ALWAYS-ON PRODUCTS



Create a Fundraiser

Got your own fundraising idea? Get WILD and register to start fundraising today!

[CREATE YOUR OWN](#)



Get Active

Are you up for a challenge? Run a marathon, go on a hike or join an event to push your limits.

[FIND A CHALLENGE](#)



Celebrate an Occasion

Calling all party animals! Swap your celebration for a fundraiser and have a wild time for a great cause.

[LET'S CELEBRATE](#)



Livestream

Level up your impact by harnessing the power of your online community and hosting a livestream fundraiser.

[START STREAMING](#)

SIGNATURE EVENT



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DIY Always-On Products



Audience

All supporters, existing audiences with limited acquisition

Current audience is mainly children, young adults & schools



Timeline

6 months scoping to execution

DIY Always-On Products

DIY



CHALLENGE



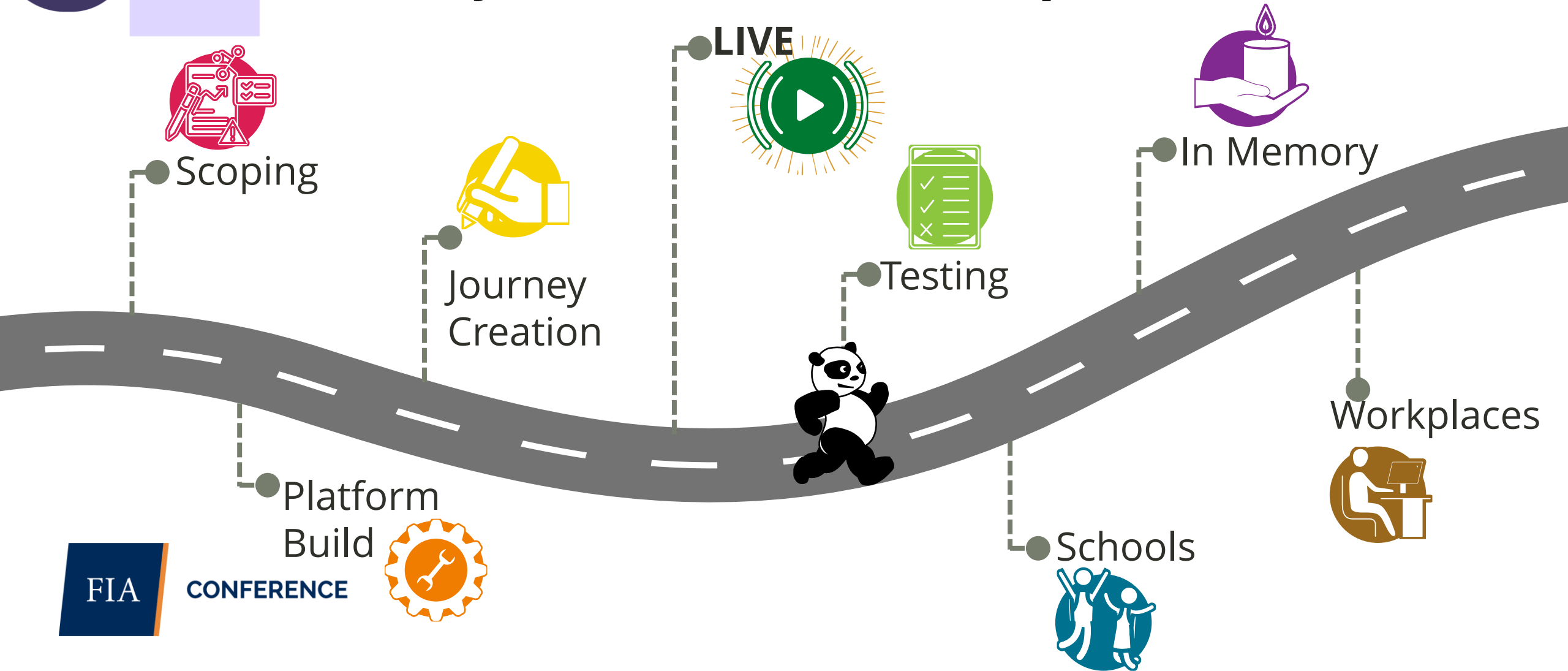
IN CELEBRATION



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CF Always-On Product Roadmap



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Blast from the Past

BEFORE

AFTER

APPLICATION TO FUNDRAISE



Please complete this form if you would like to conduct a fundraising activity on behalf of WWF-Australia. It should be completed after reading WWF-Australia's Terms & Conditions and submitted prior to proceeding with your fundraising activity.

FUNDRAISING COORDINATOR'S DETAILS

Title: _____ First name: _____ Surname: _____

Organisation (if applicable): _____ Position (if applicable): _____

Address: _____

State: _____ Postcode: _____

Best contact number: _____ Best time to call: During business hours After business hours

Email: _____ Website: _____

May we correspond with you via email? Yes No

Please note that if you are under 18 years of age, you will need an adult to supervise the event and sign the bottom of the form.

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Create Account

[Already have an Account](#)

Personal Details

First Name *

Last Name *

Email Address *

Password *

Phone



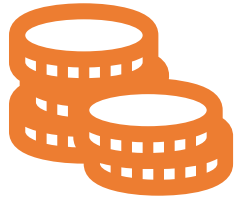
+61 ▾

Would you like to receive updates about the impact of your support? *

Yes

No

Results - Year 1



Cost

\$7.5k



Revenue

\$16k



ROI

113%

Signature Event – Earth Hour



WEAR IT WILD

EARTHHOUR.ORG.AU/SCHOOLS

Earth Hour Schools Day, Friday 22 March

60
EARTH
HOUR



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Signature Event - Earth Hour



Audience

Existing supporters, schools,
businesses

New audience acquisition

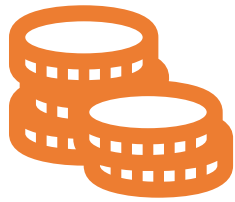


Timeline

3 months required

Feb launch – live 1 - 23 March

Projected Results - Year 1



Cost

\$60k



Revenue

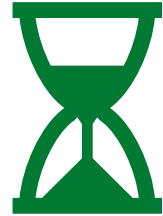
\$50k



Projected ROI

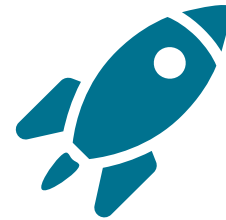
-17%

Learnings



Doing everything in house
takes a lot of time –
consider outsourcing

Prioritise what you NEED
to launch



Facebook Challenge →
Challenge 60


History of Livestream Fundraising at WWF






Official WWF-Australia: AUSTRALIA IS BURNING
WWF

[Share](#) [Share](#)

Raised **\$108,644.70** Goal **\$100,000.00**

This campaign has ended.



	dechartgames Dechart Games Australia	RAISED \$28,267.50
	SavingMusicLIVE SML2020AUVildRelief	RAISED \$21,000.00
	JamesAndElyse WWF for WWF	RAISED \$18,187.44
	darling DarlingsHelp	RAISED \$9,044.27
	cubeyygaming Cubey & WWF: AustralianFires	RAISED \$5,000.00

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Livestream Fundraising



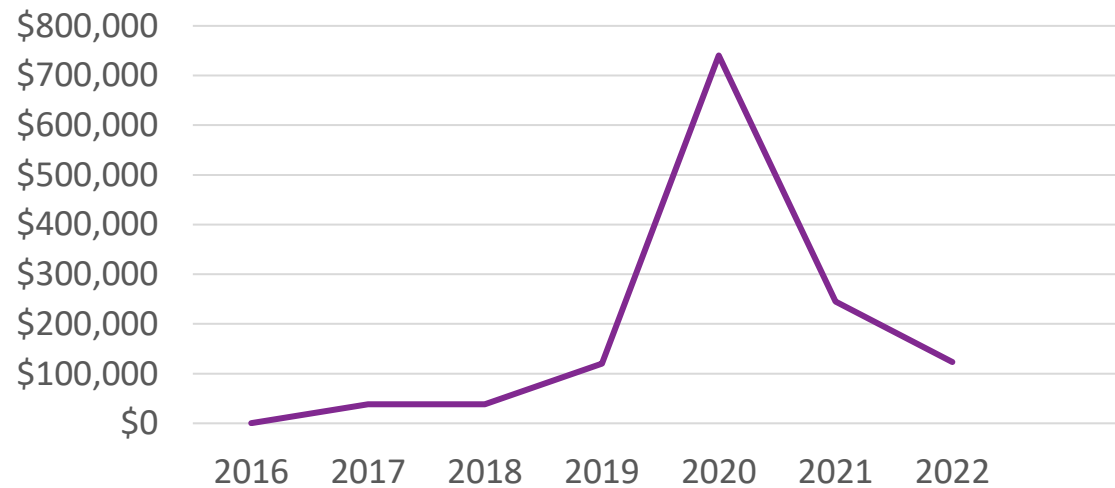
Audience

Young, digital audience

Content creators, gamers



Timeline

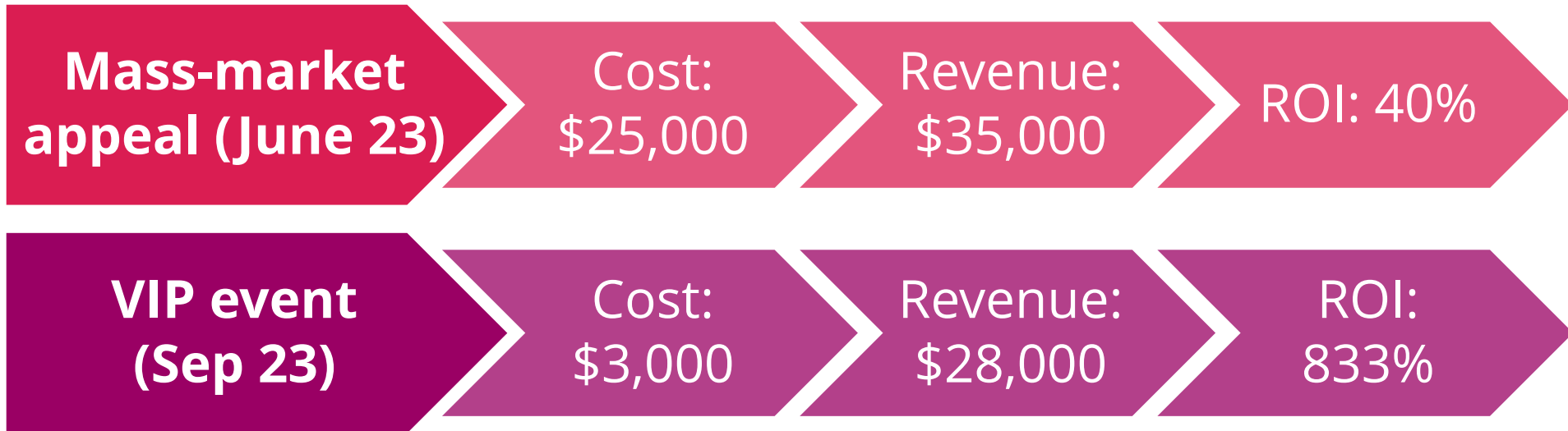


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Annual income (2017 – 2022)

Appeal vs VIP Streamer ROI



Learnings



Gain skills and knowledge
of livestreaming
fundraising

Taking the first step



Livestream decline

Global Community of Support from 2017 - Now



Streamers

2,000+



Revenue

\$1.3M+



Donors

40,000+

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Third-Party Challenge Events



Audience

New audiences with fitness interest

Existing supporters 25 - 45 y.o.



Timeline

Package bought Dec 2022

Live April - August

Learnings



Power of SMS

Corporate partnerships



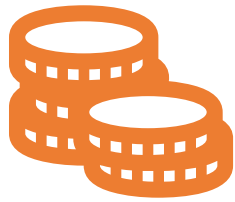
Activations can be challenging

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Results - Year 1 City2Surf



Cost

\$13k



Revenue

\$25k



ROI

92%

Travel Adventures



Audience

Existing supporters – 30 – 60 y.o.

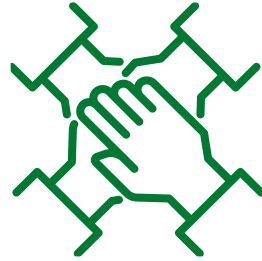
Major donors, bequestors, cash and regular givers



Timeline

1.5 years required

Learnings



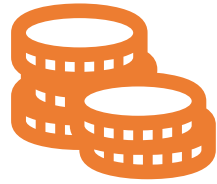
Internal processes, risk management and buy-in

Time required



Travel challenges tacked on as an extra to existing partnerships

Projected Results - Year 1 Domestic Trip



Cost

\$16k



Revenue

\$30k - 48k



Projected ROI

87.5% - 200%



F*ck ups - General program

Tech and data integrations will take a long time

Working with other teams takes time to establish a rhythm

Leadership expectations management

And here are the wins!

Always-on
platform / DIY
learnings

Third-party
charity event
presence

Earth Hour
transition into a
P2P offering

API Integrations

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What's Next?

Measuring performance for...

- Earth Hour
- Travel adventures
- Main third-party challenge events
- Livestream
- Always-on platform

FY25 might include

- Testing another signature event / P2P offering
- Enhancement and growth focus
- Celebration/wedding product
- New school/youth product
- In Memory product
- Workplace fundraiser product
- Livestream VIP product
- Slowly shifting focus to more stewardship from just acquisition

Key Takeaways



There is space!

Use your unique strengths & what your audience is telling you



Establishing a new CF program with 4-6 new products will take 2-3 years



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2024

Thank you



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