

How Camp Quality doubled their Tax Appeal Income in 2023

INDIVIDUAL GIVING TRACK

HAZEL GRUNWALDT

CAMP QUALITY



Individual Giving Track
Sponsored By:

RobeJohn



TODAY

- How a challenge can be a force for good
- How your brand & marketing team can become your biggest allies
- Importance of your online donation page
- Multi-Channel Approach
- Going viral doesn't necessarily raise money
- Lessons we learnt along the way

FIA

CONFERENCE



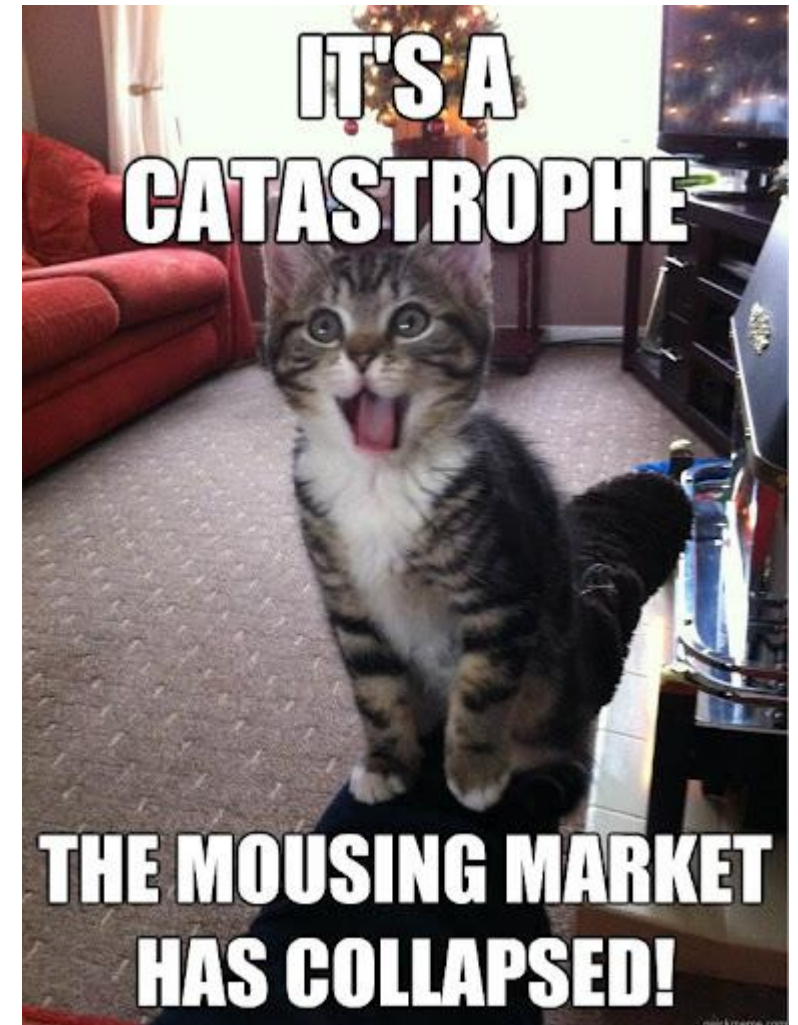


THE BACKDROP

- Interest rate rises
- Cost of living crisis
- Natural disasters across Australia
- Global impact of war
- Research showed people were still planning to give, but some would give less

FIA

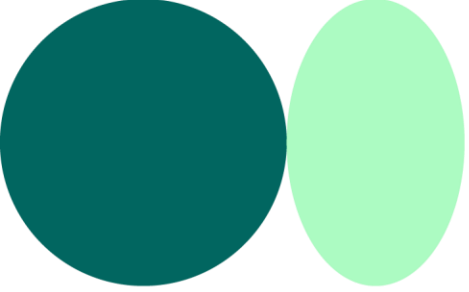
CONFERENCE





THE BACKDROP - INTERNAL

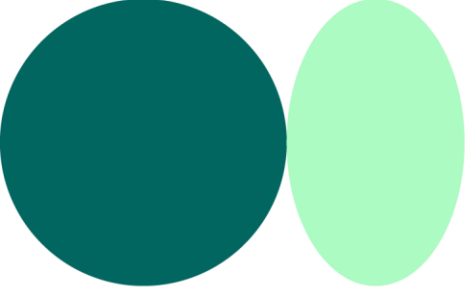
- Brand refresh was still relatively new
- Record of small investment in digital re appeals – untested
- One key team member down
- Previous appeal content had been approved through a brand lens
- Ongoing conversation re language
- Our 2022 Tax Appeal raised \$171,000



TAX – MISSION IMPOSSIBLE?

- Our CEO set us a BIG challenge
- We could not do what we had always been doing and expect different results so.... Let the reinvention begin!





THE GOOD

- We had a vision and a goal
- Project had a project lead
- Strong Concept, Childhood. Not Cancerhood
- The Autumn Appeal budget bolstered Tax
- Focus on Camps - at our core

THE NOT AS GOOD

- Last year we raised \$171,000 from our Tax Appeal from 1300 donors
- The backdrop.....



WHAT DID WE DO

- Pulled together a cross-functional project team
- Looked at our brand strengths – why do donors support us?
- Balance of light and dark
- Agreed on the theme – Childhood. Not Cancerhood
- Incredible Case study
- Clear need
- Creative which reinforced the story



WHAT DID WE DO

- Multi-channel campaign
- Increased investment in digital
- Brand campaign timed to support Tax (2-week radio campaign)
- Two appeal videos
- Two Matching days.

FIA

CONFERENCE



<Title Name Surname>
 <Address line 1>
 <Address line 2>
 <Address line 3>
 <Address line 4>
 <ID>



CHILDHOOD
 NOT
 CANCER HOOD

<PREFERRED NAME>,
 EVERY KID SHOULD HAVE A CHILDHOOD,
 BUT FOR KIDS FACING CANCER, IT'S THE FIRST
 THING THEY LOSE. CAN YOU HELP?



Dear <Preferred name>,

Childhood is a special time that should be filled with carefree fun, laughter and adventures. But for kids battling cancer, their childhood can all too easily become defined by their illness.

At Camp Quality, we want to kids to have a childhood, not a cancerhood. But we need your help.

I want to share a story with you about a little girl and her mother, whose childhoods were both torn apart by cancer.

Sophie was diagnosed with acute lymphoblastic leukaemia when she was just three years old. Bubby little Sophie, who wants to be a unicorn when she grows up, should have been enjoying her childhood. Instead, she's spent 795 days – around a third of her young life – going through a relentless barrage of cancer treatment.

For Sophie's mum, Amanda, the diagnosis hit too close to home. Amanda was diagnosed with Hodgkin's lymphoma at the age of 14 and also went through chemotherapy. That was after she lost her own mother to cancer when she was just nine years old.

"That was horrible, as you can imagine. My last memories of her were that she was just very weak and frail, in bed. I cried a lot as a child," Amanda remembers.



BARCODE PLACEHOLDER

WE WENT ALL OUT – THEMING THE LETTER AND PACK TO REFLECT SOPHIE'S STORY & HER LOVE OF UNICORNS

FIA

CONFERENCE

As a parent you just want to do anything for your child. She was sleeping with us because I was just like 'I need to watch you all night long.'

- AMANDA,
 SOPHIE'S MUM



With her father working to provide for the family, Amanda regularly endured chemotherapy sessions on her own. And with her treatment came a loss of confidence and a feeling of loneliness. It was far from a carefree childhood.

"I remember being 15 and I'm bald, I'm on steroids so my face was really round, I remember having braces too. And you're just going through that stage when you're a people and I just remember thinking 'no one is ever going to love me'."

So, when Sophie was diagnosed, Amanda immediately knew what having her own mum by her side during her toughest times meant every single part of her treatment.

"As a parent you just want to do anything for your child. She was like 'I need to watch you all night long.' I was there through it all of course coming from my experience of chemo where I was by myself a hug."



Battling PTSD from COVID-19 lockdown Amanda had to dig deep. "At the beginning, I don't want people's time; Sophie was very shy. We've got mother over, because you and you're not, what's making you."

Sophie's diagnosis, COVID-19 lockdown says it made people spreading germs it also meant that the of hospital visitation

BARCODE PLACEHOLDER

Amanda was the one who was by Sophie's side most of the time. But spending so much time in the hospital took a toll on her, Michael and their son Alex, who was six years old and not able to see his mum for days at a time.

"Alex definitely suffered in the early days. He is quite the mother's boy and he had just started kindergarten, so a huge milestone for him and he was only a few weeks into it before this all happened. All of a sudden, his mum's not there to see him through it," Amanda says.

"I wasn't able to do the things I needed to do to keep my business afloat, and Michael was trying to do his full-time job and run back and forth to the hospital when he could. He would also pick up Alex from school and try and give him a bit of one-on-one time too and trying to home school as well (because of the lock down). Hard is an understatement."

For Michael, it was difficult to see his daughter go through the chemotherapy, but he also had to watch his wife relive her own traumatic experience. "Amanda struggles very deeply. What she's been through; her mother died of cancer, she went through cancer herself and now Sophie's going through it. That's a big burden. But all you can do is be there for emotional support."

<PREFERRED NAME>, IT'S TIMES LIKE THIS THAT A CAMP QUALITY FAMILY CAMP IS A HUGE RELIEF FOR FAMILIES.



SMILES.
 NOT SADNESS

Cancer affects whole families and makes every moment about sickness and treatment. Juggling hospital stays, work and years of treatment often means families no longer get the chance to spend quality time together. It's common for them to even forget what it's like to have fun. Camp Quality camps make up for some of that precious lost time.

Amanda became involved with Camp Quality after her cancer treatment as a teenager, first as a 'camper' and then as a volunteer. "I felt so included when I went to Camp Quality. I just got this confidence that I didn't know I had. It was just hours of endless fun. I remember thinking, 'when I get to the age of being able to volunteer, I think I'll give it a go.'"



Following Sophie's treatment, Amanda knew that Camp Quality was exactly what her kids needed to get their childhoods back. The whole family recently came along to a Family Camp.

"It's really nice to be able to just let the kids run wild and they meet other people essentially going through the same thing. It's lots and lots of fun. And given that Camp Quality actually takes care of everything, it means that for the families you don't need to do anything except turn up and have fun," Michael says.

<Preferred name>, we are all feeling the effects of the rising cost of living, but for families who are supporting a child through cancer, the financial strain is unimaginable.

Usually, at least one parent gives up work to support their child through cancer treatment, which can last for 2-3 years. At a recent camp, a mum shared her gratitude that we covered all the costs of the weekend; it meant she was able to buy her child a can of soft drink – a luxury they could not normally afford.

<Preferred Name>, every child deserves a childhood with memories of having fun with their family, not one defined by chemo, hospitals and isolation. But we need your help. With your support, we can give more kids like Sophie some carefree childhood fun after a cancer diagnosis.

<Insert personalised content for different segments here>

Demand for our services is at an all time high: we've already had twice the number of families register this year compared to last, and we're only reaching 43% of kids who need us.

For many families, Family Camp will be the first non-cancer focused experience they have had in years.

<Preferred name>, your donation of <insert amount> can help give a child battling cancer their childhood back. Help them have a childhood, not a cancerhood.

On behalf of all the kids and their families facing cancer, thank you for your generous support.

Deborah Thomas

Deborah Thomas
 CEO, Camp Quality

P.S. I'm so happy to tell you that Sophie has finished her treatment! She'll still need monthly checkups for a while. We've shared the photo her mum sent of her first day of school recently. Please donate today to help more kids like Sophie.

UNICORNS.
 NOT
 ULTRASOUNDS



P.P.S Please donate before 30 June to claim your gift as a tax deduction this financial year.



YES: I WILL DONATE TO HELP GIVE KIDS BACK THEIR CHILDHOOD.

1. Please use my gift to help families like Sophie's.

\$<ASK1>

\$<ASK2>

\$<ASK3>

OR my choice \$ _____

OR my monthly gift of \$ _____

(please provide your credit card details for your monthly gift)

<NAME>, THANKS TO GENEROUS INDIVIDUALS LIKE YOU, SOPHIE IS BEGINNING TO EXPERIENCE THE JOYS OF CHILDHOOD.



With your continued support we can give more families a chance to make happy memories together.

2. I'll make my donation by:

Please find enclosed my cheque/money order made out to 'Camp Quality'

Please debit my Visa MasterCard AMEX BPAY*

Card Number: _____ Biller Code: 414854

Name on Card: _____

Signature: _____ Expires: _____

3. My/Our details are:

Please help us by:

<Consid1> / <AppealID> / <PackageID>

<Addressee>

<Addr1>

<Addr2>

<Addr3>

<Suburb> <State> <Postcode>

Please: a gift to

OTHER WAYS TO DONATE:

Call 1300 662 267 or visit campquality.org.au/tax-appeal

Donations of \$2 or more are tax-deductible. A receipt will be sent to you. Personal information is collected to process donations, issue tax receipts and send updates about our work. Camp Quality respects your privacy. Please see our Privacy Policy online at campquality.org. If you wish to opt out please contact us at donorcare@campquality.org.au



AT CAMP QUALITY, WE WANT KIDS TO HAVE A CHILDHOOD, NOT A CANCERHOOD. CAN YOU HELP US?



1300 662 267 | campquality.org.au
Locked Bag 7523 McMahons Point, NSW, 2060

CHILDHOOD NOT CANCERHOOD



FROM _____

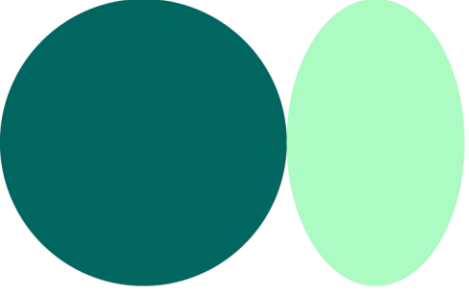


SCHOOL. NOT SURGERY

Sophie was well enough to start big school this year, and thanks to supporters like you, she's getting her childhood back.

LET'S SHOWER SOPHIE IN UNICORNS! WRITE A SUPPORTIVE NOTE TO SOPHIE AND HER FAMILY.





GIVING DAY(S)

**CHILDHOOD
NOT
CANCER HOOD**

TUESDAY 13 JUNE



**SAVE THE
DATE**

TUESDAY 13 JUNE



**DONATE NOW,
DOUBLE YOUR
IMPACT**

\$35 = \$70



**LAST CHANCE!
DONATE NOW,
DOUBLE YOUR
IMPACT**

\$35 = \$70



**THANK
YOU!**



**24 HOURS
ONLY**

DONATE NOW!



**DONATE NOW, DOUBLE YOUR IMPACT
FOR KIDS FACING CANCER!**

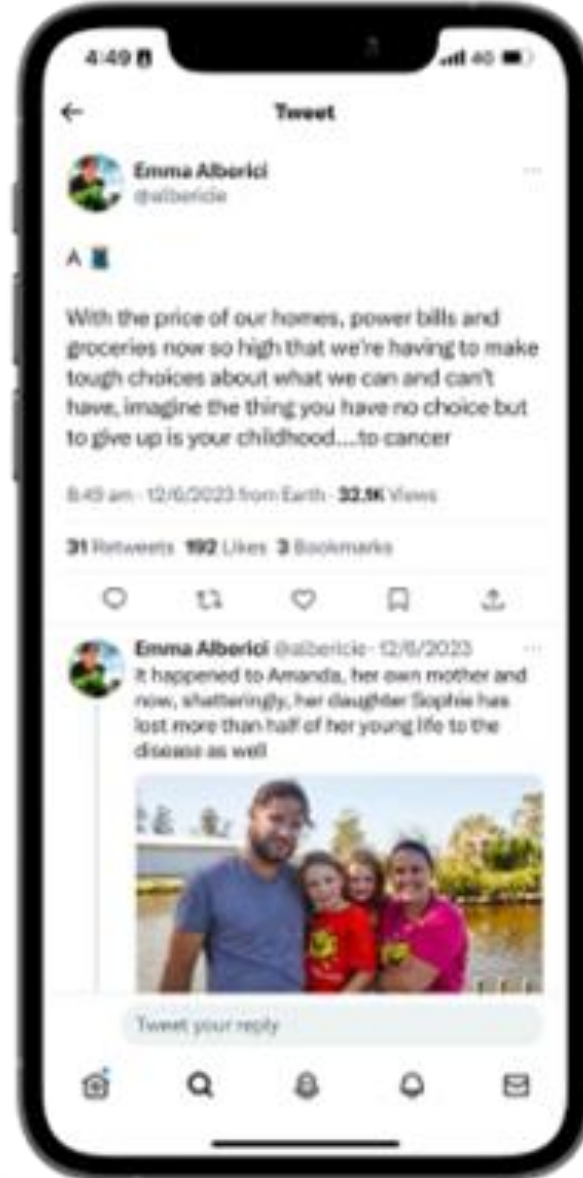
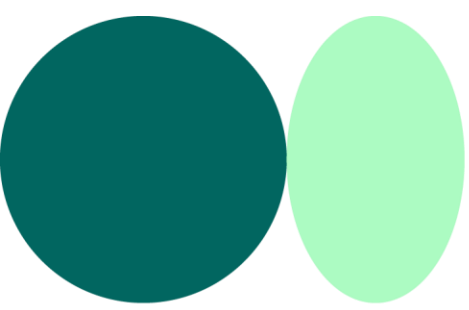
**24
HOURS
ONLY**

\$1 = \$2



FIA

CONFERENCE





Camp Quality

18 May

Every child, like Sophie, deserves a childhood with memories of having fun with their family, not one defined by chemo, hospitals and isolation. But we need your help.

Demand for our services is at an all-time high: we've already had twice the number of families register this year compared to last, and we're only reaching 43% of kids who need us. Help us reach more.

Donate today.



And I just couldn't leave her side.

CAMPQUALITY.ORG.AU
We Desperately Need Your Help
 Not affiliated with Meta

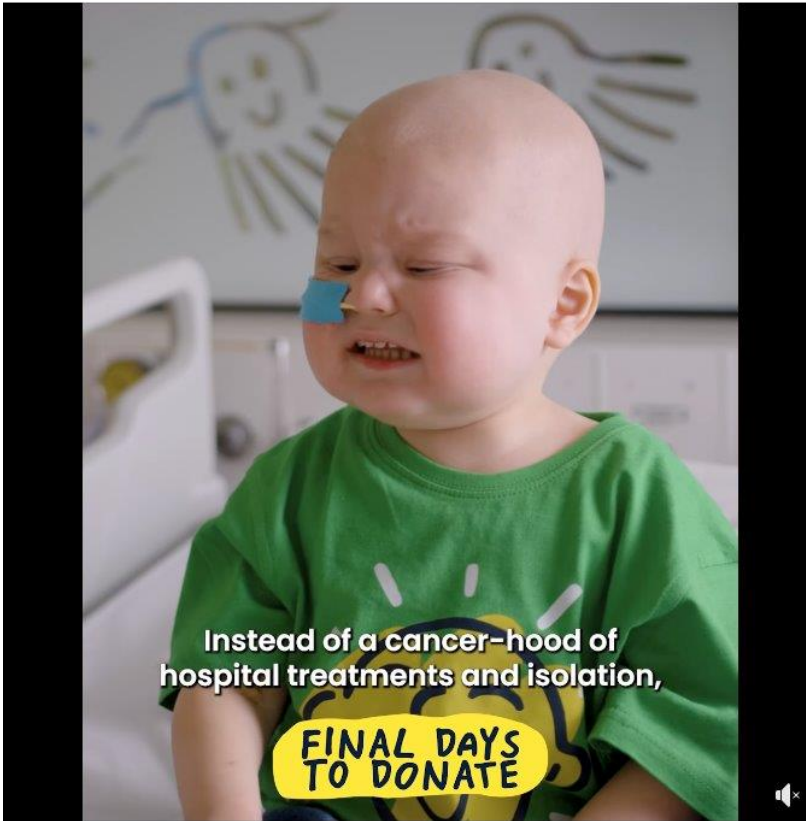
Donate Now



Camp Quality

Sponsored (demo)

We urgently need your help to give kids and their families a break from cancer. When a child is diagnosed with cancer, the whole family is thrown into turmoil. Camp Quality are doing everything we can to bring fun, laughter and positivity back to kids facing cancer, but we can't do this without you. ... [See more](#)



Instead of a cancer-hood of hospital treatments and isolation,

FINAL DAYS TO DONATE

CAMPQUALITY.ORG.AU
Donate before midnight June 30
 Not affiliated with Meta

Donate Now



Camp Quality

Sponsored (demo)

Witness the power of resilience and hope as Isla takes her final dose of chemotherapy medicine in this touching video. After two years of battling acute lymphoblastic leukaemia, Isla has completed her treatment, and her family is overjoyed.

At Camp Quality, we believe that every child deserves to experience the joys of childhood, even those impacted by cancer. Your donation can help us provide camps, retreats, and other programs that bring fun and laughter to children and th... [See more](#)

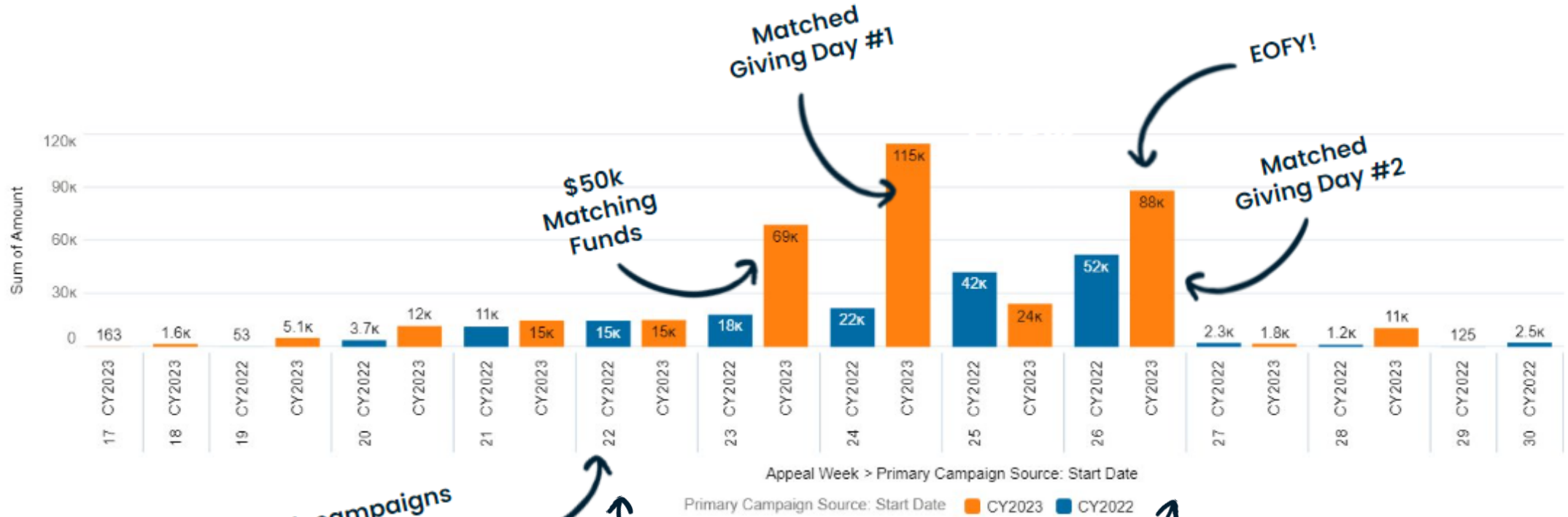


But just recently, Isla took her last dose of chemotherapy medicine.

CAMPQUALITY.ORG.AU
We Desperately Need Your Help
 Not affiliated with Meta

Donate Now

2022 & 2023 OVER TIME



FIA CONFERENCE

Both campaigns started in a similar way prior to June (Wk 22)

JUNE

Camp  Quality



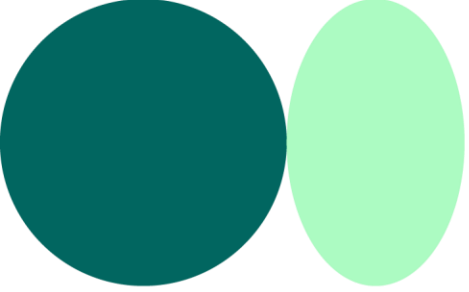
SUCCESS FACTORS

- **One Team, One Dream**
- Incredible story
- More investment in digital
- Strong key messages
- Clearly articulated need
- Testing, particularly on social media
- Optimised donation form

FIA

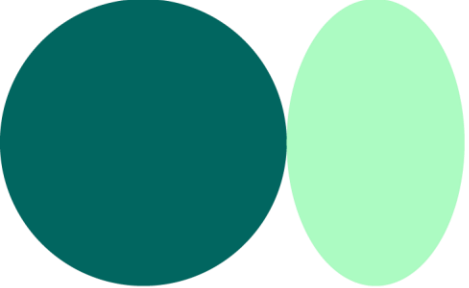
CONFERENCE



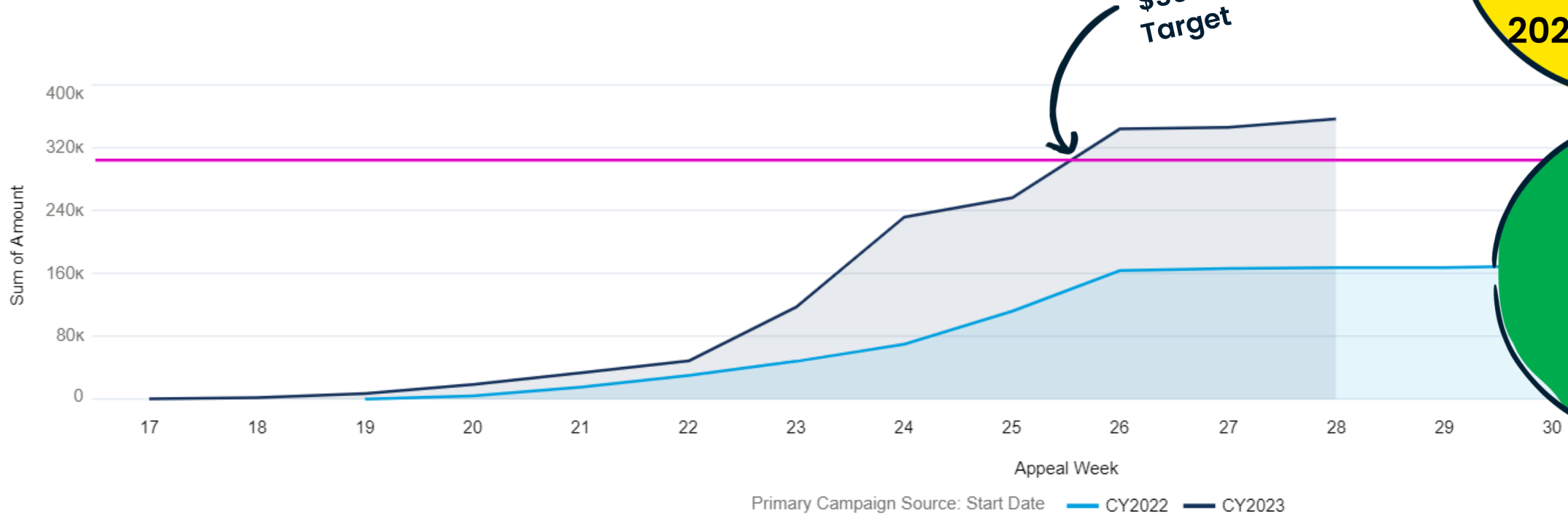


SUCCESS FACTORS CNTD

- Matched giving days as part of the appeal
- We have 700+ new donors
- Redirected main website donation page
- Keep content fresh – avoid ad fatigue
- ‘Wheely’ great puns

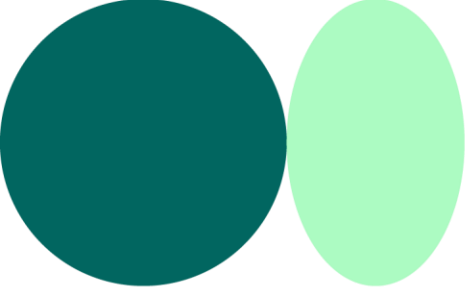


YOY GROWTH



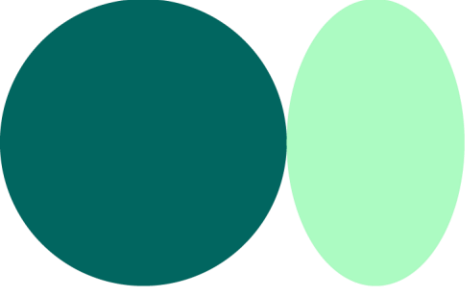
MORE THAN DOUBLE 2022 Revenue

\$185k Increase on 2022



YOY COMPARISON

	2022	2023
# Gifts	1,254	2,134
Average Gift	\$136.80	\$127.15
Online Donations %	20%	66.5%

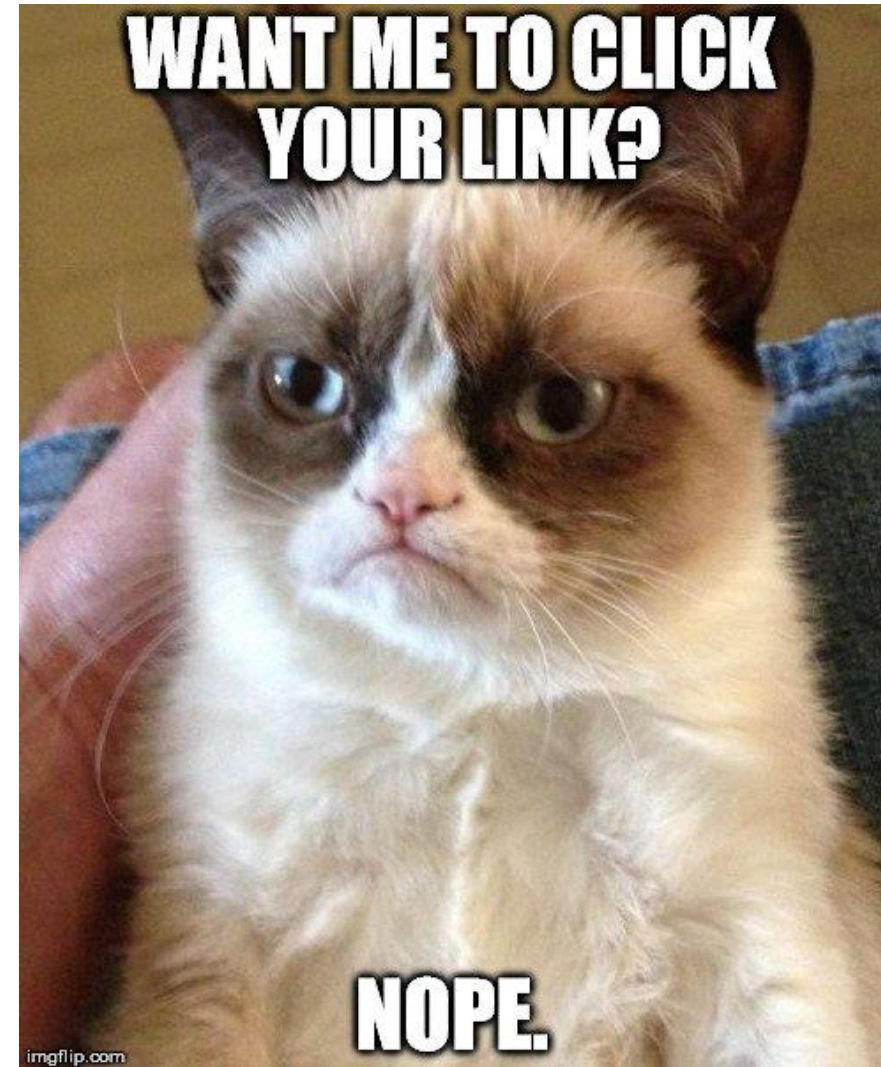


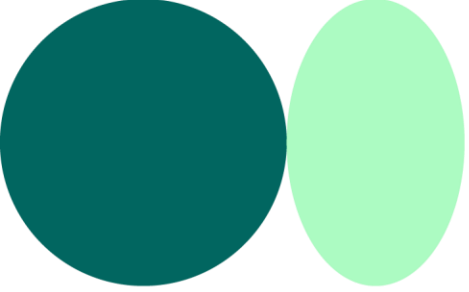
LEARNINGS

- Google it
- Only 4% of donors landed on our appeal site and donated right away
- 67% came back 2-5 times before making a donation
- 79% of users didn't scroll below the donation form

FIA

CONFERENCE





LEARNINGS CTND

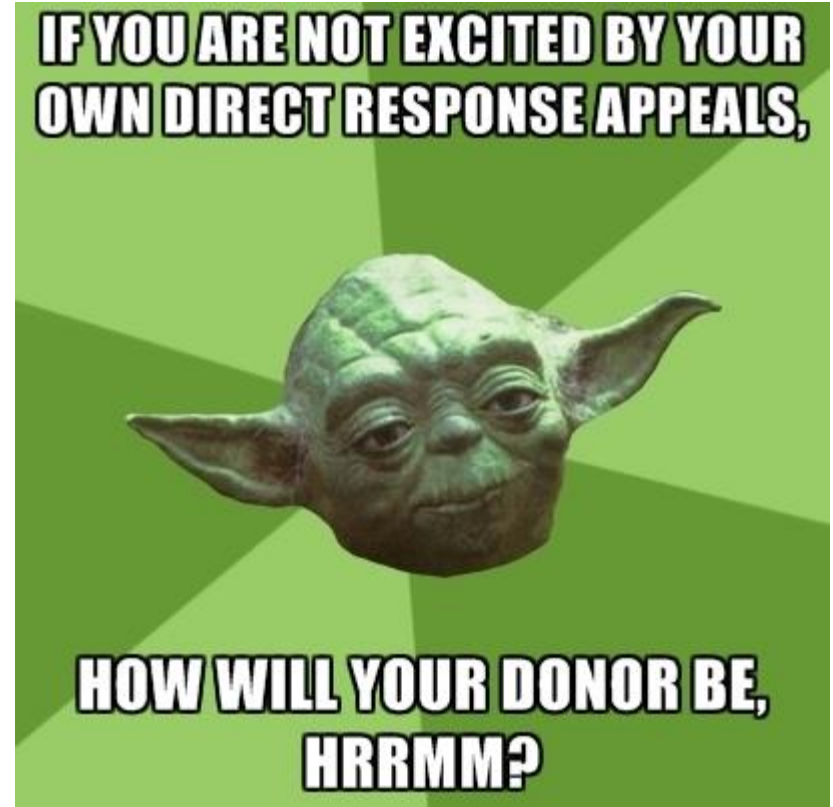
- Multichannel Approach
- Radio ads
- Have PayPal/Apple Pay/Google Pay
- Don't be afraid to try new things
- Use a project management tool
- Keep it fresh

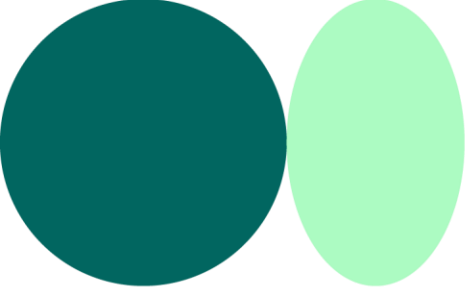




IN SUMMARY

- A challenge can be a force for good
- Work with your brand & marketing team
- Importance of your online donation page
- Multi-Channel Approach
- Strong internal relationships are crucial
- Don't forget fun

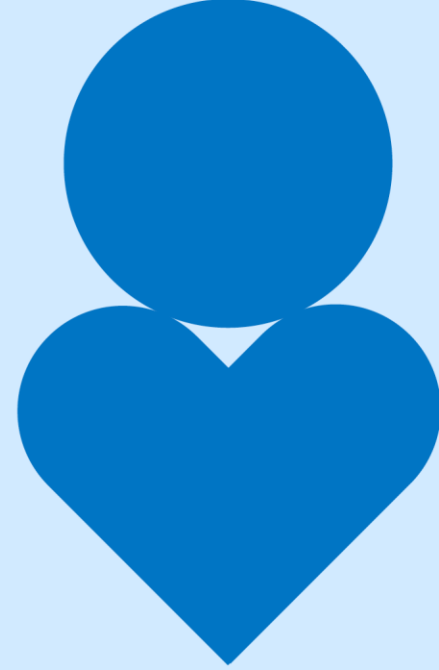




THE PUNS – A SELECTION FROM GIVING DAY 2.0

- We give kids and their families a 'brake' from cancer
- Kids have a 'wheely' great time on Camp
- We are 'on track' to support even more families this year.....
- We 'donut' stop – cancer doesn't stop, so neither can we
- To 'qualify', make a donation today
- Get 'revved up'
- Thanks for not getting tyre'd of our puns.....
- So close to the finish line (end of financial year)

FIA
Conference
2024



Thank you



Individual Giving Track
Sponsored By:

Robejohn