

# Building a process for innovation when your board wants extraordinary growth

EMERGING ISSUES & GLOBAL TRENDS TRACK

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Emerging Issues & Global  
Trends Track  
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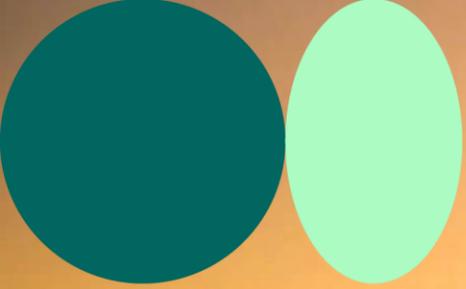


Balanced Effect



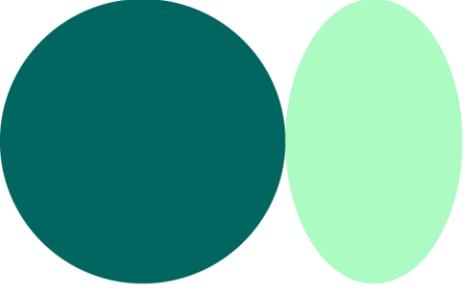
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# Our High-Level Strategy

FY28

\$58mil gross

\$42mil net (all)

\$30mil net (exc. beq)

Strategic Pillars

Exceptional Supporter Experience

Supporter Acquisition & Maximisation

Relationship-based philanthropy & partnerships

Fundraising & donor development culture

Strategic Priorities

Community Fundraising & Peer-to-Peer

Maximise RG per head of population

Build on Philanthropy success

Maximise Partnerships

Maximise potential of GIW funnel

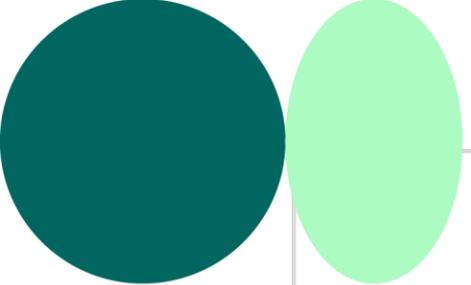
Focus on mid-value

Single View of Supporter

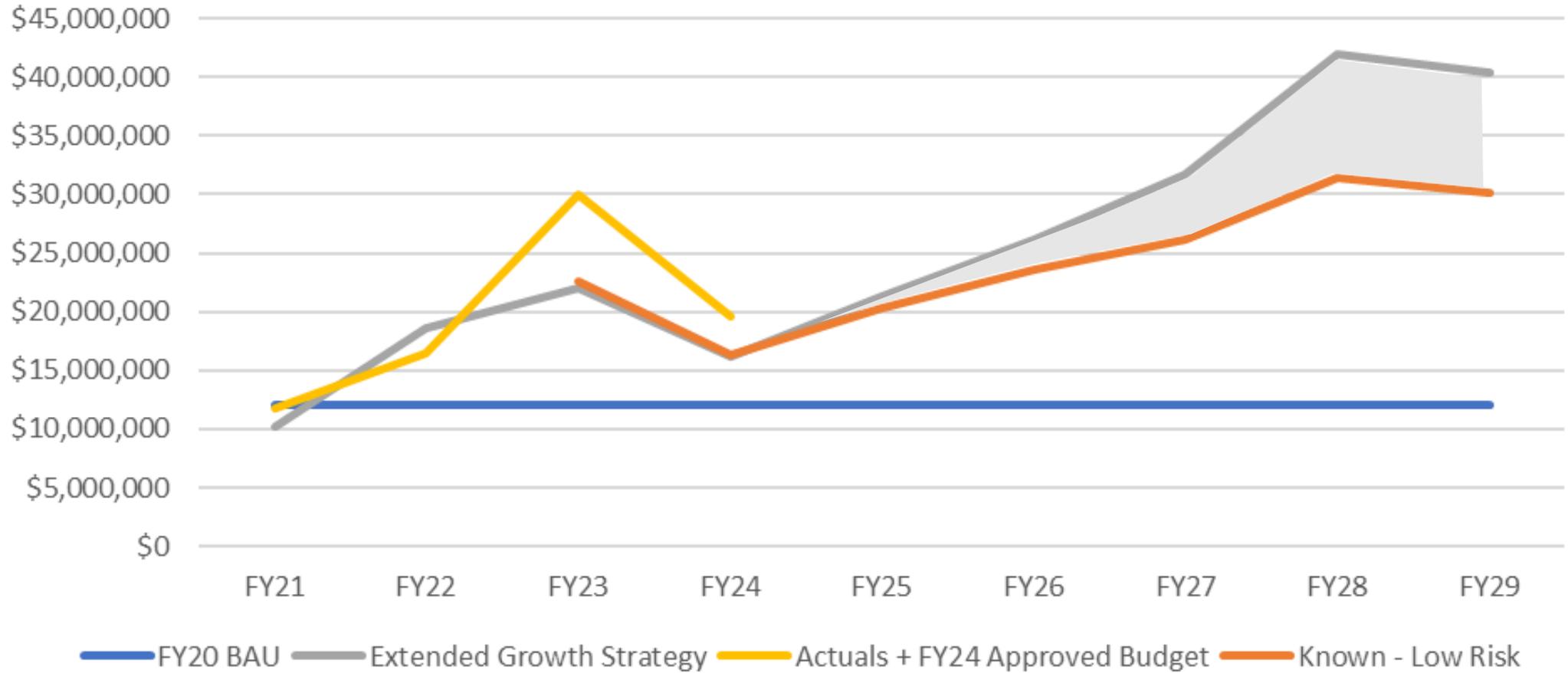
cX, Innovation, Lottery

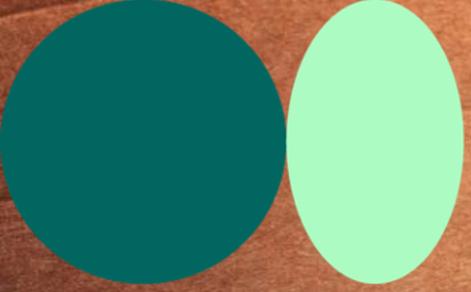
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## Extended Strategy Vs. Actuals (Net Inc. Beq)



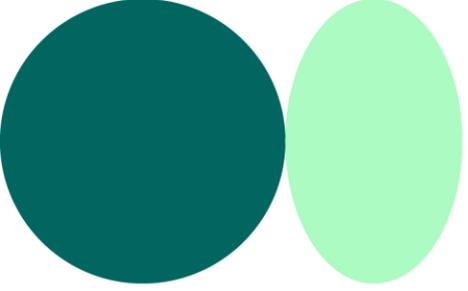


**TOP SECRET**

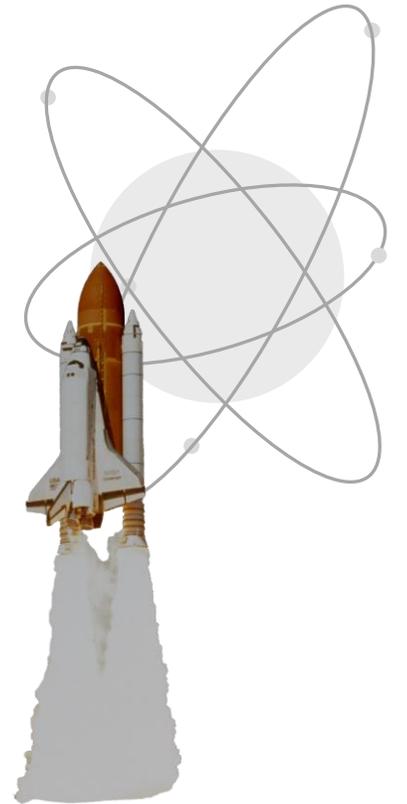
(in progress)

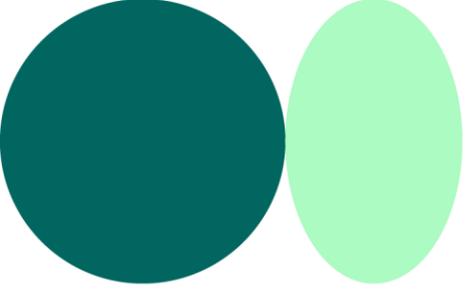


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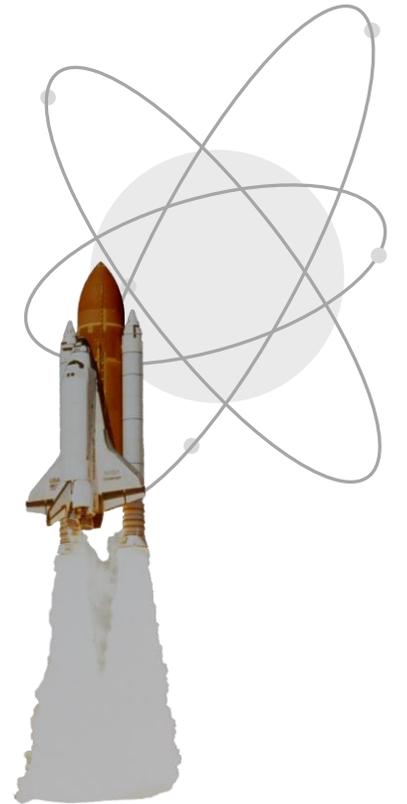


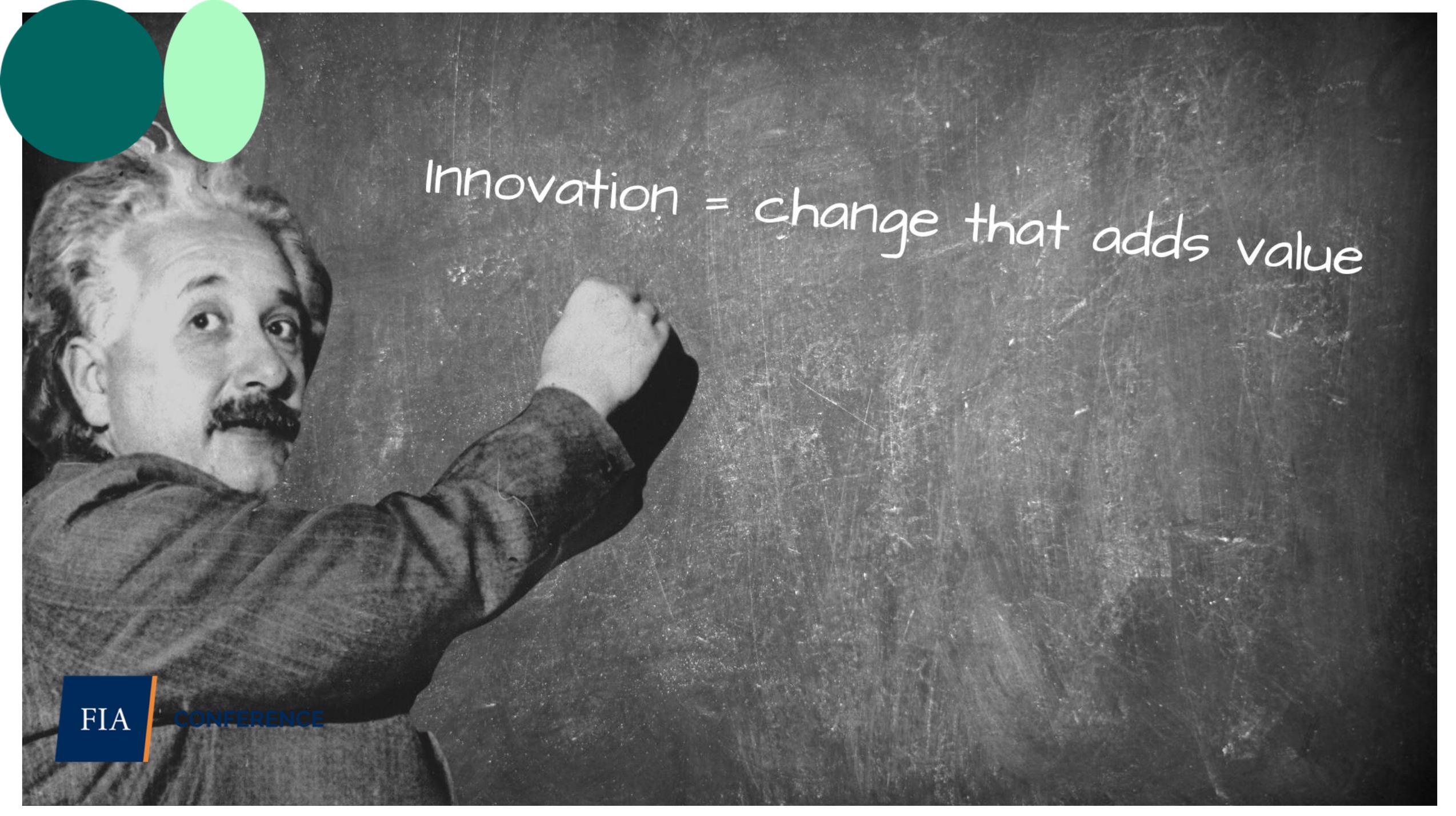
# How do you define innovation?





# How do you define innovation?

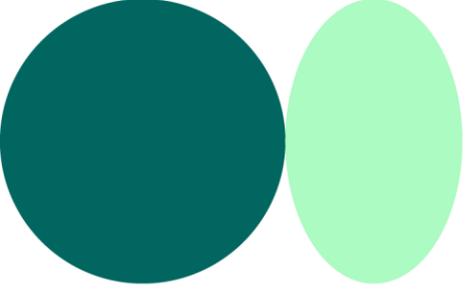


A black and white photograph of Albert Einstein, with his characteristic wild hair and mustache, is shown from the chest up. He is looking towards the camera with a slight smile while writing on a dark chalkboard. His right hand is raised, holding a piece of chalk. The chalkboard is filled with the handwritten text "Innovation = change that adds value". In the top left corner of the image, there are two overlapping circles: a dark teal one on the left and a light green one on the right.

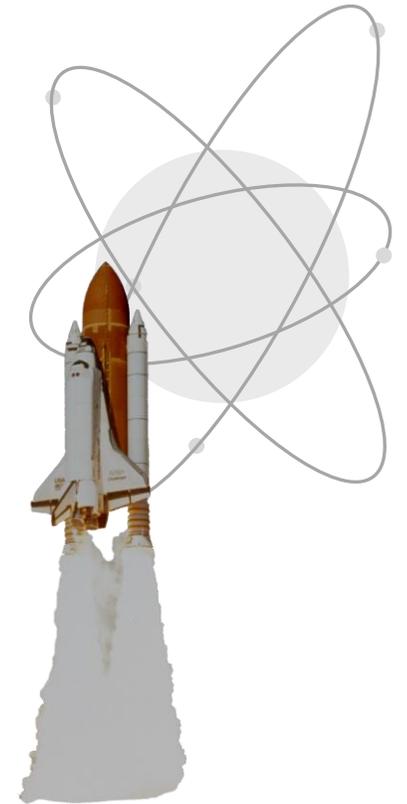
Innovation = change that adds value

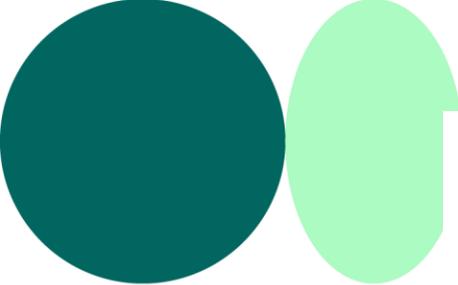
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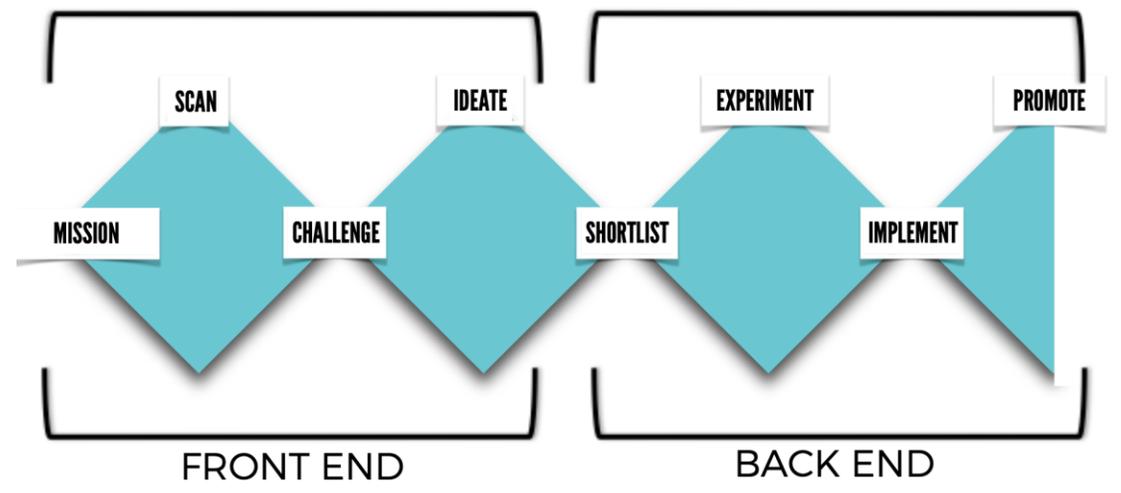


# So how is RFDS QLD getting better at innovating?





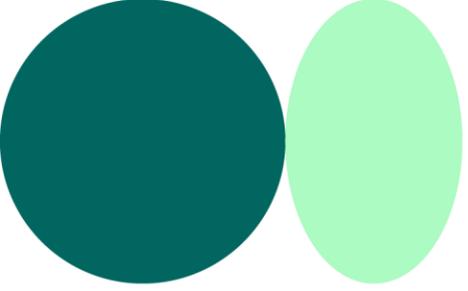
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A child in a space suit stands on a beach with arms raised, holding a large paper airplane. The background is a sunset sky. In the top left corner, there are two overlapping circles, one teal and one light green.

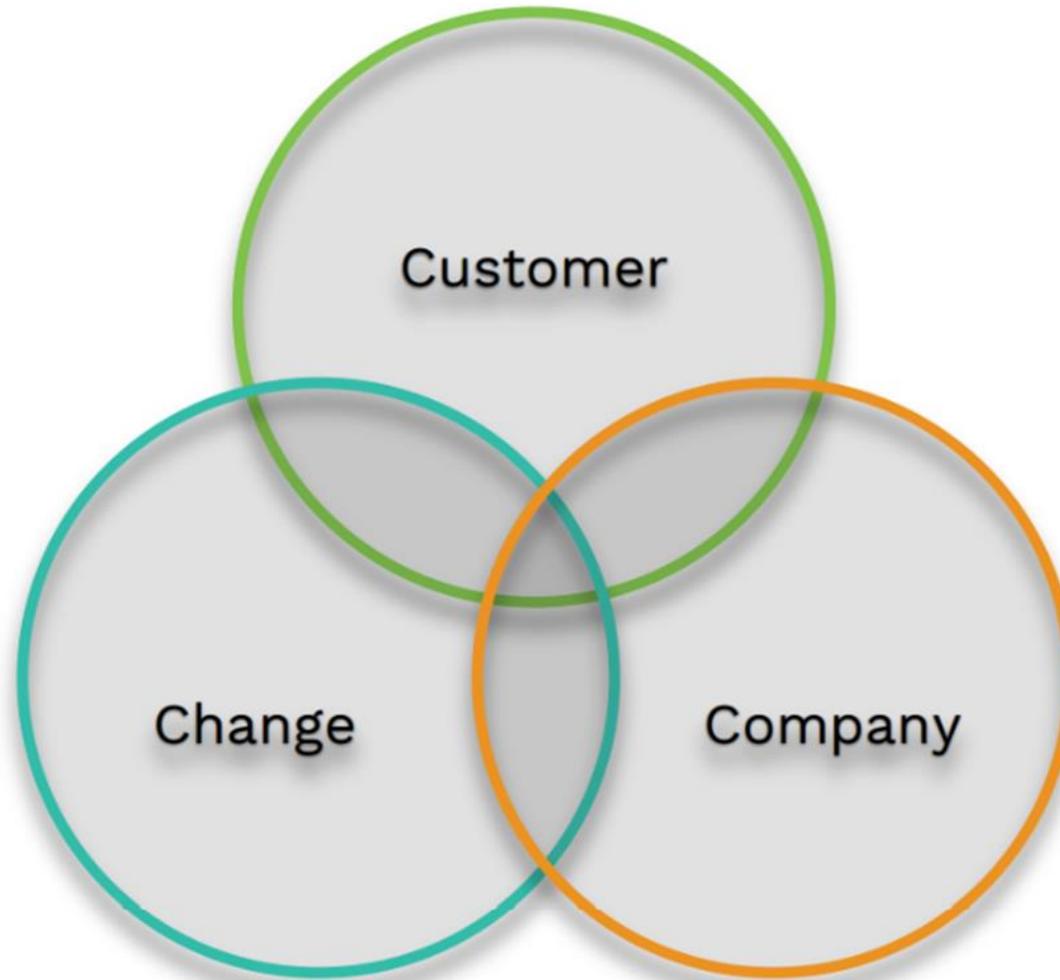
# A good innovation mission is...

- aligned to organisational strategy
- broad, but actionable
- clear on the target group(s)
- clear on scope



# THE THREE Cs

Why this?



Why now?

Why us?

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# Fundraising Innovation Mission No. 1

**Context** (Why is this Mission important? Is the Mission broad but actionable?)

There are multiple barriers to leaving a GIW (skill, wealth, access, trust). While online will platforms are reducing the skill and access barriers, there remains a strong perception from current and prospective supporters that 'you need to be wealthy to leave a gift in will'. With the upcoming Intergenerational Wealth Transfer, GIW revenue is expected to drastically increase. This Mission ensures that RFDS provides confidence that a GIW (even a small one) can deliver impact to the cause the supporter cares about.

**Mission**

Fostering an environment where every gift in will donor can confidently create a meaningful impact, regardless of its scale.



**Target(s)**

(Who is/are the focus for the Scan)

- Existing supporters excl. Confirmed and Intenders
- Queenslanders 55+

**Current state** (Where are we today?)

- Strong engagement scores across supporter base (NPS and Supporter Commitment are all above average)
- 33% Agree "It is good to provide for your family and also include a charity in your will". (36% is industry average)
- 25% Agree "I will have enough to be able to include a charity in my Will". (24% is industry average)
- Only 25% Agree "Family would be pleased if I left a gift in my will"

**Scope** (What's on and off the table?)

OFF

- Creating a whole new online Will platform
- Paying for will writing
- Competing with IAC

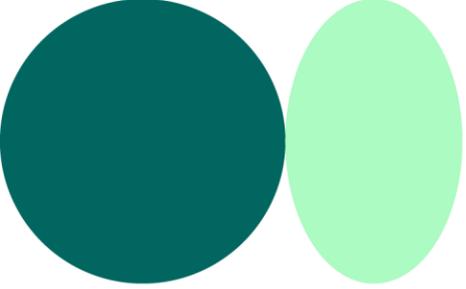
ON

- Collaboration and federation/sections and other charities
- Use of humor, above the line advertising (radio, billboards), DRTV

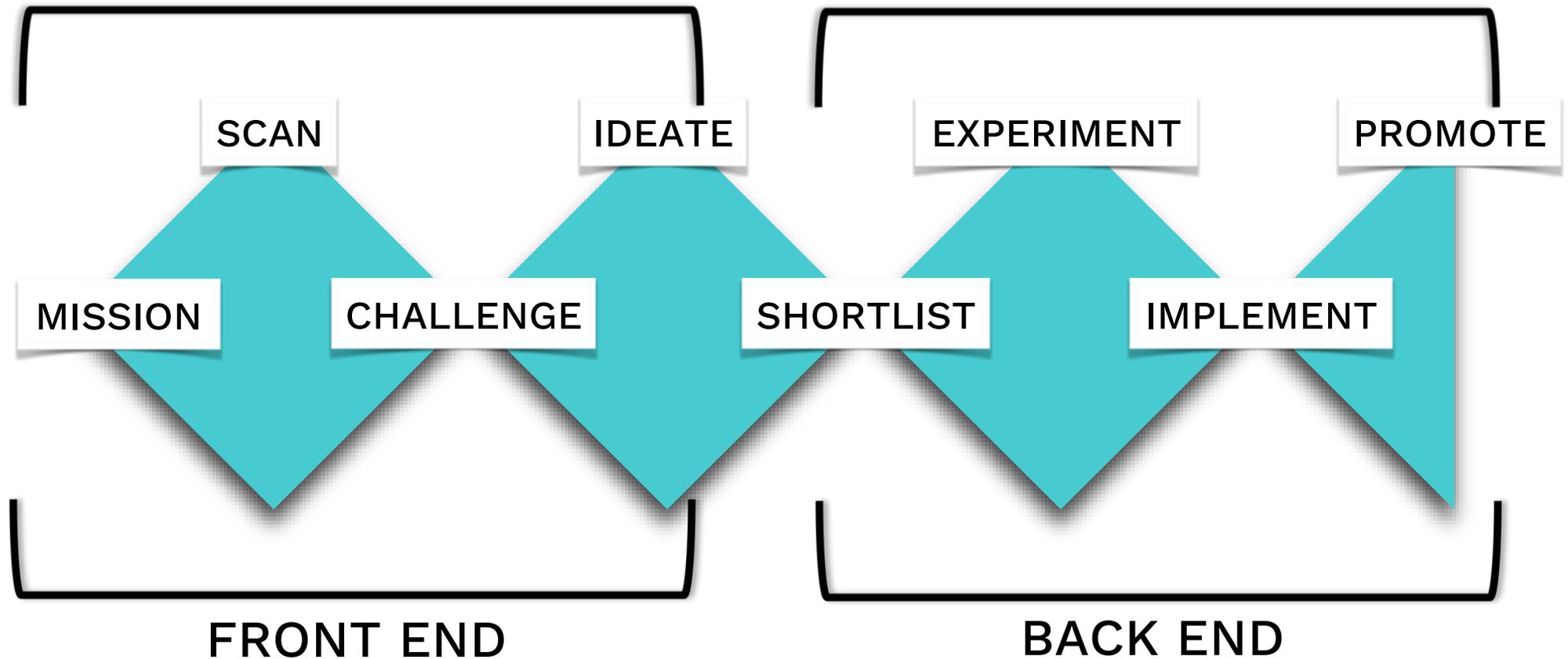
**Future state** (Where do we want to be?)

- Significant increase in the GIW pipeline and confirmed GIW, % of known bequests, % of confirmed bequests of active-loyal supporters - Most accessible Gift in Will program in the Charity sector.
- #1 supporter satisfaction and confidence to having made the decision to leave a gift in will.
- Increase in % of supporters who believe they will have enough.

Mission Sponsor = Erin McCabe



# Best Practice Innovation Process



# For Example!



IDEATE



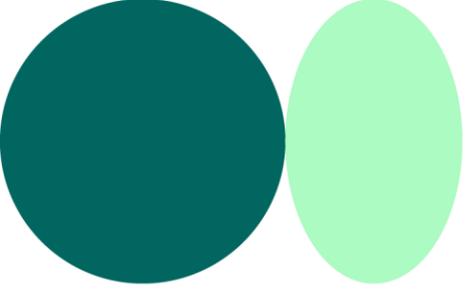
PROMOTE



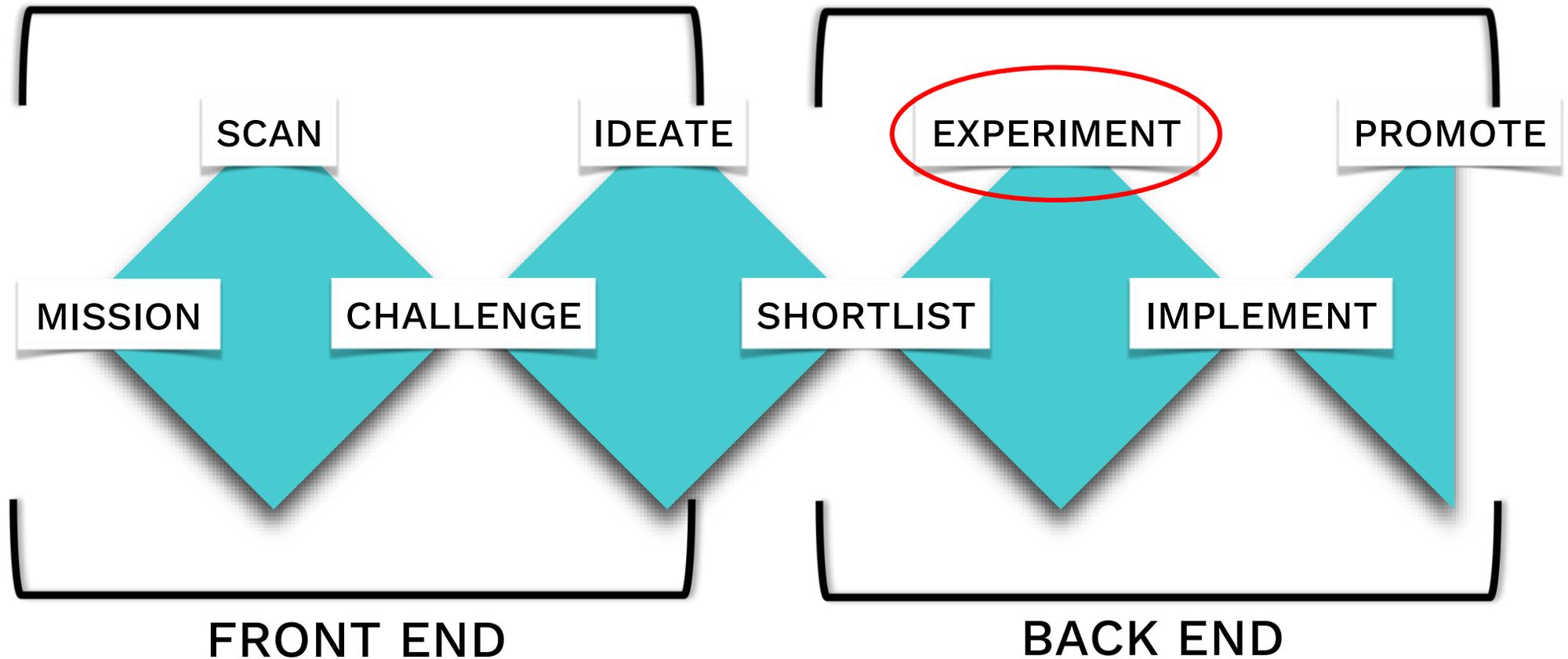
How can we help younger adults feel like they're making a direct and tangible impact with their donation?



IMPLEMENT



# Best Practice Innovation Process





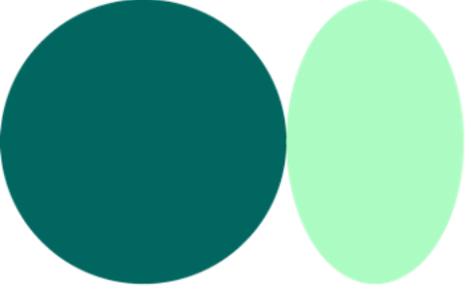
**Innovation is risky**

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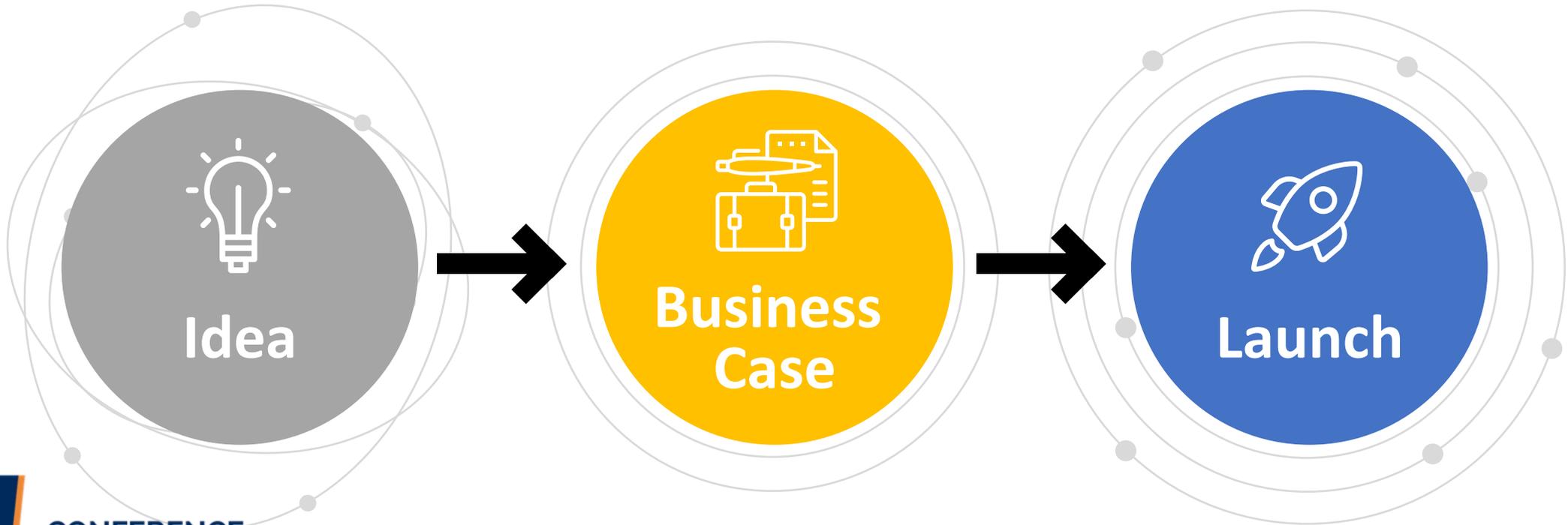


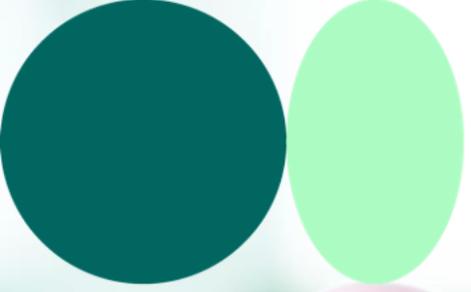
Pet Project



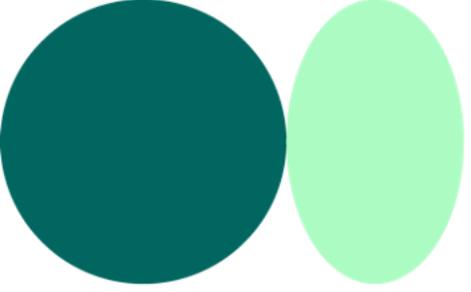
# How Innovation Works

(at most companies)

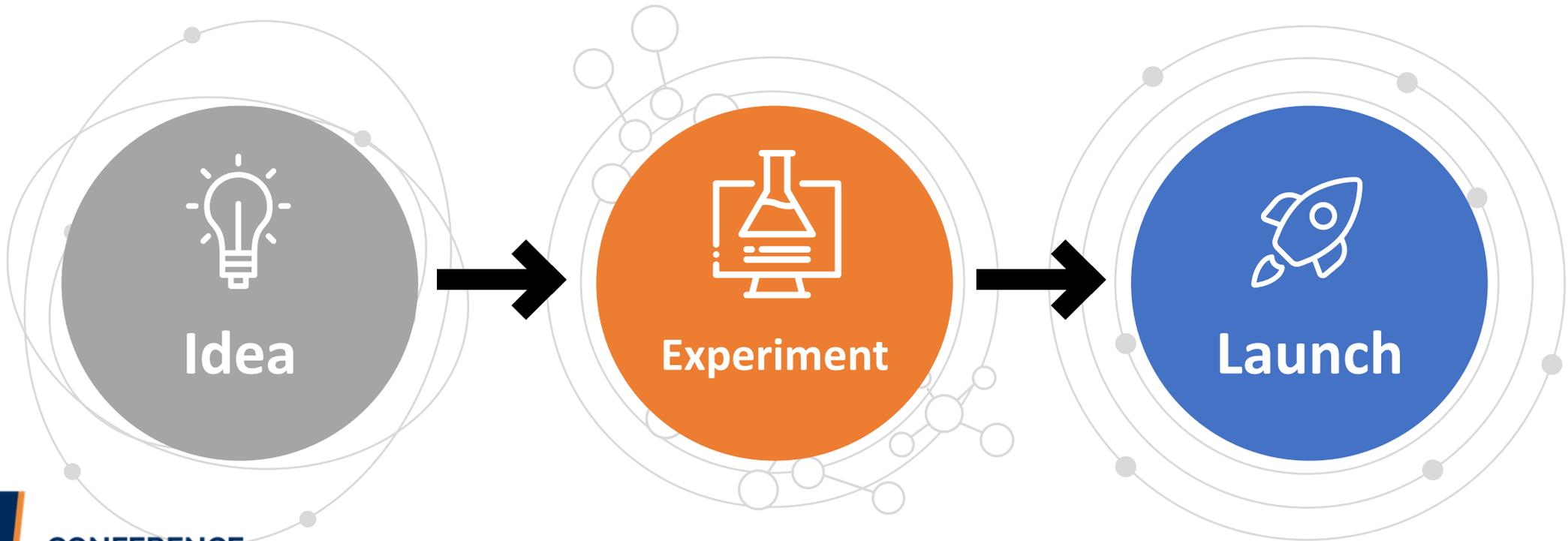


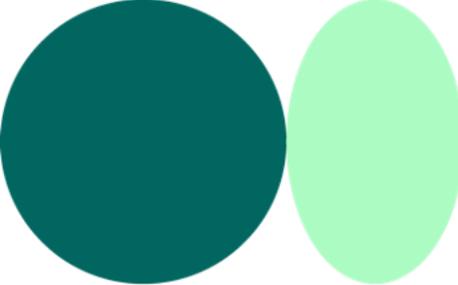


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# Do this instead:





# Recognise that your first idea is wrong”

Scott D. Anthony



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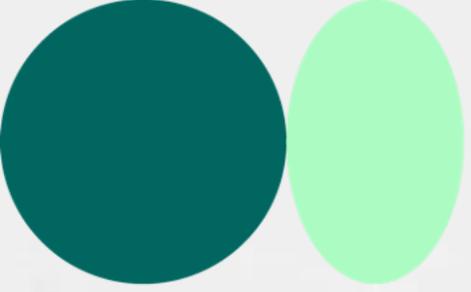
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**Applying scientific method to minimise risk and increase the chance of success**

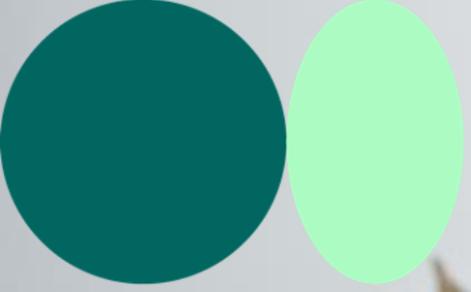
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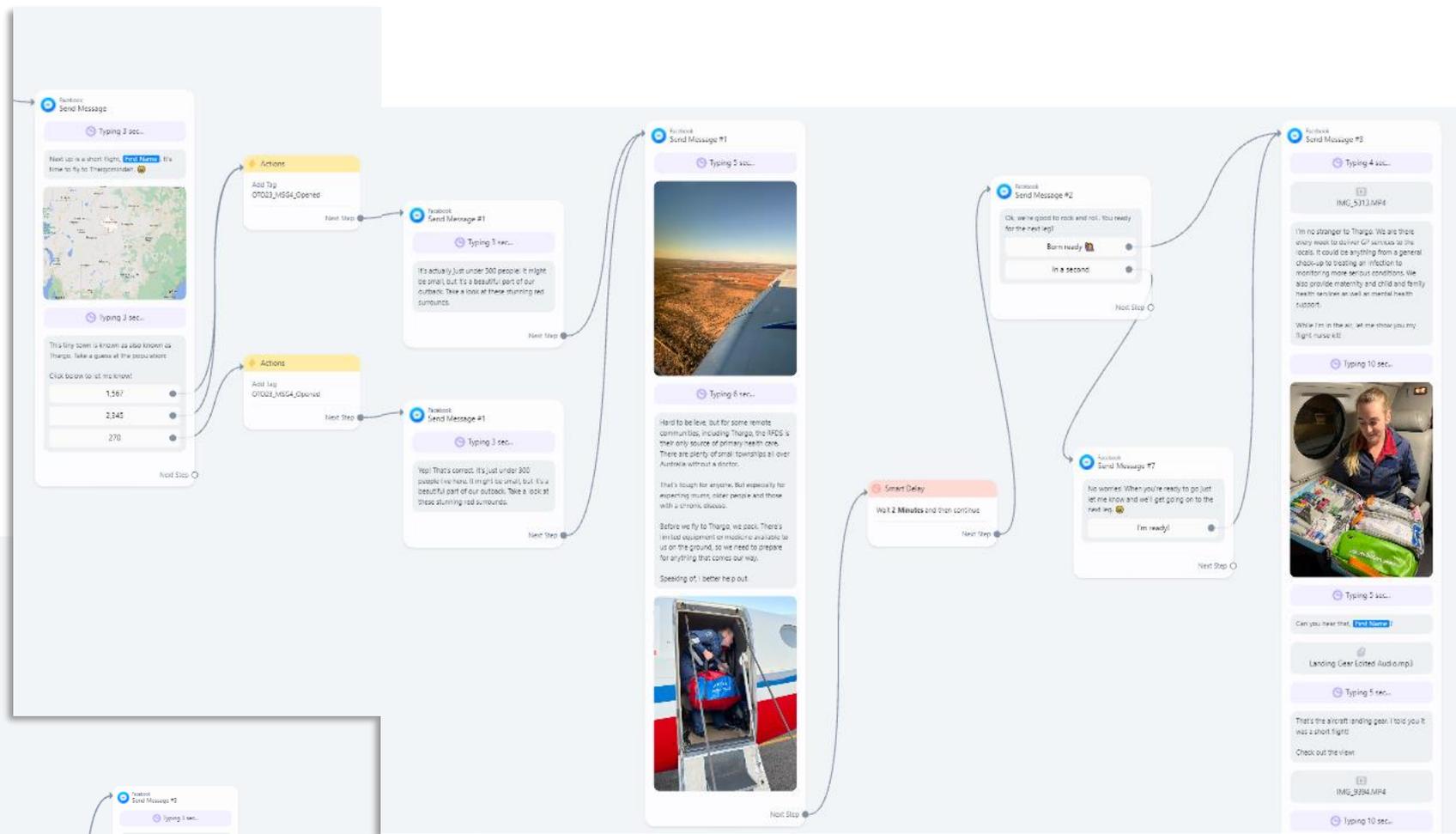
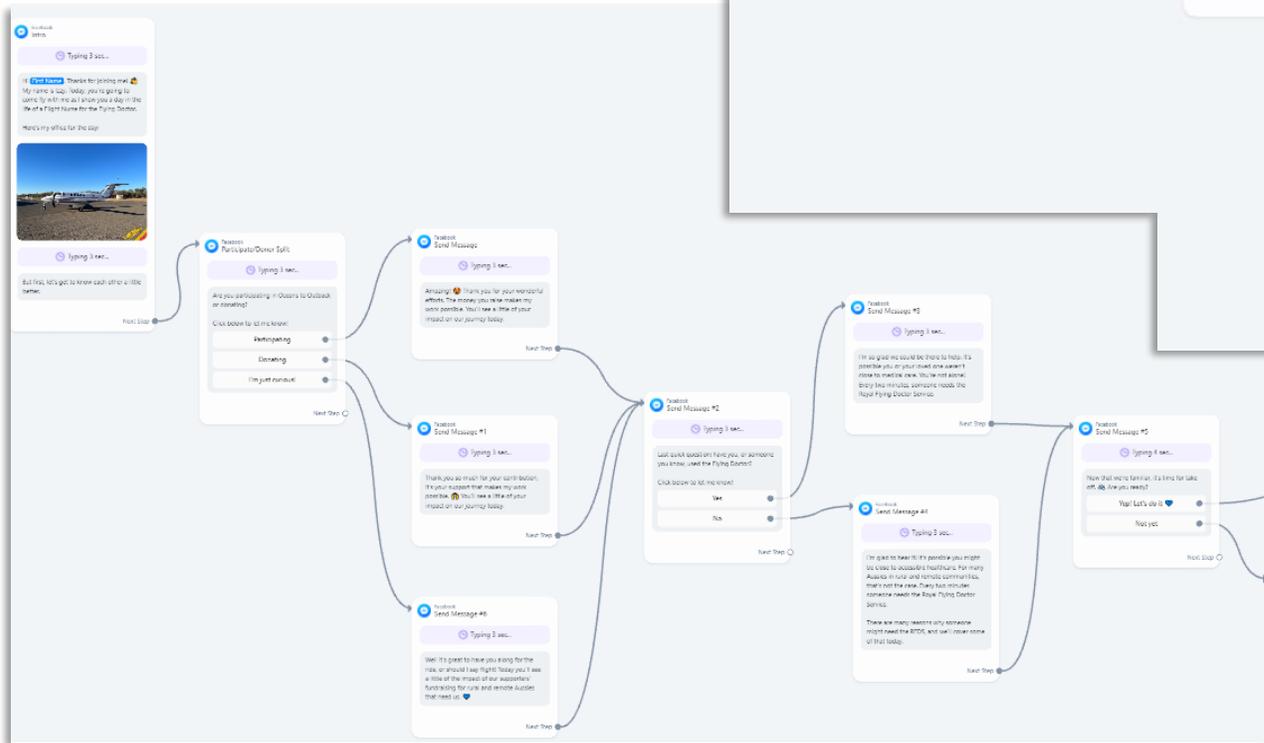
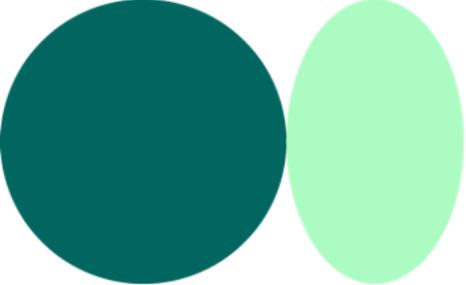


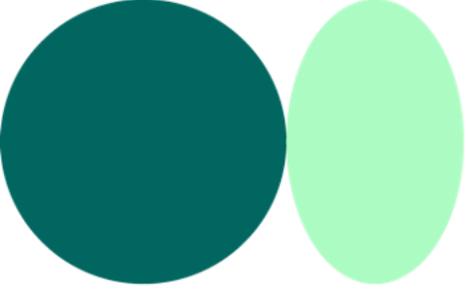
# Bad Failure V Good Failure





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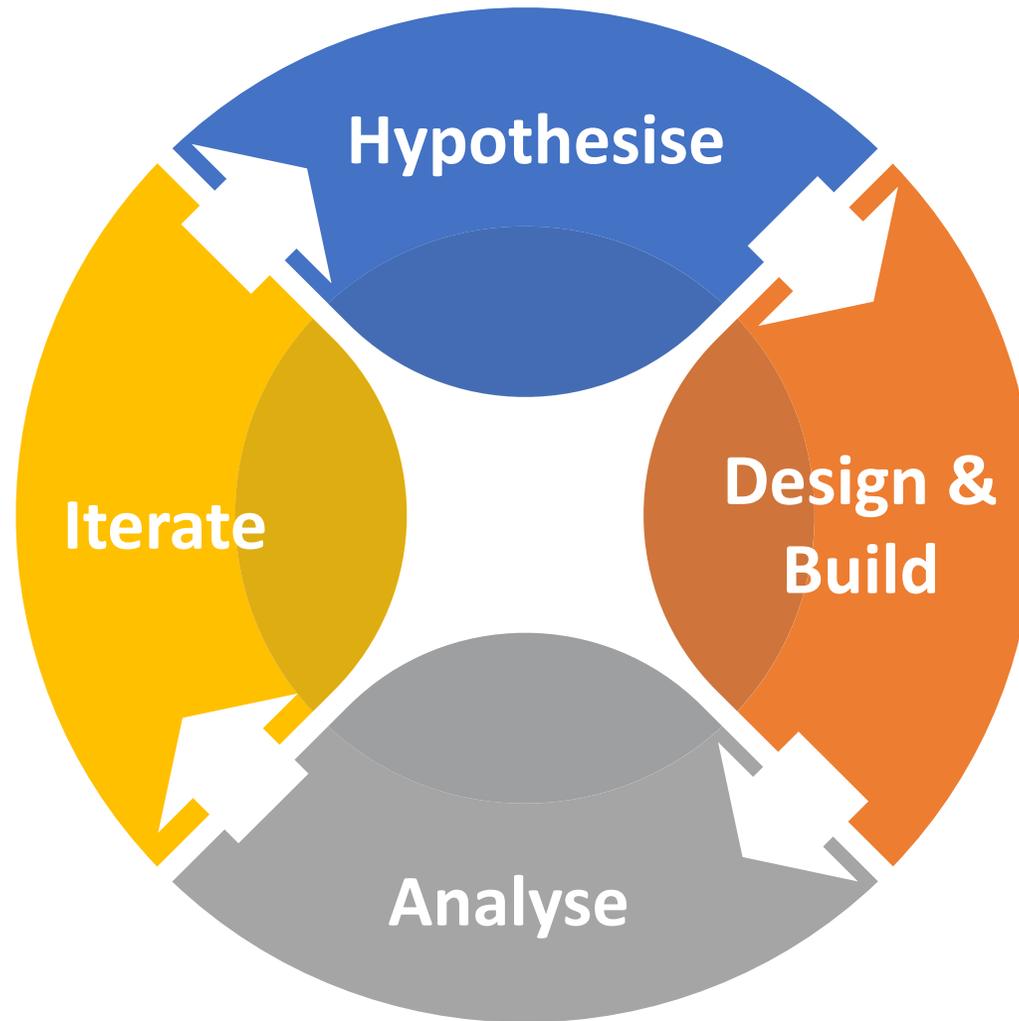


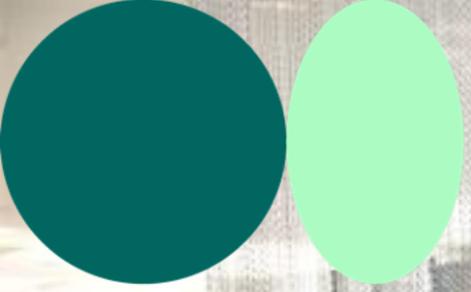
# Adopting Lean Startup Methodologies



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# The Experiment Loop





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# A Gift That Transforms Lives

Make a donation to the Flying Doctor on behalf of a loved one. Give the card to a family member, friend or loved one to let them know a life-saving donation has been made on their behalf.

SHOP GIFTS NOW 



Your Shopping Cart

## How It Works

Make a donation and choose to send a beautiful digital card to someone special.

### 1. Pick a card

Choose from our range of life-saving gifts to regional, remote & rural communities.

### 2. Personalise

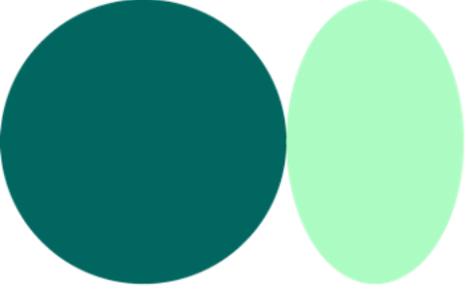
Write a message to be sent to someone special and we will take care of the rest.

### 3. Change Lives

Send your card and we'll deliver your gift to where it's needed most across Queensland.

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### Virtual Giving: 2nd Phase Test Experiment (Father's Day eDM 1, Cold Audiences)

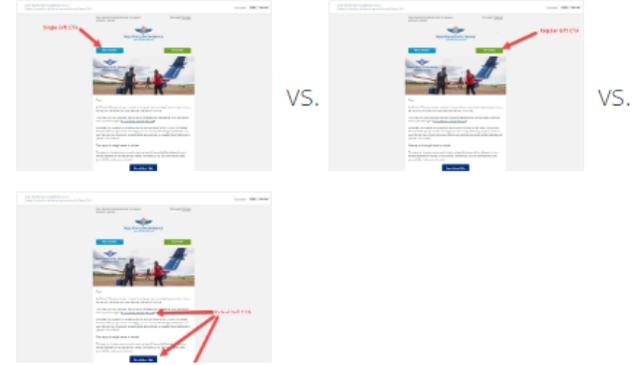
↑ 110.9%

Organization: Royal Flying Doctor Service Queensland

Metric Measured: Clicks

Date Added: September 12, 2023

Email



### Virtual Giving: 1st Phase Test Experiment (July eNews, Take Flight)

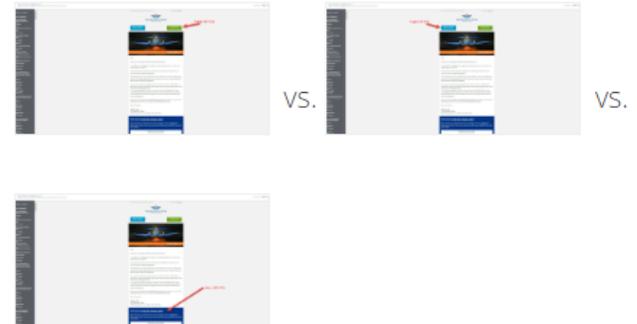
↑ 57.5%

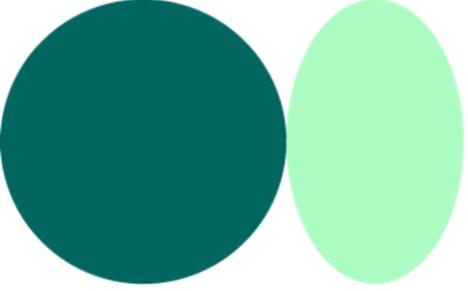
Organization: Royal Flying Doctor Service Queensland

Metric Measured: Clicks

Date Added: August 14, 2023

Email





**Viability Hypothesis: “Revenue will be higher from a virtual gift cards offering, compared to a donation ask, to our unconverted leads (lukewarm audience segment)”**

### Virtual Giving: Phase 3 Test Experiment (Christmas)

↓ **56.1%**

Organization: Royal Flying Doctor Service Queensland

Metric Measured: Revenue

Date Added: January 2, 2024

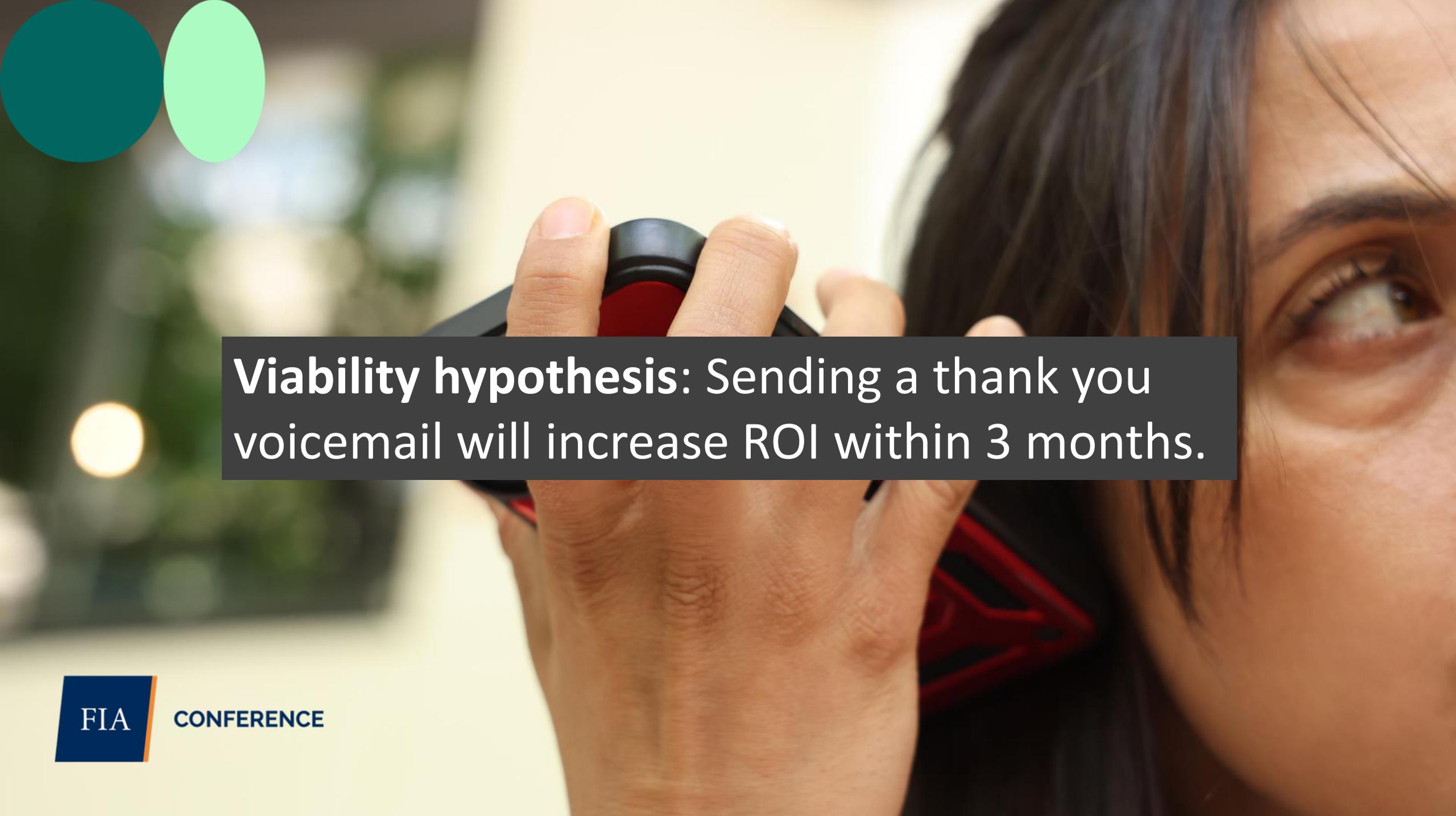
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VS.



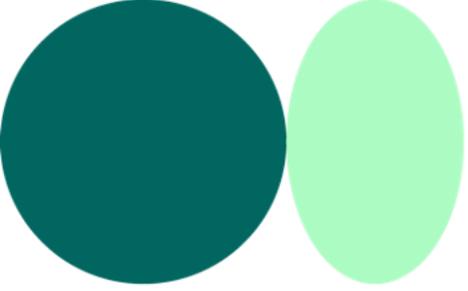


**Viability hypothesis: Sending a thank you voicemail will increase ROI within 3 months.**



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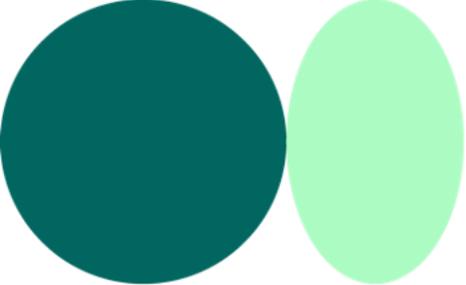
## Donations - Thank-You Calls

	# Mail Sent	# Donations	Total \$	Average Gift	Response %	Standard Error	P - value	90% Confident
Phone Call - Thanked	273	89	\$17,094.00	\$192.07	32.60%	0.028	0.1892	No
Voice Mail	182	50	\$8,642.00	\$172.84	27.47%	0.033	0.0300	Yes
None	183	67	\$12,535.00	\$187.09	36.61%	0.036		



DONATE

**HYPOTHESIS: Remarketing to individuals who have engaged with digital acquisition ads but not yet donated, with specific philanthropy psychology techniques, will increase RG donations and maximise the overall ROI of digital acquisition.**



### Royal Flying Doctor Service - Queensland Section

Sponsored (demo) · 🌐



The vastness of our state means that people in remote Queensland are up to ten hours away from healthcare.

We need helpers like you to keep the Flying Doctor in the air. Compassionate people ❤️ who know that the RFDS is vital to rural and remote Queenslanders.

You can help us. By joining our dedicated team of monthly supporters. **CLICK BELOW** 🖱️ to find out more. 🙏



### Royal Flying Doctor Service - Queensland Section

Sponsored · 🌐



When time is of the essence in an emergency, you can help our hardworking team of doctors and nurses take to the skies ✈️, ...See more



[support.flyingdoctor.org.au](http://support.flyingdoctor.org.au)

**We need caring people like you**

[Learn more](#)



### Royal Flying Doctor Service - Queensland Section

Sponsored · 🌐



It's more than a flight. It's a community coming together to save precious lives. 🙏

Be part of our Flying Doctor community today and see the impact of your generosity for our communities of tomorrow. ✈️ ❤️



## You Can Save Lives in the Outback

Will you join a group of caring Queenslanders and provide critical healthcare to the outback?

A monthly gift connects people in remote areas with ongoing medical aid, emergency services, and other vital healthcare services.

[The impact you'll make](#)

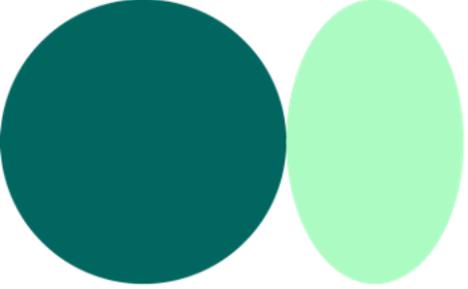
[Get to know the RFDS](#)

[Make a donation today](#)

# How can you improve how you innovate?



- 1. Get clear on your growth gap**
  - 2. Narrow in on where you want to focus innovation efforts, then follow a process**
  - 3. Take your ideas through The Experiment Loop, testing behaviour where possible**
  - 4. Test leanly and cheaply**
- and finally.....**



Don't get  
catfished by  
your ideas.



Run experiments instead.

**FIA  
Conference**  
2024

So that's how to innovate,  
Go on and try it you'll be great,  
Just don't get catfished by your next idea!



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Balanced Effect