

Myth: You should ignore your brand guidelines, they get in the way of your message

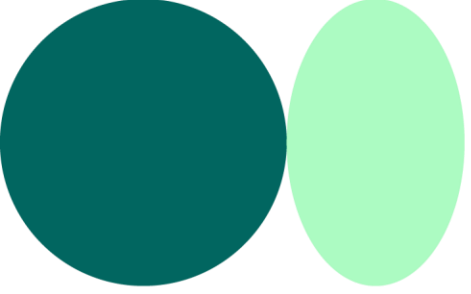
LAUREN GURNETT

MATER FOUNDATION

FIA

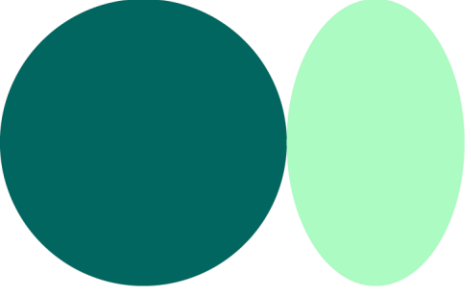
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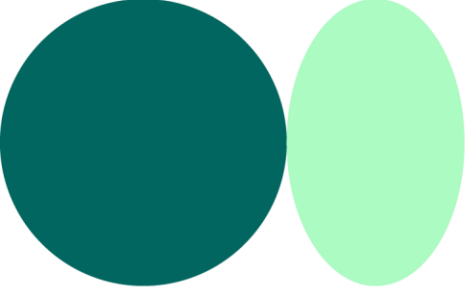




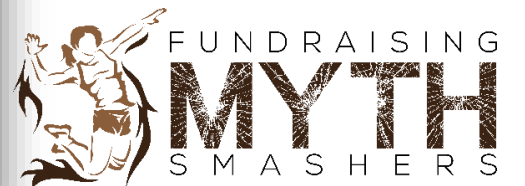
Brand Enthusiast!

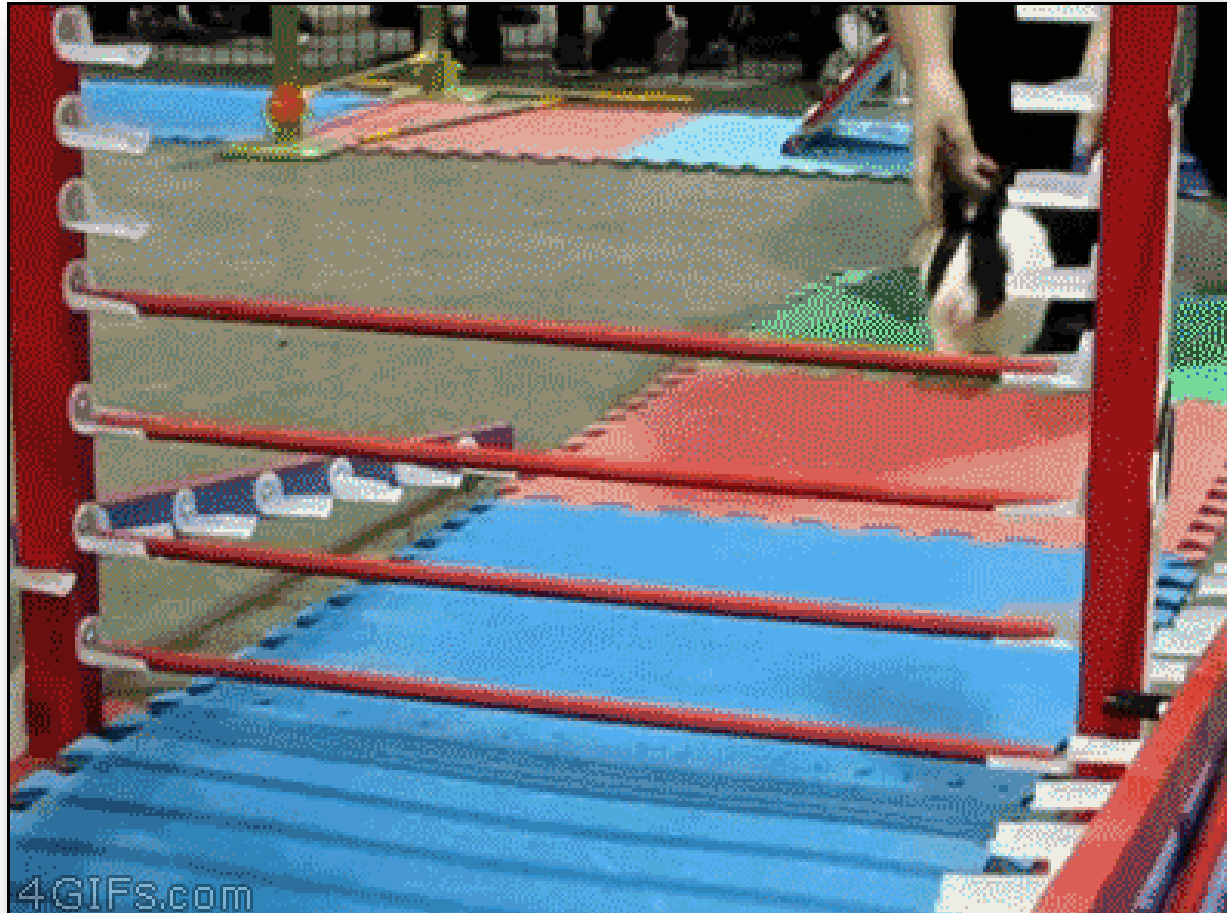
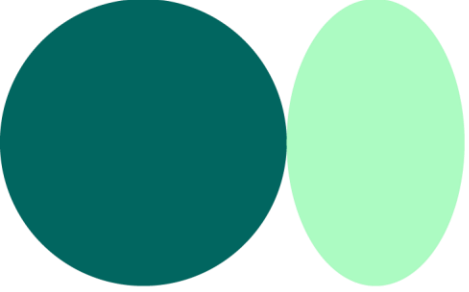






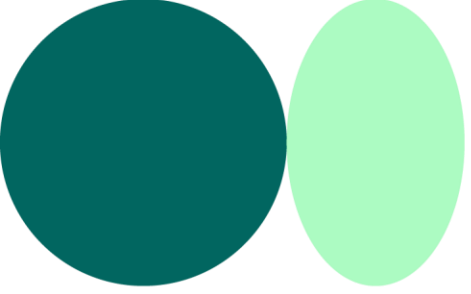
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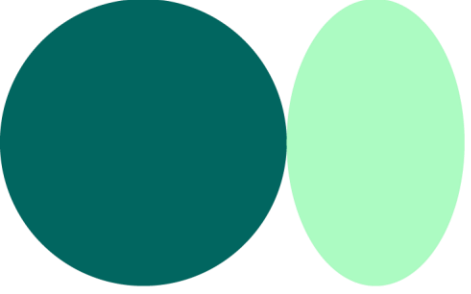
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**Brands are relationships
between business and
consumer.**

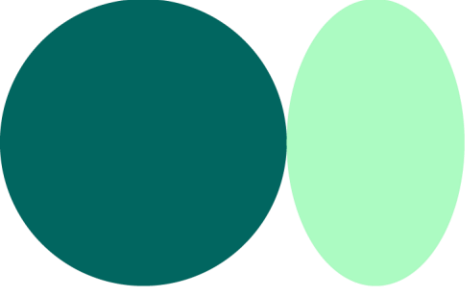
**What makes a positive relationship?
Trust and Consistency.**



RSPCA 

FIA CONFERENCE

 FUNDRAISING
MYTH
SMASHERS



Cancer Council



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Australia 2023 Charity Rankings

Based on the YouGov Charity Index Donor Consideration score: a measure of which charities a respondent would likely donate to tomorrow

Rank	Brand name	Score
1	RSPCA	31.1
2	Cancer Council Australia	30.2
3	Guide Dogs	28.7
4	The Salvation Army	26.4
5	Beyond Blue	25.3
6	Australian Red Cross	25.3
7	Lifeline Australia	24.7
8	Ronald McDonald House Charities	24.5
9	Make-A-Wish Australia	22.5
10	National Breast Cancer Foundation	22.1

Chart shows charities with the highest average in Donor Consideration score between 1 January to 31 December 2022.

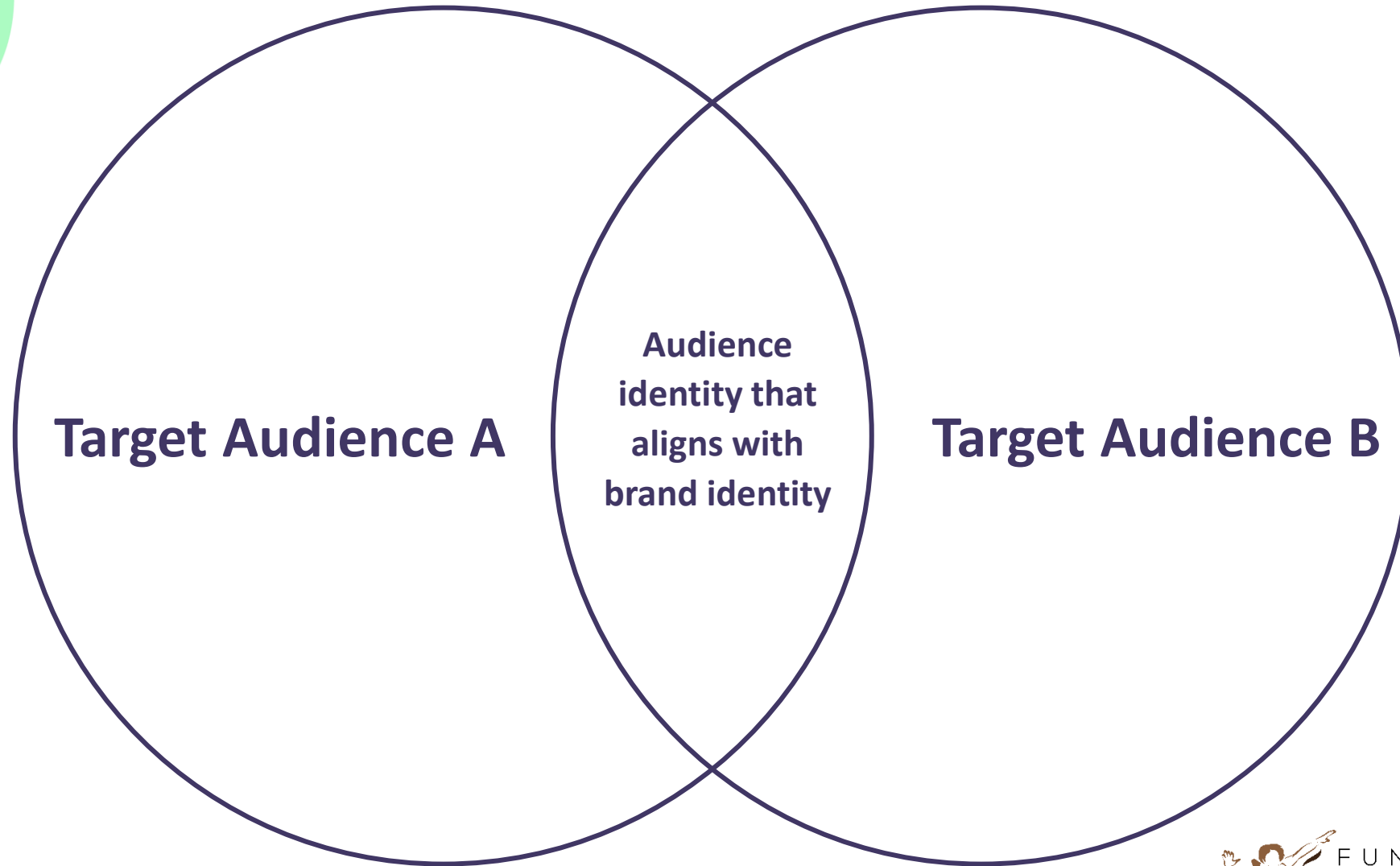
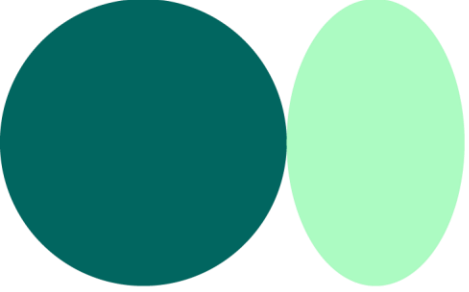
YouGov

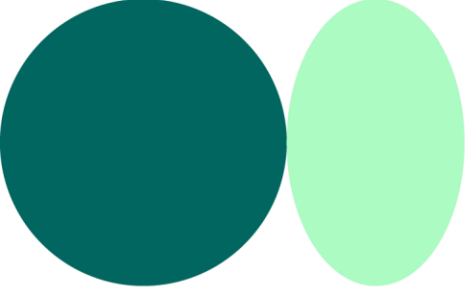
Source: <https://business.yougov.com/content/45445-animal-welfare-group-rspca-tops-yougovs-charity-ra>

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Mt Isa Audience



Looking for tough,
work 4x4, go from
work to family life

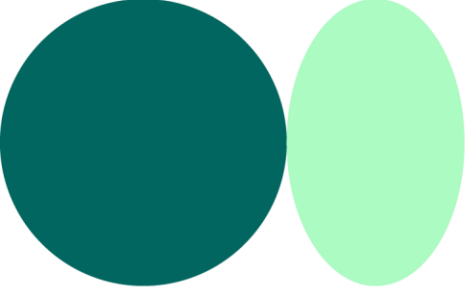
Sydney Audience



Looking for 'bells
and whistles',
weekend warrior

Core Values
Quality
engineering

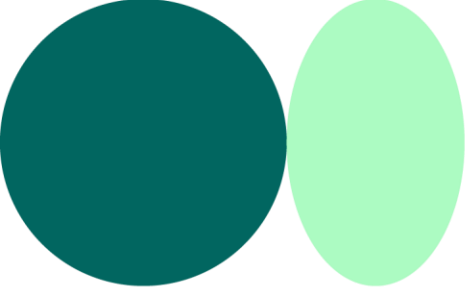
Vehicle space and
comfort



Core Values

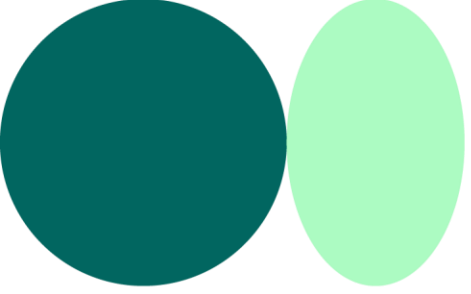
?





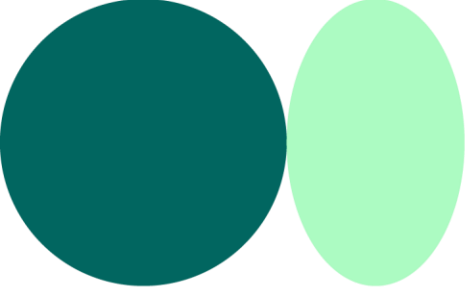
They are not your donor, you are their charity.

Clear brand identity = Clear donor identity

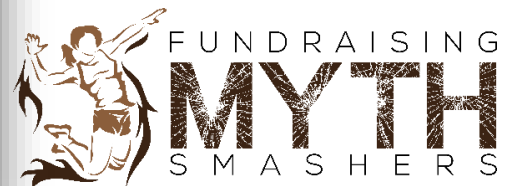


**It takes a village to raise a brand
and everyone must play their part.**





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**FIA
Conference**
2024

Thank you

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