



# **Public Fundraising Symposium**

**Getting it Right:  
Regulation & Best Practice**

# Managing a Regular Giving Donor Acquisition & Development Programme | It's all about relationships - from the start

It's All About Relationships

MSF- Damon  
Woolley

# The attributes Aida looks for in a charity campaign?

- ▶ Strong brand - Love local campaigns.
- ▶ Good financials - Charities who are well backed with high budget aspirations.
- ▶ Excellent internal processes and donor management.

# How do you manage that relationship and expectations with a charity?

- ▶ Transparency.
- ▶ Ongoing communication.
- ▶ Catch up suited to both parties needs.

# What does true partnership look like?

- ▶ Consultation - Working together.
- ▶ Transparency - Open and honest relationship.
- ▶ Engagement - For both organisations - Top to bottom.
- ▶ Trust - Derived from all the above.

# Community Solutions - Mick Rose

The importance of a good relationship

The importance of responding to complaints - and the importance of the positive feedback to the fundraiser.

Expectations in performance of a charity campaign? How is this tracked?

# Why Choose A Supplier?





# How To Choose A Supplier?

- ▶ Understanding the Market
- ▶ Understanding business rules, contracts
- ▶ Knowing the Supply Chain
- ▶ Supplier Reputation
- ▶ Financial Modelling





## Managing A Supplier for Success

- ▶ Understand your supplier
- ▶ Engaged account management
- ▶ Supplier accountability
- ▶ Find the Win - Wins



# Dealing With The Tricky bits

- ▶ Complaints
- ▶ Media
- ▶ Internal stakeholder management
- ▶ PFRA resources





# KPIs and Monitoring?

- ▶ Reporting, reporting, reporting
- ▶ Service Level Agreements



# Value Your Fundraisers

- ▶ F2F fundraisers are major donors
- ▶ Show them the cause
- ▶ Surprise and delight
- ▶ Rewards and recognise



Questions?