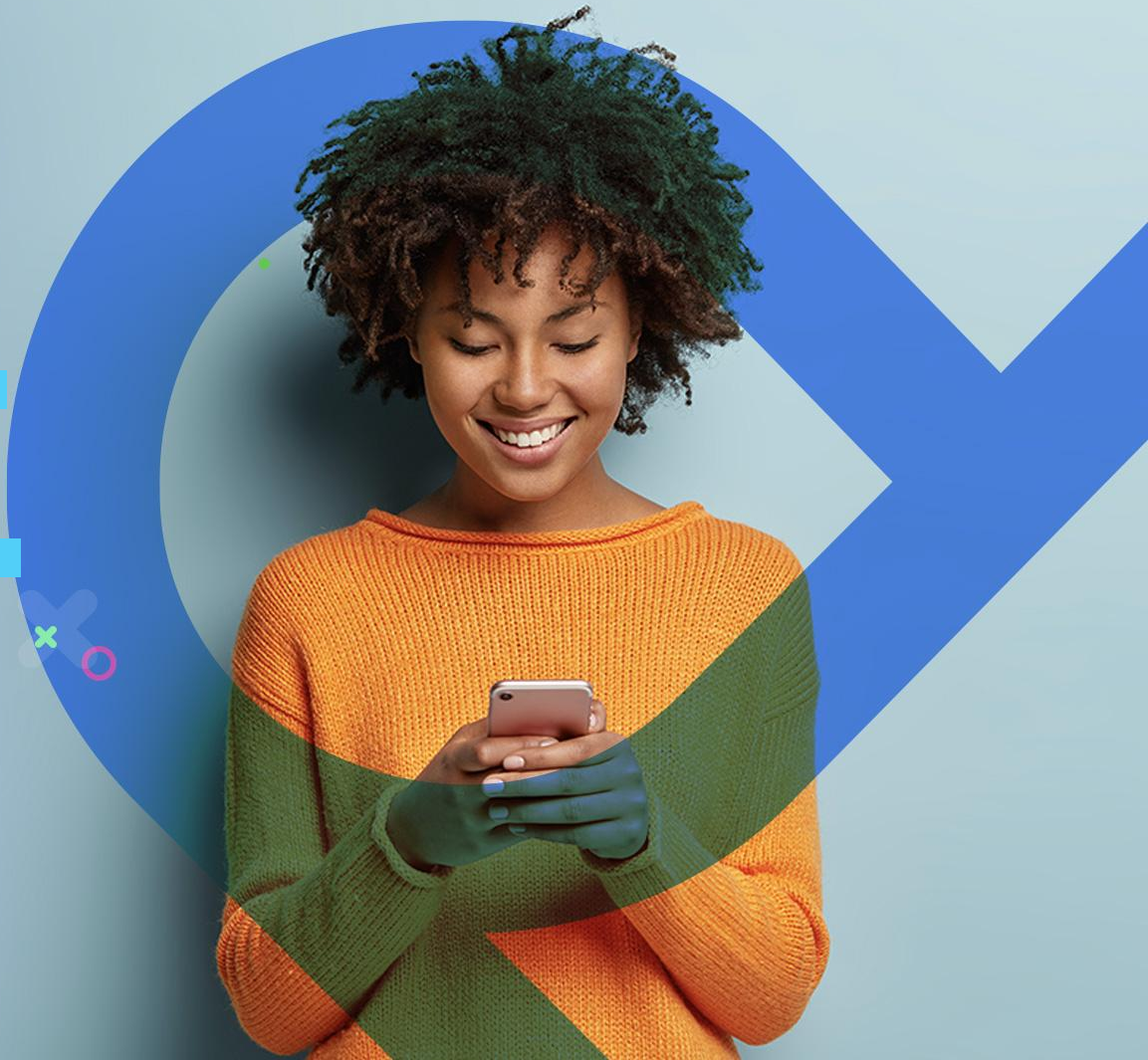


# The Power of Corporate Partnerships.



FIGHTING HUNGER  
IN AUSTRALIA

**Welcome**

# The Power of Fundraising

## Webinar Series

### The Power of Registration

Thursday 10th June 2021  
9am London/6pm Sydney

featuring



powered by  
funraisin

### The Power of Corporate Partnerships

Wednesday 18th August 2021  
9am London/6pm Sydney

featuring



powered by  
funraisin

TBA

# Your speakers today



**Brendan Rodgers**  
Marketing Director  
**Funraisin**



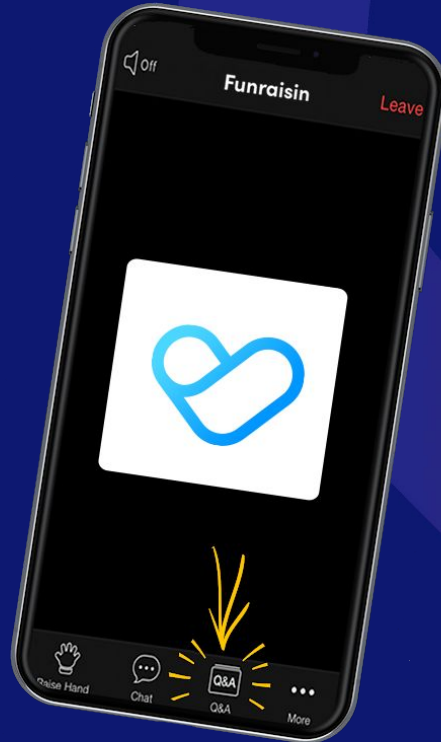
**Sarah Collie**  
Individual Giving Manager  
**Foodbank QLD**

# Unlocking your fundraising

## Agenda

1. Welcome
2. Conversion & Donations, Boosted (Again)
3. Foodbank QLD: How we deliver great partnerships
4. Final Takeaways
5. Q&A Panel

# Questions in the Q&A Tab



# Conversion & Donations Boosted, Again.



TikTok

STRAVA fitbit

\$25

\$5,200 \$10,000 goal

**Not to rehash old  
ground, but...**



# Previously, on funraisin

## The power of "going one more".

The ethos behind the event financial model was that always striving for 1% more was achievable, and adding 1% difference to each part of the funnel can result in increased income generation.



Keith Williams  
COO/CMO  
Funraisin

**Download our Conversion Calculator**

**[funraisin.co/blog/power-of-registration](https://funraisin.co/blog/power-of-registration)**

**It is all about the experience.**

**Quality  
of Experience**



**Conversion &  
donations**

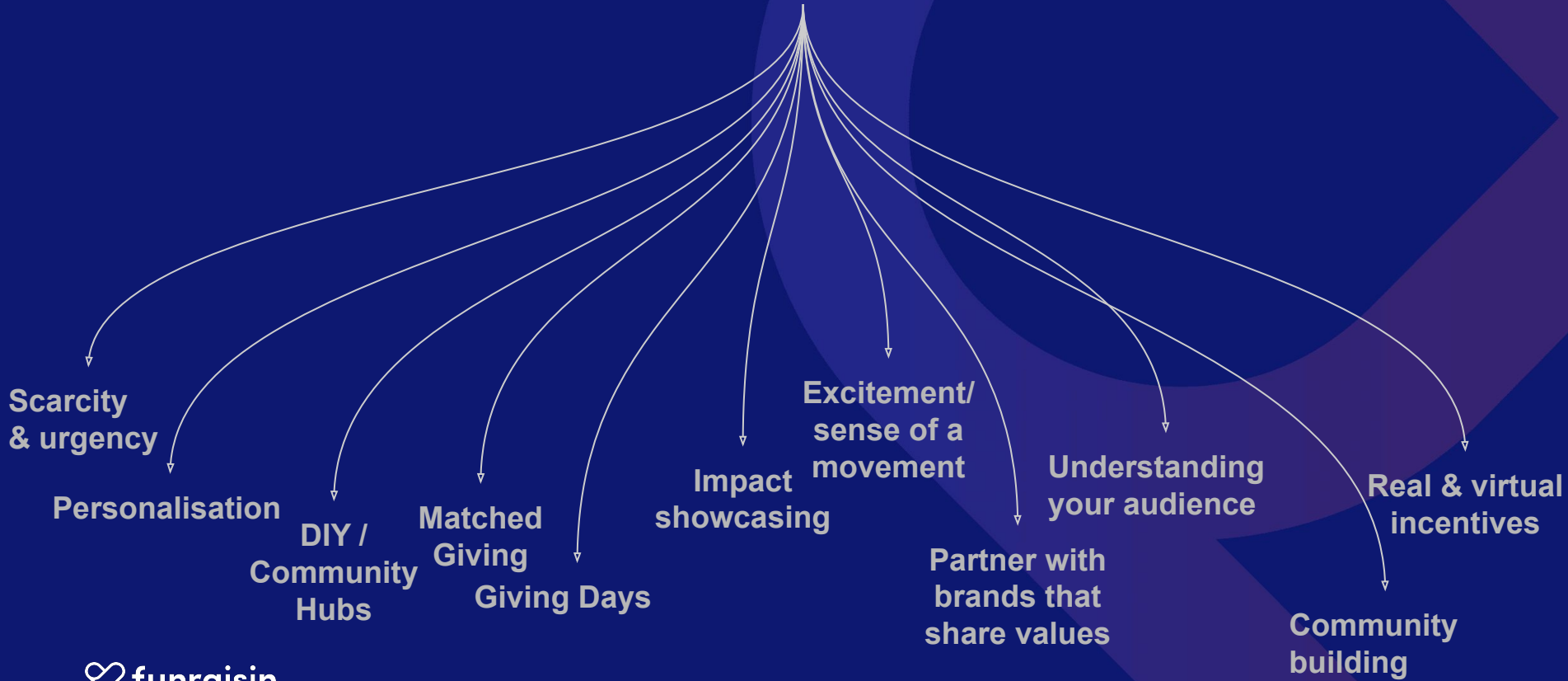
**...and that experience can be optimised**

  
 **Quality**   
**of Experience**

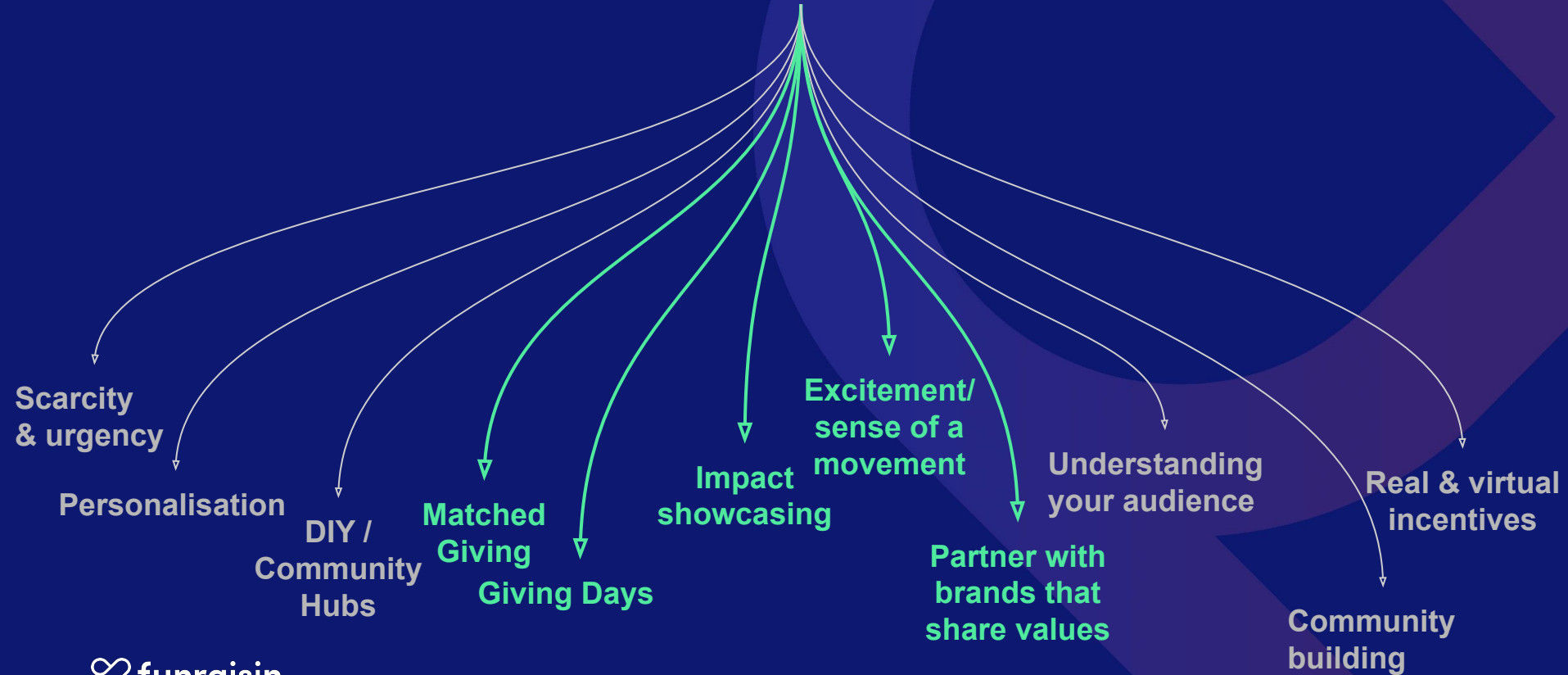


  
**Conversion &  
donations**

# ...and those optimisation options, are many.



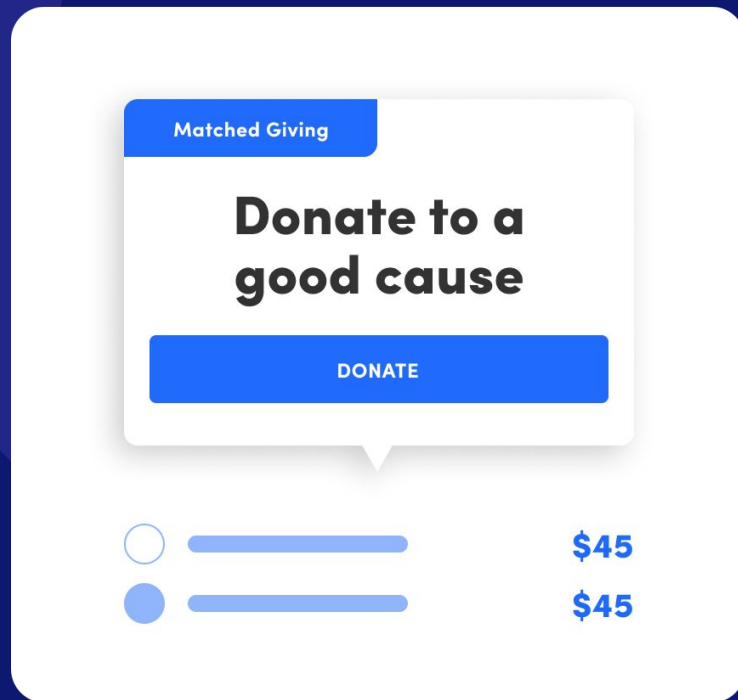
# This is where your new partnership comes in handy..



# Matched Giving/Giving Days

## Fundraising Campaign

- Limited time/matching resource creates urgency & scarcity
- Giving Days Donor Activation vs Standard = 200%
- Adds another pillar to your campaign
- Every donation matched = a donor cultivated
- Bulk donation from Brand partner is easy to communicate
- Most importantly:  
Gives value back to the donor!!



# The Power of Corporate Matching



Avg donation is **\$32**



Avg number of donation/page is **12**



Avg page value is therefore **\$384**



**Corporate Partner matches contributing \$20,000**



**Giving Days Donor Activation rate 200%**



Number of extra donors activated (%your benchmark)



Number of donations matched **625**



**Min. Number of fundraising pages boosted 52**

## Disclaimer:

Figures are illustrative of observed performance.

Campaigns should be treated as case by case.

# Collaboration drives innovation

- As brands embrace mission led values, or are more openly mission driven anticipation for innovative service design and experience delivery is ripe
- Whether it's matched giving donations, employee engagement drivers, or brand profile initiatives - brands are ready to partner and collaborate.
- Vital note: successful partnerships are authentic and driven by a joint mission & alignment, and commitment to those elements.
- The right partnership will open up new opportunities and impact for all.
- It takes joint a commitment and should contain an objective to achieve something





# How we deliver great partnerships



**Sarah Collie**  
Individual Giving Manager



A screenshot of the Food Bank Hunger Drive website. The page features a purple and teal color scheme. At the top, there is a navigation bar with the Food Bank and Hunger Drive logos, a search bar, and buttons for 'REGISTER INTEREST', 'DONATE', and 'Login'. Below the navigation bar is a hero section with a woman in a blue mask and purple cape holding a fork with a green vegetable. The text reads 'JOIN THE HUNGER DRIVE' and '100% of every dollar raised provides essential food to people in our amazing state.' Below this is a 'READ MORE' button. A statistics section shows three metrics: 'Raised in 2020 \$255,309', 'Meals in 2020 510,618', and 'Matched in 2020 \$100,000'. At the bottom, there is a call to action: 'Register for the 2021 Hunger Drive Today!' followed by a paragraph of text and a small note at the very bottom: 'We are asking you to join us in the Fight Against Hunger this September, by registering for the Hunger Drive 2021.'

# Foodbank Queensland



# Sunny Queen & Foodbank Queensland



# History of Food-raising

Pre Covid-19 hitting, Foodbank Queensland run public food-raising events, primarily a Xmas Food Drive.

Whilst the food drives resulted in a good volume of donations, there were a number of factors we needed to consider to evaluate the worthwhile going forward:

- Alignment with Foodbank mission to fight hunger efficiently
- Relationships and impact shown to donors
- Room for growth
- Return on staff time investment



# Introducing the Hunger Drive

The 2020 Hunger Drive aimed to raise funds to purchase enough food for 500,000 meals.

- Corporate teams, schools, community groups and individuals could donate food virtually
- Virtually track impact with automated meal calculations and leaderboards

# Goals of Sunny Queen Partnership

- Exclusive Sponsor and champion of the Hunger Drive
- Highlight partnership and showcase Sunny Queens commitment to community engagement
- Series of Social posts
- Media releases
- Newsletters
- Inclusion in Annual Review

# The Hunger Drive & Funraisin

Sunny Queensland Australia matched donations during September and October 2020!




Find a friend REGISTER INTEREST DONATE Login

HOME ABOUT REAL STORIES LEADERBOARD RESOURCES FAQs

## JOIN THE HUNGER DRIVE

100% of every dollar raised provides essential food to people in our amazing state.

READ MORE

 <b>Raised in 2020</b> <b>\$255,309</b>	 <b>Meals in 2020</b> <b>510,618</b>	 <b>Matched in 2020</b> <b>\$100,000</b>
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### Register for the 2021 Hunger Drive Today!

In 2020 the Hunger Drive raised \$254,432 and provided 508,864 meals for Queenslanders facing hunger!

For every \$1 you raise, Foodbank Queensland can supply enough food for 2 nutritious meals to Queenslanders going hungry

We are asking you to join us in the Fight Against Hunger this September, by registering for the Hunger Drive 2021.

# Fundraiser's Profile Page



The screenshot shows a fundraiser's profile page for 'comm' (Community Name entered). The page features a purple header with the Food Bank Australia logo and navigation links. The main content area includes a profile picture (a smiling face icon), a goal section titled 'PLEASE HELP ME REACH MY GOAL' with a current amount of \$85 and a goal of \$1,000, and a 'DONATE' button. Below this is a section titled 'I'm fundraising for a great cause!' with text explaining the need for food and a 'DONATE' button. At the bottom, there is a 'THANK YOU TO MY SUPPORTERS' section showing two donors: 'No Community Name Entered' and 'Sunny Queen Australia' with a 'Matched Giving' label. The footer includes the Food Bank Australia logo and the FunRaisin logo.





# Social Posts

**Foodbank QLD**  
7 August, 11:43

Am veruptae pro maloria doluptati od que laudandamus rest, sit erorepe rovit, con ped quibusciat por magnimi, aut odici cus volenectio qui as saepelendam quia voleser atibusam, DONATE TODAY AT [www.hungerdrive.org.au](http://www.hungerdrive.org.au)



152 9 Comment 3 Share

Like Comment Share

**Foodbank QLD**  
7 August, 11:43

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152 9 Comment 3 Share

Like Comment Share

# EDM series

HELP US TO FIGHT HUNGER IN QUEENSLAND



This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience.

Button

**THE HUNGER DRIVE**



WE'RE NEARLY THERE

**AMOUNT RAISED**  
\$600,000 RAISED  
OR 1,200,000 MEALS

**THE GOAL**  
\$1,000,000 RAISED  
OR 2,000,000 MEALS



This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience.

Read More



DOUBLE YOUR DONATION!



**SUNNY QUEEN EGGS  
ARE TEAMING UP  
TO DOUBLE  
YOUR IMPACT!**

This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience. This is a short paragraph about how good the goals are tracking, updating the audience.

Button

# Key Strengths of Partnership

- The campaign raised a total of \$255,309 with Sunny Queen matching \$100,000 of donations, as a state based charity with limited donor base this was a very successful outcome.
- Provided Sunny Queen's with content and imagery to release throughout the campaign, positioning their brand favourably.
- Delivered positive brand positioning of Sunny Queen to our participants and the wider community.
- Saved Foodbank Queensland thousands of dollars of small food donation collection, sorting and resupply into the community. Volume of waste was also significantly reduced.
- Build our database of donors and community fundraisers.

# 2021 Hunger Drive...

- <https://www.hungerdrive.org.au/>



# Summary

- **What advice do you have for charities looking to provide great corporate partnership experiences?**
  - Understand how you can help them achieve their objectives
  - Set clear objectives and milestone
  - Regular communication and reporting
  - Help make it easy for your corporate to achieve their goals from the partnership
- **What challenges did you overcome?**
  - Time
  - Corporate Plan not followed
- **What was the best moment for the partnership?**
  - Achieving our target
  - Renewing partnership for Hunger Drive 2022

# Question Time!

 funraisin

**FOOD  
BANK**  
FIGHTING HUNGER  
IN AUSTRALIA



**Thank you for  
your time!**

**Stay safe.**

