

FIA

Fundraising
Institute
Australia

The Professional Body for Australian Fundraising

include a charity
Help the work live on.



Impact Report 2017





Include a Charity is a social change campaign of Fundraising Institute Australia and all FIA members are invited to join. We are a collaboration of charities in Australia, who cover a broad spectrum of causes in our community.

Our goal is to encourage more people to leave a charitable gift in their Will, increasing the funds invested in the sector and thereby increasing the positive impact we all have on society. By working together, we can change charitable giving forever so that over time, gifts in Wills become the norm for many rather than just a few.

The campaign is a powerful resource for charities to improve the effectiveness of their gifts in Wills marketing, by pooling resources, undertaking world-first research projects, increasing efficiencies and saving money.

By increasing the number of people who leave a gift in their Will our vision is to see \$1 billion annually invested in the social sector from this fundraising stream.

Thank you for your valuable contribution so far to the campaign. Your support has already made a difference and we can achieve so much more working together.

OBJECTIVE

RESULT



To develop behavioural economics testing to inform our ongoing activities

A series of workshops were undertaken in the last quarter of 2017 with supporter charities to define the testing that will be undertaken in 2018



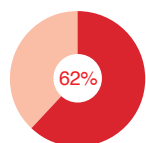
Influence political, professional and partners to achieve our goals

- Our Campaign Director, Helen Merrick, joined the Prime Ministers Business Community Partnership working group to help guide the current research being undertaken in gifts and Wills
- We undertook research to develop our legal engagement campaign which will launch in 2018
- We continued to work with influencers to assist the campaign reach its goals.



Continually improve knowledge and practices in the sector

- We held 9 special interest groups across the country
- We also held five training sessions and 6 webinars for our supporters
- We released our updated Legal Engagement Toolkit



Increase NFP campaign support and activation, especially A/B tier members

62% of supporters engaged in Include a Charity Week, which is an increase from 2016. Our A/B tier membership grew by 5 organisations.



Increase campaign impact through financial growth, campaign supporters and partners

We increased membership revenue by \$15,000, however our membership decreased to 97 members by the end of 2017. We have seen an increase in larger organisations joining the campaign

Include a Charity Week

include *a charity* week

Help the work live on.

11-17 September 2017

Include a Charity Week 2017 was held from 11 – 17 September.

Every September the campaign uses one single week to concentrate its activities to ensure maximum exposure. Include a Charity Week is positioned to align with international legacy weeks that take place internationally.

This year it featured a visit from respected academic and charitable financial planning expert Dr. Russell James from Texas Tech University. Dr. James facilitated a complete review of his research and how these can be turned into practical applications for gifts in wills marketing.



260
people attended our **Include a Charity Week** events across Australia



More than
142,000
people interacted with the campaign



69
media pieces across print, radio and online in the lead up to and during the campaign



95,281
people were reached on Facebook and **98 new page likes**



Digital campaign video received
76,647
views



346
website clicks through display remarketing



\$259,098
in media value delivered by Initiative during September



62%
supporter engagement

Thank you for to all our supporter organisations for their support so far. We are looking forward to working with you in the future. If you would like to be more involved or join in the campaign please contact our Campaign Director, Helen Merrick at hmerrick@fia.org.au

We extend our sincere thanks to all our partners who provide us with their expertise and pro bono support, including:

- Initiative Media
- Digital Ninjas
- Behaviour Change Partners
- Momentary Media
- Barker Henley
- More Strategic
- Perpetual Trustees
- Beaumont People

We would also like to thank our 2017 Advisory Committee for their time and expertise in guiding the campaign:

- Roewen Wishart, Xponential Philanthropy (Chair)
- Dr. Christopher Baker, Swinburne University's Centre for Social Impact
- Paul Evans, Partner, Makinson d'Apice
- Jakki Travers, The Smith Family
- Carol O'Carroll, The Garvan Research Foundation
- Maisa de Pava, Cerebral Palsy Alliance
- Suzanne Brown, The Salvation Army
- Emma Wills, Cancer Council Queensland
- Karen Wall, Cancer Council Victoria
- Alicia Madden. Legacy NSW
- Rebecca Passlow, Bush Heritage Australia



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