

LONGTERM DONATION STRATEGY PLAN

Made for The Glebe Society & Glebe Youth Service



EVERGREEN CONSULTING TEAM

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1. Executive Summary

The Glebe Youth Service purpose is for all young people to reach their full potential. We believe that young people, at their full potential, are central to a thriving community. Young people contribute to our local community and wider society, and we see them as our future. GYS is committed to supporting them to be the best they can be, now and in the future.

In order to achieve this purpose, we need to see young people who are:

- Healthy, safe, skilled, and confident
- Connected to community
- Taking up livelihood responsibilities

GYS vision

Our vision is for a thriving Glebe Community...a place where people of all backgrounds, ages and economic status have opportunities to fully participate in a civic life. A place where diversity and social justice are valued and actioned through a wide range of community offerings.

GYS values

Equity, Care & Respect and Professionalism

This long-term donation strategy plan will serve as a comprehensive guideline during the initiation phase. Each initiative mentioned in this report should ideally be further developed and managed as a standalone project to maximize effectiveness and impact.

2. Situational Analysis

- Current Financial Status

Due to reduced government funding, GYS is currently facing financial difficulties and seeking long-term donations from the Glebe community.

- Donor Base Analysis

Analyze the current donor base, including demographics, donation patterns, and retention rates.

- Develop SWOT Analysis for Each of Initiative

Identify strengths, weaknesses, opportunities, and threats related to fundraising efforts. Few of examples to be considered of:

- **Strengths**

- Established Donor Base: A strong, loyal donor base can provide a reliable source of funding and support.

- Experienced Fundraising Team: A team with a proven track record of successful fundraising campaigns can lead to more effective initiatives.
- Strong Volunteer Network: Having a dedicated group of volunteers can enhance outreach and fundraising capabilities.
- Diverse Revenue Streams: Multiple sources of income (e.g., individual donations, corporate sponsorships, grants) reduce reliance on any single source.
- **Weaknesses**
 - Limited Staff or Resources: A small team or lack of resources can restrict the scale and effectiveness of fundraising activities.
 - Inadequate Donor Engagement: Insufficient communication and engagement with donors can lead to decreased donations and donor attrition.
 - Poor Data Management: Inaccurate or incomplete donor data can hamper targeted fundraising efforts and personalized communication.
- **Opportunities**
 - Growing Interest in Philanthropy: Increasing awareness and interest in charitable giving can lead to more potential donors.
 - Digital Fundraising Platforms: Leveraging online fundraising platforms and social media can expand reach and engagement.
 - Corporate Social Responsibility (CSR) Programs: Partnering with businesses that have CSR initiatives can provide additional funding and support.
 - Grant Availability: Access to grants from foundations and government programs can offer significant funding opportunities.
 - Innovative Fundraising Techniques: Exploring new fundraising methods (e.g., peer-to-peer fundraising, crowdfunding) can attract a broader audience.
 - Community Engagement Events: Hosting events that engage the community can raise awareness and funds while building stronger relationships with supporters.
- **Threats**
 - Economic Downturns: Economic instability can reduce disposable income and charitable donations.
 - Increased Competition: A growing number of non-profits competing for the same donor pool can make it harder to secure funds.
 - Regulatory Changes: New laws and regulations related to fundraising and non-profits can impact your operations and strategies.

3. Target Audience

- Donor Segmentation: Segment potential donors into categories (e.g., individual donors, corporate sponsors, major donors, recurring donors).
- Persona Development: Create detailed donor personas to better understand the motivations and preferences of each segment.

4. Fundraising Strategies

Short Term

- Individual Donations:
 - Direct Mail Campaigns: Develop compelling direct mail campaigns with personalized appeals
Example: [St. Jude Children's Research Hospital](#) sends out personalized direct mail appeals to potential donors. Their campaigns often include **compelling stories** of children they have helped, detailed information on **how donations are used**, and **personalized donation forms**.
- Events and Campaigns:
 - Morning Tea as an annual campaign event before EOFY
Example: [Cancer Council Australia's](#) "Australia's Biggest Morning Tea" is an **annual fundraising event** where **people host morning teas at home, work, or school to raise funds** for cancer research. The event encourages community participation and leverages the urgency of the EOFY for tax-deductible donations.

Long Term

- Individual Donations:
 - Recurring Giving Programs: Encourage donors to set up recurring donations through subscription models; \$100, 100 people
Example: [UNICEF's "Global Parent"](#) program encourages supporters to set up monthly donations. They **highlight the impact of sustained giving and offer different subscription levels** (e.g., \$30, \$50, \$100 per month) to suit various donor capacities.
- Corporate Sponsorships:
 - Partnerships: Develop strategic partnerships with businesses for sponsorships, matching gifts, and cause marketing.
Example: [The American Heart Association \(AHA\)](#) partners with businesses like CVS Health for sponsorships and cause marketing. **CVS Health runs customer donation campaigns at checkout**, matching gifts, and sponsors AHA events to promote heart health awareness.
 - Employee Giving Programs: Collaborate with companies to promote employee donation matching and volunteer programs.

Example: [Habitat for Humanity](#) partners with companies like Delta Air Lines to promote employee donation matching and volunteer programs. [Delta employees participate in build events, and the company matches their donations to Habitat.](#)

- Grants and Foundations:
 - Grant Writing: Identify and apply for grants from foundations and government programs.

Example: [The Gates Foundation](#) regularly identifies and applies for grants from both private and government entities. They have a dedicated team that focuses on writing compelling grant applications to secure funding for various global health initiatives.
 - Relationship Building: Build and maintain relationships with foundation representatives and grantors.

Example: [Save the Children](#) maintains strong relationships with foundation representatives and grantors like the Bill & Melinda Gates Foundation. They [organize annual meetings, invite grantors to visit their projects](#), and provide detailed impact reports to keep them engaged and informed.

5. Donor Engagement and Retention

- Communication Plan: Develop a communication plan to keep donors informed and engaged through newsletters, impact reports, and social media updates.
- Recognition Programs: Implement recognition programs to acknowledge and thank donors (e.g., donor walls, annual reports, exclusive events).
 - Offering donors merchandise or tokens of appreciation can indeed enhance the success of a fundraising campaign. Few of the examples are:
 - *Doctors Without Borders*
Token: Certificates and Reports
For certain donation levels, Doctors Without Borders provides donors with certificates of appreciation and detailed reports on how their donations are used. Sometimes, they also offer branded items like calendars featuring photos from their fieldwork.
 - *The Trevor Project*
Token: Wristbands and Apparel
The Trevor Project offers rainbow-themed wristbands and apparel as thank-you gifts for donations. These items not only thank the donor but also allow them to show their support for LGBTQ+ youth publicly.
 - *The Humane Society*
Token: Membership Kits
The Humane Society offers membership kits to donors, which include items like magazines, calendars, and stickers. Higher-level donors may receive exclusive items like tote bags or plush toys of animals.

- Stewardship: Create a stewardship strategy to cultivate long-term relationships with donors, including regular updates on how their contributions are making a difference.
 - Week 1: Segment the donor base into key categories and assign responsibility to team members.
 - Week 2-3: Develop personalized communication plans and set up templates for regular updates and impact reports.
 - Week 4: Launch the structured thank-you program, ensuring all new donations receive prompt acknowledgment.
 - Month 2: Start sending monthly updates and exclusive content to donors, highlighting the impact of their contributions.
 - Quarterly: Conduct feedback surveys to gather insights from donors and adjust strategies as needed.
 - Bi-Annually: Organize donor recognition events to celebrate and acknowledge the contributions of key donors.
 - Annually: Produce and distribute the annual donor report, summarizing the year's achievements and donor impact.

6. Marketing and Outreach

- Brand Awareness: Increase brand awareness through marketing campaigns, public relations, and community outreach.
- Storytelling: Use storytelling to convey the organization's mission and the impact of donations effectively.
- Digital Presence: Enhance the organization's digital presence with a user-friendly website, active social media channels, and engaging content.

7. Resources

- Resource Allocation Plan: Allocate resources (staff, volunteers, technology) efficiently to support fundraising efforts.
 - Week 1: Conduct an assessment of current resources and define fundraising goals.
 - Week 2-3: Develop a detailed resource allocation map and assign staff roles and responsibilities.
 - Week 4-6: Implement the volunteer recruitment and training plan, and evaluate current technology tools.
 - Week 7-8: Allocate the budget for fundraising activities and develop a project management timeline.
 - Ongoing: Monitor and adjust resource allocation as needed, and hold regular team meetings for updates and alignment.

8. Metrics and Evaluation

- Key Performance Indicators (KPIs): Define KPIs to measure the success of fundraising strategies (e.g., donation growth, donor retention rate, cost per dollar raised).
- Regular Reporting: Implement a system for regular reporting and evaluation of fundraising activities to make data-driven decisions.
- Adjustments: Be prepared to adjust strategies based on performance data and feedback.