

FACT SHEET

Fundraising Glossary

Annual giving

Annual Giving is the repeating of gift programs; seeking funds on annual or recurring basis from same constituency; income is generally used for operating budget support. These campaigns are typically run at the end of Financial year and leading into Christmas.

Bequests

A bequest is a sum of money provided for in a will and made available to the organisation upon a donor's death.

Capital Campaign

Capital campaigns are a fundraising initiative focused on raising a substantial amount of funds for a specific project or program within a designated timeframe.

A capital campaign will typically raise funds for a one off project or for large organisations, several campaigns may be planned back to back over a number of years to meet long term capital needs.

Capital campaigns seek large gifts from individuals, corporations and sometimes Trusts. This type of fundraising programs can help establish and form lasting relationships that, if nurtured correctly, can not only successfully complete the campaign, but may also bring continuing support to your organisation.

Cause Related Marketing

Cause related marketing is a joint marketing association between a non-profit and a corporate - providing benefit to both.

The non-profit normally provides the 'cause', a positive image, and direct or indirect access to consumers. In return it receives greater visibility, financial support and / or donated goods and services.

The corporation normally provides the non-profit with increased visibility, financial support and / or donated goods and services. For doing so, it gains a positive association with the non-profit cause and image, access to consumers and an increase in sales / revenue.

Direct Mail

Direct mail is a marketing effort that uses a *mail* service to deliver a printed letter / reply coupon / information to a target audience. Direct mail works best when it is executed as part of a program and is targeted and well considered.

Direct mail works so well for budget fundraising because it works a system, and can often be generated and managed in house. It is however reliant on database information – it can however also serve as a way of continuing to nurture donor relationships.

Donor

The Donor is an individual or organisation who makes a financial contribution.

Fundraising

Fundraising is the process of soliciting and gathering funds for not-for-profit organisations, by requesting donations from individuals, businesses, charitable foundations, or government agencies.

Grant

A Grant is an award of money or direct assistance to perform activity or programs. Grants can be received from Government, Corporate organisations or Foundations.

Grassroots Fundraising

Grassroots Fundraising refers to the efforts to raise money from individuals or groups from the local community on a broad basis. Usually an organisation conducts grassroots fundraising within its own membership or supporter base - people who live in the neighbourhood, served or clients of the agency's services.

Grassroots fundraising activities include membership drives, raffles, auctions, events, and a range of other activities.

Major Gifts campaign

A major gifts campaign is an organised, intensive fundraising effort on the part of an institution or organisation to secure extraordinary gifts and pledges for a specific purpose or purposes.

Strategically, a major gifts program places the marketing emphasis from organisation needs to donor development. As the relationship between donor and organisation develops, it is hoped that the donor will continue to see the impact their contribution is making to the organisation and will continue to support the organisation well into the future.

Unlike a Capital Campaign, a major gift program needs to be a regular inclusion in a planned fundraising program, and should not be considered a one-off event.

On line Giving

Online fundraising is the process of raising funds online, either using an online payment processing service such as PayPal to collect donations, or through an online fundraising store. Online fundraiser promotion is done mostly by email, and / or through an organisation's website.

Philanthropy

Philanthropy can be defined in different ways. The origin of the word 'philanthropy' is Greek and means 'love for mankind'. Today, philanthropy includes the concept of voluntary giving by an individual or group to promote the common good.

Philanthropy also commonly refers to grants of money given by foundations and corporate giving programs to non-profit organisations. Philanthropic giving supports a variety of activities, including research, health, education, arts and culture, as well as alleviating poverty. It is seen as a way to directly effect change in society and to provide untied funds for use how the organisation wishes.

Someone who practices philanthropy is known as a philanthropist.

Sponsorship

Sponsorship refers to an arrangement in which the sponsor, generally a corporate or individual, supports an event, activity, organisation or person through the provision of money, goods or services.

Sponsorship typically provides a tangible benefit to both the recipient (which benefits through receiving material support) and the sponsor (which benefits via enhanced public image and access to a wider audience). The recipient will usually be required to provide some service back to the sponsor, such as advertising or naming rights.

For more information about not for profit marketing, please contact me on 07 3899 8335 or email megan@marketsavvy.com.au .

Best wishes

Megan

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