



SYDNEY CAMPAIGN 2009

FUNDRAISING STRATEGY AND PROCESS

STRATEGIC APPROACH

The fundraising total for Sydney JAAL is \$1.4 mill. This is made up of five different areas. Each area will need a different and specific approach.

I) PRIVATE DONATIONS – TOTAL \$777K

These donations from private individuals are each made up of three distinct groups:-

LARGE DONORS – we are looking for \$400,000 from four individuals in this section of the budget. These amounts will only occur after personalised approaches and one on one conversations. Key to this will be contacts through the fundraising team and their contacts. The approach will be lunches or meetings with the appropriate team member and the potential donor.

Strategy and process:

1. Meet with fundraising team to collect names (end Jan)
2. Personal invitations to lunches (Feb/Mar)
3. Develop and attractive folder/prospectus (Jan/Feb)
4. Meetings (March – June)
5. Follow-up calls (KF)

MEDIUM DONORS – This is a total of \$340K from those who give between \$1000 and \$20,000. We are looking for this to come from 70 individuals. This will require either one large luncheon, dinner or event or several smaller events. Key to this area will be event promotion and coordination as well as good material for each meeting. Consideration should be given to outsourcing these events to an event management group experienced in these types of approaches e.g. 'Capacity Builders'.

Strategy and process:

1. Collect list of names from which invite list would be developed (Jan)
2. Email or call to build invitation lists (Feb)
3. Meet to define best way to invite this group to lunches or meetings of 20-40 people and what organisation should run these events(end Feb)
4. Develop information folders (could be the same as no. 3 in large donor strategy)(Feb)
5. Set dates for fundraising events (end Feb)
6. Develop invitations (March 1-7)
7. Invitations to meetings sent (Mar 14-21)
8. Information meetings held (April/May) (part of response is to ask for other names)
9. Follow up meetings with emails or calls
10. Review original list and potential new names for possible second round in July/August

SMALL DONORS – The total here is of \$37.5K from 75 individuals. This will need some creative thought about wider mail-outs or contact with a large group of people who can give around the \$500 amounts. This may be possible via denominational mailing lists or the like.

Strategy and process:

1. Develop approach to large scale mailing of letters to potential donors seeking support (Jan)
2. Develop giving info flyer (could also be used for churches for July) (Feb)
3. Finalise mailing list (March)
4. Send off letters seeking support (April/May)

2) SYDNEY LOCAL CHURCHES – TOTAL : \$325K

The local churches of Sydney will be contributing to the campaign via their \$100 registration fee. Realistically many churches will see this as their centralised contribution and will have budgets so stretched that they will not want to give anything more to the cost of the media buy. There is scope to build towards the \$300K target for local churches in two ways:-

MISSION BUDGETS/OFFERINGS - \$75K

Many churches have mission budgets and at some point in the year have offerings for mission. The nature of the JAAL Sydney campaign will mean that we are able to tap into these mission budgets and offerings. We need to be careful not to allocate too much against this amount as it may be very difficult to access.

In the local church area we will have Steve Peach take a lead role in both the JAAL Sunday and the Missions offering.

Strategy and process:

1. Identify the different ways churches deal with these 'missions' across denominations
2. Develop suitable material for the different approaches
3. Build personal contact with the largest 50 churches (see attached list) for their involvement in all areas of JAAL and their missions offering

JAAL SUNDAY – TOTAL: \$250K

As this is not mentioned in any other areas of income it has been included in the fundraising target. This is seeking \$250K from 500 churches. Key to this area will be good communication with these churches and good material (flyers, envelopes, DVD) for each of the churches signed up to the campaign to maximise this opportunity. The suggestion would be a retiring offering from these churches to build the total.

A very helpful approach for this section of the fundraising is to approach the larger churches around Sydney earlier in the year to get them signed up to the campaign and to commit to the JAAL Sunday and the offering, as mentioned above. This will balance up the many churches who will either choose not to do the offering or who do not make the \$500 average amount.

Strategy and process:

1. Encourage all churches to be involved in JAAL Sunday
2. Target the 50 largest churches regarding their involvement. Much contact with and representation to these churches.
3. Prepare material for JAAL Sunday, DVD, flyer, envelope (April/May)
4. Focus attention on
 - a. Preaching – evangelism
 - b. Pray for JAAL
 - c. Communication – re how JAAL works (DVD)
 - d. Offering – envelop
5. Distribute offering envelopes and flyers with clear instructions (May-June)
6. Monitor responses

3) FOUNDATIONS – TOTAL : \$200K

The total for foundations is for \$200K. We need to research which foundations would be interested in the JAAL Sydney campaign and make an application to them for support.

Strategy and process:

1. Research foundations (Jan)
2. List formulated and researched (Feb)
3. Applications filled and sent to foundations (Feb/Mar)
4. Follow up calls (May/June)

4) DENOMINATIONS – TOTAL : \$50K

While in most cases denominations say that they have no money there would certainly be opportunity to find some funds from this area. The target here is \$50K, made up of five lots of \$10K commitments. This would need to be a personal approach to denominational leaders and most probably Karl Faase and Andrew Fisher, as well as Daniel Willis as time permits. The one on one approach is key here.

Strategy and process:

1. Denominations listed and key individuals targeted for meeting (Feb/Mar)
2. Meetings for KF and AF set up (May/June)
3. Prospectus developed for meetings (could be same as large donors)
4. Follow up meetings with calls.(KF)

5) COMPANIES AND ORGANISATIONS – TOTAL : \$50K

There are several companies and organisations that are Christian in their ethos and would be open to looking at supporting the JAAL campaign. The target here is set at \$50K. This is another on one on approach looking to give the background to JAAL and helping them to consider being involved financially.

Strategy and process:

1. Identify possible organisations (Jan)
2. Identify key individuals for one on one meetings
3. Develop prospectus for meetings(could be same as large donors)
4. Meetings set up (May/June)
5. Follow up meetings with phone calls.

SYDNEY LARGE CHURCHES LIST (To be completed)

BAPTIST

Narwee
Gymea
Thornleigh
Dural
Epping
Parramatta
Caringbah
Parkside
Central
Castle Hill
Glenbrook
Springwood
Jannali
Menai
Miranda
Gymea
Castle Hill
Carlingford
Gladesville
Manly
Wahroonga
West Pennant Hills
North Sydney
Mosman
Randwich
Broadway/St Barnys

SALVATION ARMY

Hurstville
City
Ryde

UNITING

Pittwater
Wesley
Newtown Mission
Parramatta Mission
Hillsong – Castle Hill

AOG

Hillsong - City
CCC- Oxford Falls
CCC- Lane Cove
Penrith
Dayspring
Petersham
Shirelive
Liverpool Christian Life Centre

C of C

Kingsway Community
Northside Community
Castle Hill
Campbelltown

JAAL SYDNEY FUNDRAISING

Individual Donors	No	\$ Amount	\$ Total
\$200K	1	200,000.00	200,000.00
\$100K	1	100,000.00	100,000.00
\$50K plus	2	50,000.00	100,000.00
\$20K plus	7	20,000.00	140,000.00
\$10K plus	10	10,000.00	100,000.00
\$5K plus	10	5,000.00	50,000.00
\$1K plus	50	1,000.00	50,000.00
\$500 plus	75	500.00	37,500.00
SUB TOTAL			\$ 777,500.00
Churches mission budgets	75	1,000.00	75,000.00
JAAL Sunday	500	500.00	250,000.00
Foundations			200,000.00
Denominations	5	10,000.00	50,000.00
Organisations/companies			50,000.00
SUB TOTAL			\$ 625,000.00
TOTAL			\$ 1,402,500.00