

ITS
EVENTS

10th Wales Conference

1 October
Robin Jones, former Director of Factory and Sector of Milestone arm more about fund-grant-making trusts or pick from a selection sessions.

Friday, 11 October
and for those new to Pay- find out more about the anism and how it ctice.

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i booking forms can be v. institute-of-fundraising.org.uk/events

Do more to retain F2F donors

Daryl Upsall FInstF, chief executive, Daryl Upsall Consulting International



Face-to-face fundraising (F2F) – recruiting committed direct debit donors at the door, street and elsewhere – has become a global fundraising phenomenon since we invented it at Greenpeace in Austria in the 1990s. It is now the top fundraising tool in almost every fundraising market in the world. F2F is occurring in at least 35 countries and I am aware of the demand for it in at least 10 more. It is where the big NGOs and INGOs invest their big bucks.

This June I was in Brno, Czech Republic, training a group of fundraisers from

eastern Europe on F2F and was observing face-to-face fundraisers on the high street working for a well-known children's INGO. Sadly, many of the basic principles of F2F fundraising were not being applied. From their clothing, bags and their showcards it was not clear who they were working for. Best practice in F2F is still poorly shared internationally.

Also, let's be brutally frank, almost every F2F agency and NGO can recruit thousands of monthly donors using F2F, but almost all are as bad at retaining and developing such donors. It is a disgrace to "relationship fundraising" that F2F-recruited donors are rarely listened to by charities, get little verbal thanks for their support and usually just get thrown into

the standard charity donor management machine. We know that F2F recruited donors are likely to be younger, probably will not have a landline telephone, don't open charity direct mails and couldn't care less about "boring newsletters".

Testing, especially testing with control groups, tracking over time what affects lifetime giving and attrition, is rarely bothered with – and which charity plans a proper "donor journey" for F2F donors? If you are a UK charity and not part of the Donor Attrition and Retention Survey, then you should be. If you do not know what DARS is, then ask the PFRA.

Now, more than ever, my message is please wake up to your F2F donors' needs.

Where to go for more information

To discuss these issues and learn more about face-to-face fundraising, join us at our face-to-face fundraising one-day conference on Monday 26 September. The varied agenda looks at F2F from many different angles and offers ample opportunities to network and build contacts with other users of the technique.

Prices start from £175 for IoF members and a limited number of bursary places are available for small charities. For more information or to book, visit www.institute-of-fundraising.org.uk/events or call 0207 840 1040.

Hot issue: online campaigns

Over the course of the past decade, we've seen online fundraising come on in leaps and bounds. In the beginning there was a focus on the 'donate now' button – but in a continually growing marketplace the onus is on engaging people first through social media channels, then over time encouraging them to become donors.

Online shopping is another way of increasing the different sources of income your charity receives from existing donors. Sue Piper, senior corporate and trust fundraising manager at Cystic Fibrosis Trust, says this approach has been risk-free for the charity because it has required no investment. The charity's

arrangement with Give as you Live makes it "very easy" for donors to see how much they have raised for the trust.

Nick Aldridge, chief executive of MissionFish UK, says: "Charities now better understand people's behaviour online, and engage them through attention-grabbing campaigns before building deeper relationships. Others are embracing online trading: MillRace IT is now turning over close to £500,000 a year on eBay."

IoF organisational member Save the Children pioneered an integrated digital media strategy with its No Child Born to Die campaign. The modern audience

tends to 'multi-screen', and Branislava Milosevic, head of digital at Save the Children, says the campaign was an opportunity "to test different digital products for fundraising – from the use of *Paypal* and *Google Checkout* to *YouTube* home page takeovers".

Last chance

If you are keen to 'crack the fundraiser's enigma' of unrestricted fundraising, with speakers including the RSPB and St Raphael's Hospice, come along to the South East Group's annual conference in Dorking on 6 October.