


PFRA Symposium – Lessons Learned as a Fundraiser

Created by:
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Our kaupapa

The Mental Health Foundation of New Zealand is a charity that works towards creating a society free from discrimination, where all people enjoy positive mental health & wellbeing.



The image shows the cover of the 'Sparklers' wellbeing toolkit. The background is a deep purple with a subtle, repeating pattern of stylized, swirling shapes. At the top, the word 'SPARKLERS' is written in large, bold, white capital letters. Below it, the subtitle 'A WELLBEING TOOLKIT FOR KIWI KIDS' is written in smaller, white capital letters. In the center, there is a white-bordered photograph of a woman and two children sitting on a rug, looking at a book together. A large brown teddy bear is visible on the left side of the photo. The word 'Sparklers' is written in a small, white font at the bottom right of the photo. At the bottom left of the cover, the website 'SPARKLERS.ORG.NZ' is written in white capital letters. At the bottom right, the Mental Health Foundation of New Zealand logo is displayed, featuring a stylized 'S' icon and the text 'Mental Health Foundation OF NEW ZEALAND' and 'mauri iā, mauri eua'.

SPARKLERS
A WELLBEING TOOLKIT FOR KIWI KIDS

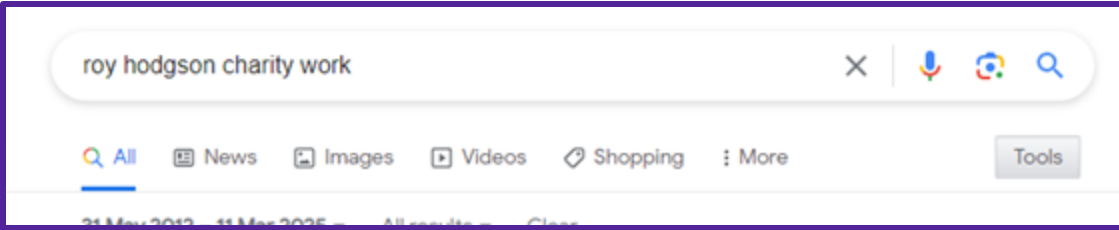
Sparklers

SPARKLERS.ORG.NZ

Mental Health Foundation
OF NEW ZEALAND
mauri iā, mauri eua

Lessons Learned as a Fundraiser





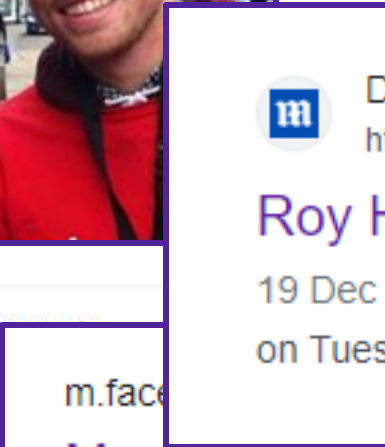
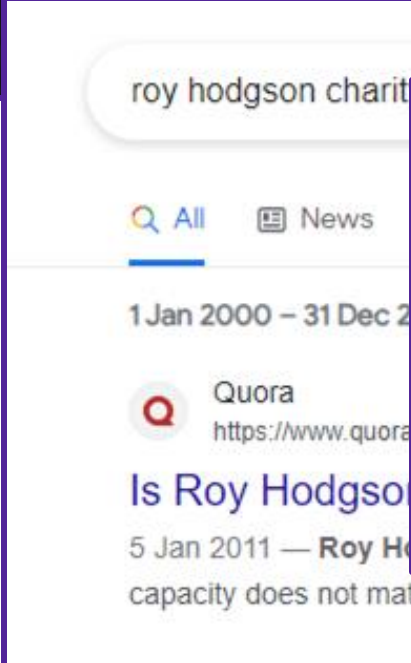
Roy Hodgson helps raise £60,000 for the NSPCC with Q&A dinner

12 May 2014 by Bauke Schram

Plus: Warwick Davis, Stuart Pearce, David Gower, Chas Hodges, Mel Giedroyc, Barry Cryer, Tim Vine, Damon Hill



Roy Hodgson



Facebook · Evolve Housing + Support · 30 Jan 2020

Patron Roy Hodgson awarded Freedom of the City of London

16 Jun 2023 — The 75-year-old became a Patron of Level Playing Field in November and was responsible for the launch of the charity's 'Unite For Access' film in February.

Heuristic Traps

Heuristics are simple rules that people use to make decisions about complex events and situations.

We make 33,000-35,000 decisions every day.

In the outdoors we apply these to high-risk situations like assessing whether a snow-covered slope is safe to climb, or whether a river is safe to cross.

Heuristic Traps are situations where those sometimes-unconscious decision-making strategies (Rules of thumb) can lead to a poor decision because when not considering all of the information at hand.



Heuristic Traps

Familiarity. I have done this route so many times, never been an issue.

Acceptance. I told everyone we were going to climb it.

Commitment. We've come all this way; we can't turn back now.

Expert halo. It's ok; the group leader said it's a safe route.

Tracks. I want to get the first tracks on the mountain.

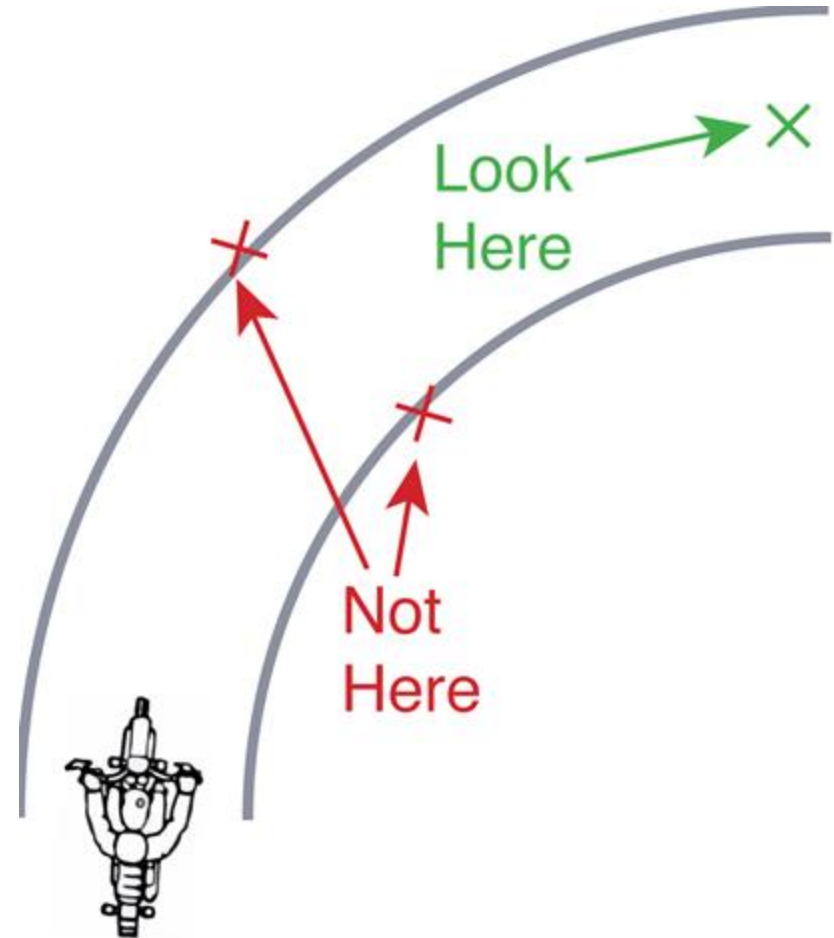
Social proof. Everyone around me seems to be keen.



We end up where we look.

Imagine we are back in this room in a years' time, at the PFRA Symposium 2025.

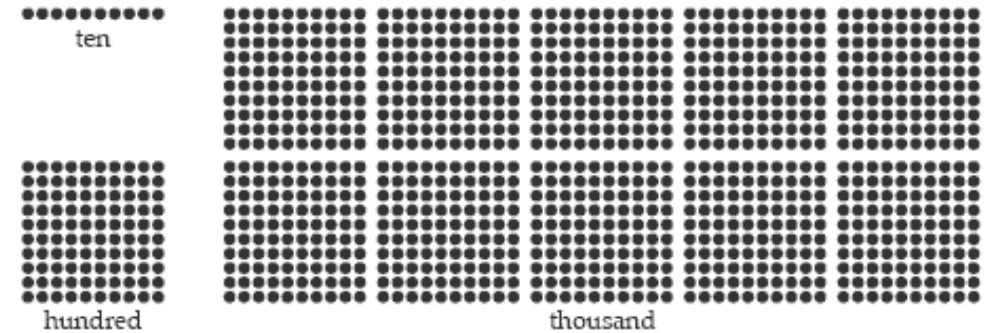
What does the 'best year in fundraising' look like for you?



Everything is a priority?!

With lack of time, resource, budget and capacity, what you focus on (Or don't) becomes the most important question.

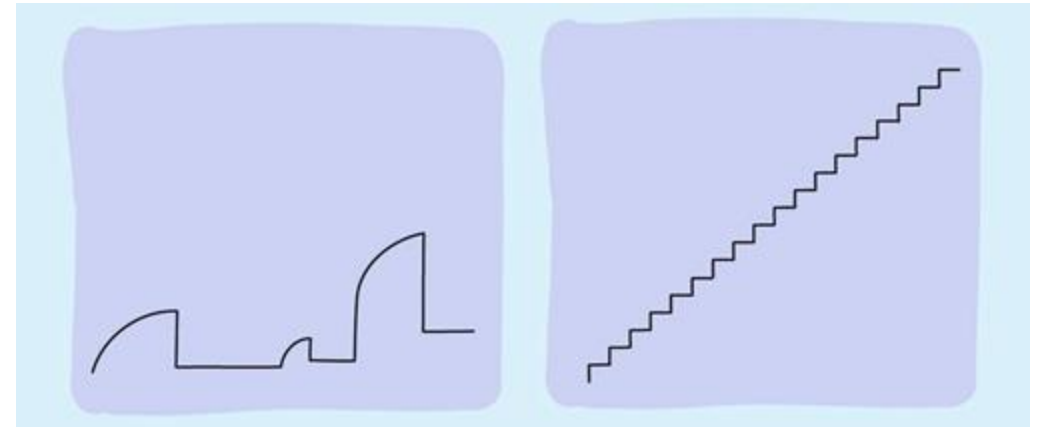
What are your top three priorities to make your best year happen?



Consistency is key.

Small changes consistently made over time lead to massive results in the long term.

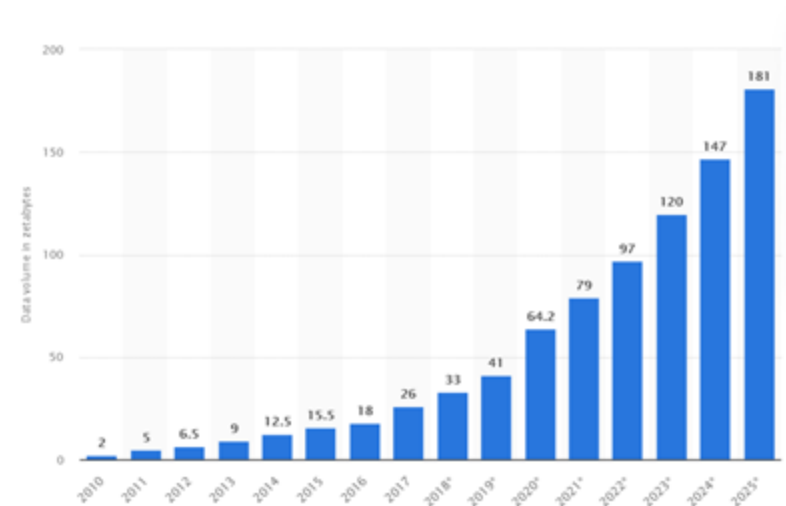
What's one habitual task you can do over the next month which will bring you the best results?



You can't **possibly** manage ~~what~~ **all that** you can't measure

In a world of ever-increasing data, is the data you're measuring meaningful? Is it easy to get? How do you use it?

What is going to be critical to measure to show progress over the next 12 months?



*The total amount of data created and replicated globally has increased from **2 zettabytes** to **64.2 zettabytes** over the last decade and it's estimated to reach **181 zettabytes by 2025**.

Each connected person will have a digital data engagement over **4,900 times per day in 2025 (that's about 1 digital interaction every 18 seconds)**.



How do we stay motivated?

Professor Adrian Sargeant and Dr Kathryn Edworthy at the Institute for Sustainable Philanthropy on behalf of Revolutionise International conducted research, where 2700 fundraising professionals revealed what makes them tick

“46% of our respondents indicated that they intended to leave their current employer within 2 years.”



Where's the connection?

Fundraisers need to be closely connected to the cause.

The main reason they choose careers in professional fundraising is belief in the mission and the organisation. This feeling supersedes everything else.

How can you get yourself (Or teams) better connected to the cause you are representing?



Where's the connection?



Laura Michelle
1 hour ago near Paddington

I can't believe I just met Ethan's Dad! What a great man.. He told me that Ethan was only ever able to move 1 finger after his operation and that when they tried to get him in the hydrotherapy pool.. Dad had to get in with him?!!! Amazing to meet a dad that's gone through this!! Amazing man



Laura Michelle
22 April at 11:21 · London

<http://m.bbc.co.uk/news/uk-england-beds-bucks-herts-18706306>

Children's trust guys please read this.. I just met with this little brave boys dad and he was telling me about his time at Children's Trust and how fantastic we are.. Love hearing story's like this makes me really feel important in the work I'm doing and what you guys do too..

This is Pete, Jacks dad!! ❤️



Unlike · Comment

👍 You, Chris Taylor, Elliott Revell and 4 others like this.

✓ Seen by 22



Rich Mullens Wow Laura - your awesome aura is helping connect to the very people we are helping! Great story! Thanks for sharing.
22 April at 11:39 · Like · 🍷 4



Someone else has been there before...

The NGO sector is one that is happy to share, pass on skills, knowledge and expertise, use it!

What mentors do you need to help you achieve your year ahead?



Questions

1. What does the best year in fundraising look like for you?
2. What are your top three priorities to make your best year happen?
3. What's one habitual task you can do over the next month which will bring you the best results?
4. What is going to be critical to measure to show progress over the next 12 months?
5. How can you get yourself (Or teams) better connected to the cause you are representing?
6. What mentors do you need to help you achieve your year ahead?

Complete, share with someone, reflect.

Questions