

2018

Guide to getting ready for the ultimate fundraising year

Top tips from our FrontStream
Account Managers



2018

Planning for 2018 is well underway and we all want it to be the biggest fundraising year ever!

So, to help you achieve your fundraising goals we've asked our FrontStream Account Managers for some tips you could try right now to achieve the best results in 2018.





Let's start with donor management



GiftWorks by FrontStream is your comprehensive intuitive and easy to use donor and volunteer management platform designed for small to medium not-for-profits. GiftWorks Account manager, Jean Pierre Amour, recommends you set aside time in December to clean up your data.

The easiest way to clean up is to do a check for duplicates. You can do this by name, email and/or address and is an obvious problem to fix. Next, check broken email addresses. Sometimes a quick look through the broken emails will reveal an obvious mistake that most likely occurred during the data input stage.

The second tip is to start the New Year with a data collection plan. Most data problems are the result of human error, a dot missed here or a space there etcetera. These can be easily corrected with a bit of time and effort. Create a set of rules around data collection that will reduce errors as much as possible. If your list is too big to consider doing it in-house then there are plenty of data cleaning services available, however make a copy of your original list first before you send it off...



Peer-to-Peer Fundraising



More good advice comes from Artez Account Manager, Zoe Etcheverry (Artez is FrontStream's premier peer to peer fundraising platform).

Zoe suggests you take the time at the end of the year to review your previous year's events. Consider what worked and what didn't work, both through collected analytics and qualitative reflections. If you plan far enough in advance, you will give yourself the maximum opportunity to correct any challenges you may meet along the way.

The second tip from Zoe is to make sure you archive all your old event data and tidy up your campaign files so you can easily review, as well as help you build future fundraising events. A final thought on this...is it ever too early to start planning next year's events? We all know the answer to that question, so don't delay, get started.



Auctions



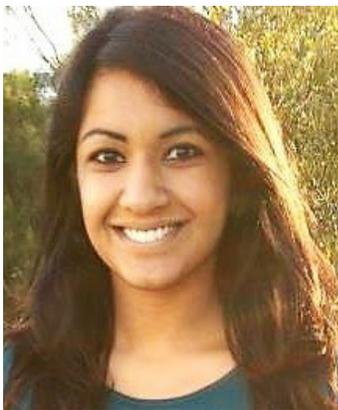
Anyone who has ever hosted a Gala Ball, Fundraising Auction night or Corporate Golf Event will tell you, collecting and collating all the gifts and sponsors is the most time-consuming step. FrontStream Account Executive in New Zealand, Carole French, suggests that it makes sense to create your list of people and companies to reach out to for donations of goods and services well in advance for maximum opportunities.

Furthermore, signing up potential event sponsors, for those who would rather support your event in a more visible way, inevitably takes time and a lot of meetings.

Considering Gala Balls are for one night, they do take a lot of planning, however when done well they can be a memorable platform for advocacy and fundraising for your cause.



Workplace Giving



One extra gift you can offer your team for 2018 is an employee giving program.

Everyone in the fundraising world understands the benefits of regular giving programs but do you offer this to your staff? Natasha Vik, FrontStream's Client Relationship and Support Manager, suggests that you start the year with a bang by concentrating on team building and workplace engagement. FrontStream offers a flexible employee engagement program, Truist. However, employee engagement is not just about employees giving a part of their salary each pay day, it's about employer gift matching, volunteering days and even whole office fundraising events.

It doesn't have to be a lot of work but as fundraisers it feels good to give while we ask others to give too. So, our last tip to close out 2017 on a high and boost 2018 is to initiate an employee engagement strategy.



Conclusion

There you have it, we've asked our team of FrontStream in house experts what you should be doing right now to boost your fundraising for 2018, with some 'no-nonsense' advice and actions to follow.

At FrontStream we're dedicated to supporting the good you do, if you want to talk to us about how we can help boost your 2018 please contact Carole French, FrontStream Account Executive- carole.french@frontstream.com.au

