



### Welcome to 2018

Hello!

Welcome to 2018: the lunar Year of the Dog! If January is anything to go by, the months ahead will pass in a blur ... and before we know it, our puppy of a year will be a fully grown Great Dane!

We like to deliver your news in bite-sized chunks (to ensure quick reads for our time-starved members!), but if you'd like lengthier articles in future, let us know. We also welcome your article suggestions, so talk to us.

Also be sure to follow our Facebook page for weekly updates, course announcements - and a welcome dose of inspiration.

If your membership fee is due, please pay it as soon as possible to keep enjoying discounts on courses, access to constructive and useful information - and of course, to keep seeing us in your inbox. Remember, SAIF also offers organisational membership.

If you want more from your membership, tell us what you want.

Roll up your sleeves and dive right in to the latest news from SAIF. Happy reading - and fundraising!

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### Ready for Facebook's changes?

Facebook is changing the algorithm for its newsfeed, with the aim of promoting more posts from friends and family - and less from businesses and brands. Founder Mark Zuckerberg wants this to 'spark conversations and meaningful interactions between people'.

This announcement may alarm non-profit organisations (NPOs), since most of us have become fairly dependent on Facebook for promoting our work and communicating with our supporters.

Just how much the changes to Facebook's algorithm will truly affect us remains to be seen, but in the mean time, five useful tips:

- Be more selective about what you post: choose quality over quantity. Two meaningful, excellent posts a week are better than five hurried posts that don't do justice to your NPO's work.
- Build relationships: when someone comments on a post, respond appropriately! Hitting the Like button is not enough.
- Drive people to your website: assuming that your website is a shining showcase of your NPO's work, share the link to it to it at every opportunity.
- Authenticity over anxiety: your posts must be authentic, credible and speak to the heart of your NPO's work - and your supporters' interest in it.
- Don't depend on Facebook: email addresses are what your NPO needs to really engage and build relationships with supporters - which is why a 'sign up' button on your website is key for capturing email addresses.



### Get your go-to handbook for corporate funding in South Africa

If your NPO focuses on securing Corporate Social Investment (CSI) funding, you may already know that South Africa's corporates invested over R9 billion in CSI in 2016/2017. That's a far cry from the R1.5 billion they spent 20 years ago.

This is one of many interesting facts highlighted in the 2017 CSI Handbook (20th Edition), produced annually by consultancy Trialogue.

Every year, Trialogue also asks corporates and NPOs to list three companies and three NPOs perceived to have the greatest developmental impact. Companies ranked Vodacom first, followed by Nedbank and then Woolworths. NPOs ranked Nedbank first, followed by Old Mutual, then Vodacom.

In a ranking of NPOs by companies, Gift of the Givers and Afrika Tikun have alternated first and second positions since 2015. Congratulations to these organisations!

[Click here for your free download of the handbook](#)

### Volunteers: is your NPO missing out on opportunities?

Today, more companies have formal volunteering programmes than ever before, not only in South Africa, but globally. According to Trialogue, just 46% of South Africa's companies had formal volunteering policies in 2007, but this mushroomed to a whopping 70% by 2016. SAIF doesn't see this trend slowing down any time soon; in fact, it's set to grow even more.

So just how does your NPO view volunteering? Gone are the days - we hope - when a crowd of well-meaning corporate staff would descend on a centre to paint walls (that didn't need painting) or give sweets to children (who didn't need the sugar) or ... (fill in the part you remember best!).

Truth is, you may be missing out on a valuable opportunity if you're dismissing volunteering out of hand because of unpleasant past experiences. If your NPO has work - skilled and non-skilled - that could be executed by volunteers, why not reconsider?

Without compromising your mission and mandate, look at specific areas of work or projects that you could accomplish faster - and more cost-effectively - by tapping into the volunteer armies at corporates.

Start by looking at your own needs - those tasks or projects - that you've identified as being perfect for a volunteer-staff partnership. Formulate a plan around how you think it could work best considering your organisation's circumstances; and then - and only then - start to look at suitable corporate partners who may be willing to come on board.

Start by assessing your NPO's current corporate partners for volunteering possibilities. Many corporates have well-organised volunteering programmes in place; find out who leads this initiative, and ask to meet for a discussion.

If your current corporate base is dry, then look at previous corporate funders. Or, you could simply go for gold and research which corporates actively involve themselves in formal volunteering programmes and simply start there.

### South Africa is giving

Despite challenging economic circumstances, the South Africa Giving 2017 report reveals that South Africa's people - particularly the younger generation - continue to give of their time and money to help those in need.

Produced by the Charities Aid Foundation (CAF), the report details the different ways that South Africans donate and volunteer. It also considers how much money, on average, is donated by individuals, which causes people to give to, how people like to give, as well as what motivates people to give.

[Download the report from the SAIF website](#)



### SAIF's non-negotiable stance on adherence to ethical practice

At a time when governance issues (or the lack of them) plague our country, from parastatals to corporates, it's an opportune time to remind all members of SAIF's Code of Ethics, the full version of which you can download here: <http://bit.ly/2BHFtqT>

SAIF is the only body representing the fundraising profession in Southern Africa and is itself an NPO. National Committee members fulfill their roles in a voluntary capacity and receive no remuneration for their time and expertise.

Given rumblings on social media with regard to 'scammers' who appear to be preying on NPOs with fundraising promises (for a fee), we urge members to report such occurrences to SAIF as soon as possible.

On that note, clause 5 of SAIF's Code of Professional Ethics is well worth reiterating here:

We will in good faith co-operate with fellow practitioners in curbing malpractice and eliminating unethical and undesirable conduct within or impinging upon the fundraising profession and in particular will oppose and will not be party to:

- (a) Misrepresentation in any form including exaggerated claims of past achievements or offers or promises to raise unobtainable sums of money;
- (b) Contracts or undertakings for fundraising services on the basis of a guarantee in respect of results or compensation in any form for the non-achievement of declared financial objectives, or involving: hidden costs to the organisation or agency recipient of the fundraising service; fees or payment for service as a percentage of or commission on amount raised, or any payment as a premium for achieving a prescribed financial result.
- (c) Payments in cash or kind made to an employee, officer, trustee or advisor of an organisation or agency as a compensation for using influence in respect of the engagement of fundraising counsel.