



NEWSBYTES FROM SAIF

Welcome to our first newsletter of the year.

We remind our members to renew their membership for the period 1 April 2017 - 31 March 2018 and extend a special welcome to our new members.

We wish you all a successful year of fundraising!



Facebook expands its support for causes

It's not available in SA yet – unfortunately. That's the bad news. But the good news is, Facebook has announced that verified Pages can add donate buttons to their live broadcasts. This gives public figures, brands, businesses and organisations new ways to fundraise on Facebook for the non-profits they support. People watching the live broadcast can donate as they watch, or give once the broadcast has ended and is posted on the Page. And meanwhile, here in Mzansi, we ... wait ... in ... anticipation.

Begging your board for names? Earn them instead



What can you do if your board members aren't opening up their networks to you? After all, personal and professional networks are a major asset to fundraisers. You have options ...

Option 1: You Can Beg

Your board members will probably throw you a couple of names here and there during these begging sessions, but it won't be the tidal wave you are hoping for, and that you secretly know they are capable of. Don't you wish your board members came to you with new leads, instead of you having to beg them for contacts? This brings us to ...

Option 2: You Can Earn

Your board members are, for the most part, normal, practical people. They are committed to your organisation, but they are just as committed to the relationships they have with their friends, colleagues and so on. To demonstrate the impact of these dual commitments on their willingness to put you in touch with their personal contacts, let's take a look at two hypothetical scenarios.

What Begging Looks Like (Scenario 1)

In the first scenario, you are begging your board members, for the fourth time this year, to hand over some names for your annual fundraising letter. You're telling them that if everyone just gave four names, and just one of those names ended up making a mid-sized gift, you'd reach your annual fundraising goal. How do you think your board members feel about leveraging their personal relationships for you at this point? Nervous. Wary. You're berating them to put you in touch people to receive a fundraising letter. Of course they are nervous, they're worried you are going to do to their friends what you are doing to them – berating them, until they make a gift!

What Earning it Looks Like (Scenario 2)

Now for the second scenario. Your non-profit is holding a major event – for free – to announce a new initiative. As luck would have it, you were able to arrange for each board member to receive five free tickets to the event, with backstage passes for a meet and greet after the announcement, including pictures with A-list celebs. Would any of the board members like to participate, you ask?

How do you think your board members feel now? I'll tell you – they're excited. Hands shoot up around the room ... board members want to know if there's any way they can get more than five tickets?

This scenario might be over the top, but it proves a point – your board members do have more contacts, and they cherish the relationships they have with those contacts (rightly so). If your organisation does something to earn your way into that relationship, in a way that feels right, is compelling, and shows that you can be trusted with the gift of an introduction, then your board members will make that introduction and let you into their network.

Of course, most non-profits won't be able to bring in celebrity guests for their next free event, but every non-profit can earn their way into their board's network without having to plead, by holding great non-ask events, putting on seminars and shows, offering compelling "in the trenches" experiences and hands-on philanthropy and probably several hundred other ways.

Adapted from an article written by Joe Garecht for The Fundraising Authority
<http://bit.ly/2njUoun>



How does your site compare?

Here's an interesting finding from the UK's Charity Checkout, which looked at the websites of 500 recently-registered charities ...

Of the 60% with websites, 45% were not mobile-responsive and over 85% lacked 'an attractive and professional design' in the view of the assessor. They also noted that 62% of the charities they examined did not have a regular giving option within their online donation system.

What about your website? Is it mobile-responsive? Can your supporters donate online, safely and securely? Are you showcasing your work in a donor-centric way? If not, get professional advice from fundraising specialists – not just a creative agency.



King IV: do you have it?

In case you've been catching up on your beauty sleep since late last year] - the King Committee published the King IV Report on Corporate Governance for South Africa 2016. King IV is effective in respect of financial years commencing on or after 1 April 2017. King IV replaces King III in its entirety Find out more through the SAIF website at <http://bit.ly/2o9Vwul>



AFP Fundamentals of Fundraising Course

In partnership with the Association of Fundraising Professionals (AFP) SAIF offers intensive training for individuals with limited fundraising experience.

Successful completion of the AFP Fundamentals of Fundraising course counts towards 16.0 points of CFRE (Certified Fundraising Executives) with an opportunity to build credits towards Units Standards of the Further Education and Training Certificate in Fundraising (SAQA). Upcoming course dates:

Western Cape 24 - 26 April and 29 - 31 May
Gauteng 8 - 10 May and 19 - 21 June
KwaZulu-Natal 6 - 8 June

For more information, visit <http://bit.ly/2oCVbkk>, email admin@saifundraising.org.za or contact 071 674 6392

On this Month...

In Cape Town, Durbs or Jozi?

SAIF Western Cape's Third Thursday events are a popular networking and learning experience. If you'd like to attend their session on Corporate Sponsorships on 20 April, presented by Jill Ritchie, email admin@saifundraising.org.za

SAIF Gauteng and SAIF KZN also host informative workshops and networking events. Keep an eye on the SAIF website at www.saifundraising.org.za to keep up-to-date with happenings.