



ANGLICAN BOARD OF MISSION

Working for Love, Hope & Justice

2018 Diocesan Representatives Conference – UPDATES

Marketing & Fundraising – Michael Begaud

In September last year saw some changes in the team as we said farewell to Christopher Brooks as the Marketing and Fundraising Manager. ABM appointed Michael Begaud and he would like to thank Chris for his contribution, on behalf of the organisation, over the years.

Currently, the Communications team are;

- Marketing Manager – Michael Begaud
- Communications Coordinator – Vivienne For
- Committee Support – Meagan Schwarz
- Database Manager – Rob Peck
- Comms Support – Fiona Richardson

What have we been up to?

- Produced 10 fundraising campaigns
- Have organised 151 speaking engagements
- Over 20 Synod representations
- Production of 4 publications (Partners, Project Book, Prayer Diary & Annual Report)
- Produced new marketing merchandise (Mouse Mats)

Our overall resources for Mission include:

- Project Book
- Prayer Diary
- Annual Report
- DVDs
- Mouse Pads
- Bookmarks
- Offertory Envelopes
- Website
- E-newsletter
- Apps
- Speakers
- Partners Magazine
- Posters
- Appeals



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Update on Fundraising and Figures

The total fundraising income (not including Bequests, Emergencies and Channelled Funds) to the end of the 17/18 financial year, finished at \$1.669m against a budget of \$1.770m (-6%).

Overall Fundraising in FY17/18 was 4% below the 2016/17 YTD final income of \$1.746m.

Campaigns performed well as a group in FY 2017/18 with good performances for Tax and Easter Campaigns - equalling the previous FY2016/17 results and bringing in a combined total of \$220k.

Overall the campaigns ended FY2016/17 3% behind budget but 4% above FY 2016/17.

The Project Book had a disappointing FY2017/18 compared to an ambitious budget target of a 10% increase in revenue. The result was affected by a \$30k drop in giving from Parishes - a drop of 9% compared to FY17/18.

In 2016/17 173 Parishes Donated to Project Book compared to 157 in FY17/18.

Good news was that individual donations to the Project Book maintained the high level achieved in 2016/17, with Individuals contributing \$111 (1% increase on FY2016/17) to the total.

The Future: Some ways that we aim to improve our Marketing & Fundraising are;

Adopted by the Board, the ABM Marketing Strategy review has provided the team with guidelines to evaluate existing marketing tools and consider new audiences and tactics that can benefit the organisation in sharing its good news and generating supporters and income. Our future strategies aim to improve stakeholder engagement, grow fundraising opportunities and provide a strong foundation for ABM's future.

1. In Memory/Celebration Program – donations at a funeral, for a Christening or celebration are directed towards our work instead of a gift
2. Giving Envelopes – Appeals (Parish Level)
Re-Design of the Lent, Easter & Good Friday Envelopes – We are looking at ways to improve distribution and reduce cost to ABM. (Idea behind this is that we produce one envelope rather than three. The envelope would be themed and could be re-used over the whole Lent or Advent Period, for example.)
3. Giving App – An app that can be downloaded via a scan code at church or when you are out and about. This app can be used anywhere via smartphone or tablet and will have access to every appeal and every project.



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Website, Socials & Email

ABM's digital footprint continues to grow with social media, website, video and supporter newsletters. These key tools engage stakeholders in our work as well as share project outcomes and the commitment to our partners. Tailored news, new resources and timely project updates that help ABM's supporters truly understand the difference they make by giving a gift is central to our future communication plans.

Quick Overview:

1. On a Mission e-newsletter

Special Centenary Edition for the Good Friday & Easter Gift 2018 – sent 22/03/2018. Featured the Appeal and a video message from the Primate of the Episcopal Church of Jerusalem and the Middle East.

2. Website

- Updates are just coming through as Meagan settles into her role – working on emergency updates.
- Reviewing the emergency pages to improve visitors' experience.
- Supporter Stories – sharing stories from different dioceses about how supporters are fundraising for ABM. Hopefully this will continue to inspire and inform others.

3. Social Media

- Sharing partner-related news from the Anglican Communion News Service on both social media platforms, as well as website.
- The most popular post is PNG-related: 5 April - the death of Bishop James Ayong (11,024 people reached, 156 likes/reactions, 59 comments, 46 shares)

Closing Note:

As a team, we have done our best to meet the challenge of the past year against headwinds of budget constraints and changes in Parish giving preferences. We are taking these challenges seriously and reshaping the way that we market and fundraise.

Our Diocese support is invaluable and I would like to take this opportunity to understand how we can work to meet your needs and together achieve maximum impact.

Please take the time to fill in the survey. Any constructive comments, compliments or feedback will all be welcomed. We appreciate your support, hard work and this will help us help you and your Diocese.

Thank you,
Michael



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Facts If required:

Other promotional figures of interest include:

- 980 ABM bags made by our Partners in the Philippines handed out
- 6,432 money boxes sent out
- 3,610 pens, 1,275 lanyards, 3,970 bookmarks and 2,335 Stuck-notes sent to Anglican gatherings
- 2,425 car chargers sent to 6 Diocesan Synods
- 690 USB sticks containing ABM promotional material handed out
- 1,425 magnetic clips for collating things