



**ANGLICAN BOARD OF MISSION**  
*Working for Love, Hope & Justice*

# Brett Collins

Marketing and Fundraising Committee for ABM

Points of Reference

1. Marketing Project Report 2016
2. ABM Communication Manual and Guidelines 2018
3. Compton Fundraising Consultants report on a Fundraising Strategy Review document 2018



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# Composition of the Committee

1. The Marketing and Fundraising Manager – Michael Begaud
2. The Supporter Engagement Manager - Lyn Moorfoot
3. Bequests - Gifts and Wills Officer – Ivan Head
4. Two members of the Board - TBA
5. Two Diocesan Representatives - TBA
6. Chair of the Committee – Brett Collins



# The Journey

Over the past 3 years ABM has looked at

- Donor Marketing Tactics – New, old, lapsed and emerging
- Evaluated the Supporter Base growth
- Evaluated the number of Appeals
- Stakeholder Engagement and analysis



# The Journey Continued

- Fundraising and growth opportunities
- Communication tools, Branding and Program Repositioning
- Fundraising Philosophies and Practices
- Fundraising and donor development , planning function
- Fundraising and funding priorities
- Aligning the Marketing and Fundraising strategies



## The To Do List

- Development and implementation of a successful Fundraising Strategy
- Oversight and strengthening of ABM's promotional engagement with its various stakeholders
- Enhancement of ABM as a Brand
- The enhancement of ABM's key supporter relationships and the income generated
- Implement a Capital campaign fundraising strategy to include opportunities and events which target mid level and major donor development
- Mentor the Board, staff and volunteers in their respective contributions to the strategy
- And More



## A New Campaign for ABM

Advocacy, Education and Fundraising

To Dream

To Pray

To Change

To Transform

To Work for Love, Hope and Justice



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# Diocesan Representatives

## Question

If ABM was to launch a New Campaign or Appeal  
Which of our partner countries should this be in ?  
What should be the focus of the appeal?



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# Thank you

## Psalm 96

Declare his glory among the nations , his marvellous deeds among all  
peoples