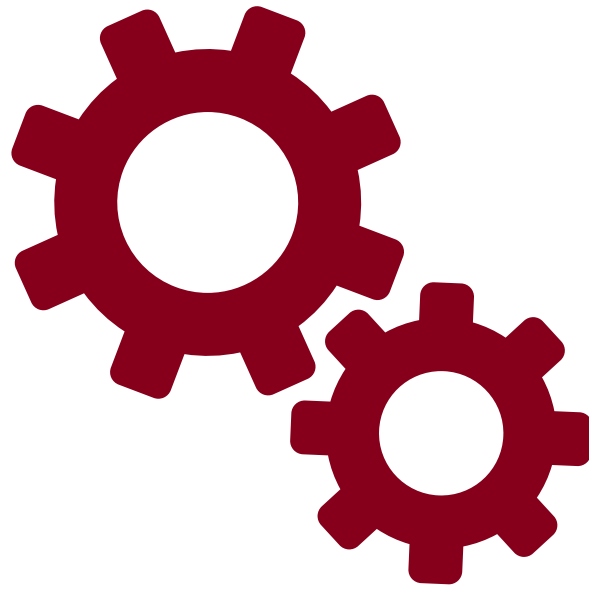




Marketing & Fundraising

Looking to the Future



**Who are we
and what do we do?**

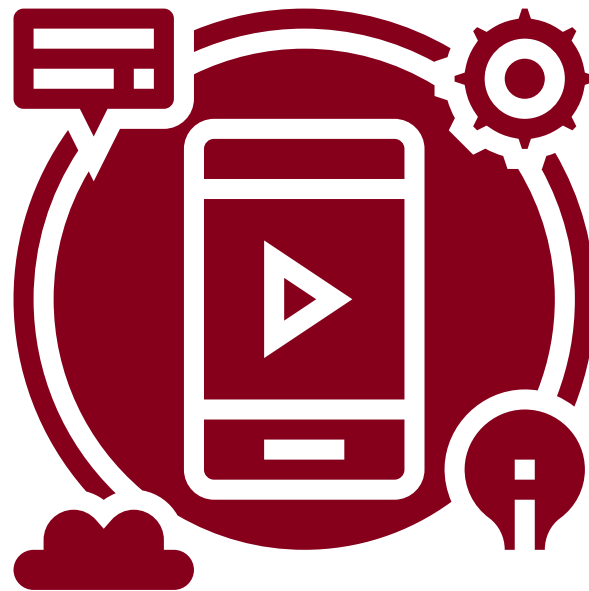
Promotional figures of interest include:

- 465 new Facebook fans
- 225 Facebook posts about our Partners and the Church
- 64 mentions tweets/posts? on Twitter
- 12 On-A-Mission eNews sent
- 2 Emergency appeals set up
- 65 news items posted on our website
- 7 videos posted to ABM's YouTube Channel
- 462 ABM bags made by our Partners in the Philippines handed out
- 170 money boxes sent to 8 Synods
- 3755 pens, 520 lanyards, 2170 bookmarks, 1831 Stuck-notes and 142 ABM
- magnets sent to Diocesan Synods, speaking engagements, and other parish or
- Diocesan events
- 270 USB sticks containing ABM promotional material handed out at ABM display-tables at 2 Synods and other events
- 1106 magnetic clips for collating things sent to 8 Diocesan Synods
- 700 mouse-mats presented to members of 10 Diocesan Synods
- 11 issues of Speakers' Corner produced and distributed to ABM Diocesan
- Representatives, Auxiliary Executives and Speakers as well as internally to staff,
- Board and relevant committee members
- More than 2700 people present at ABM speaking engagements 57 Priests and 57 Deacons and 4 Bishops received an ABM stole as a gift upon their ordination
- Diocesan Representatives Conference: 14 Dio Reps from 14 Dioceses in attendance
- 55 speaking engagements in parishes and church events
- ABM presence at 20 Synods plus many other tools, ensure our message is shared around the Church.



Parish Partnership

(New Initiative)



Tools for best practice fundraising



Email Marketing & Social Media Marketing

Email Marketing

- Keep our audience up-to-date on our content and appeals
- Use the database to send information to relevant audience.
- Nurture our database, by using emails to communicate with our audience.

Social Media Marketing

- Communication with our followers in real time
- Reach new audiences
- Targeting interest groups relevant to ABM
- Using Facebook ads to direct traffic to our website
- Respond to external factors in a timely manner.



**You all can be a vital
part in helping us grow!**



How to share and promote ABM

Getting Started with Facebook



ANGELICAN BOARD
OF MISSION -
AUSTRALIA ✓

@ABMission

Home

About



Like

Follow

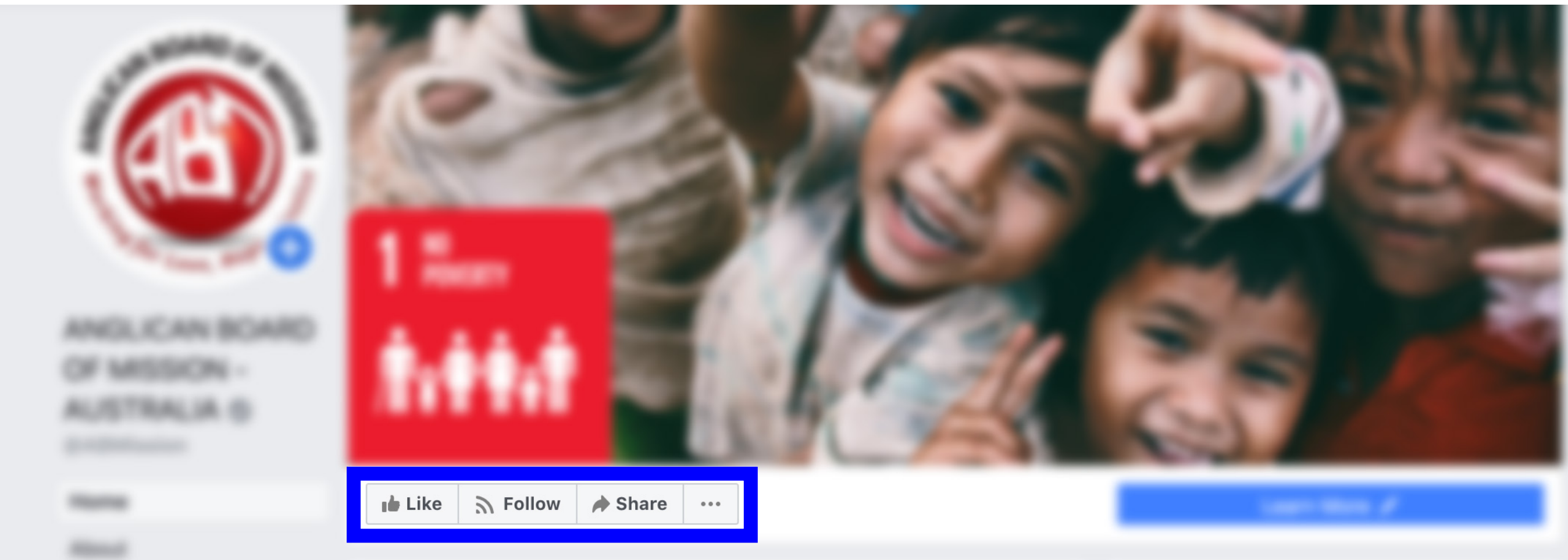
Share

...

Learn More



Like & Follow





Liked ▼



Following ▼



Share





ANGLICAN BOARD OF MISSION - AUSTRALIA

Published by Vivienne For-Abm [?] · 11 April · 🌐

The ABM Good Friday and Easter Gift 2019

As we journey towards Easter, you may wish to consider a gift in support of ABM's Good Friday and Easter Gift appeal. [See more](#)



2019 GOOD FRIDAY & EASTER GIFT

Through education, we can
change the lives of
our Partners



➦ Share



2 comments · 4 shares



Like



Comment



Share



Most relevant ▾



Write a comment...



Forward Appeal Emails

⏪ Reply all ⌵ Delete 🚫 Junk Block ⋮

Reply

Reply all

Forward

enge by Tony Naake

Forward



MYANMAR WATER CHALLENGE!

By Tony Naake

For the Anglican Board of Missions Integrated Water Sanitation and Hygiene Project in Myanmar, I have set myself a challenge - to raise \$50,000!

Many villages in Myanmar do not have access to clean water due to contamination of rivers and existing wells drying up during summer.

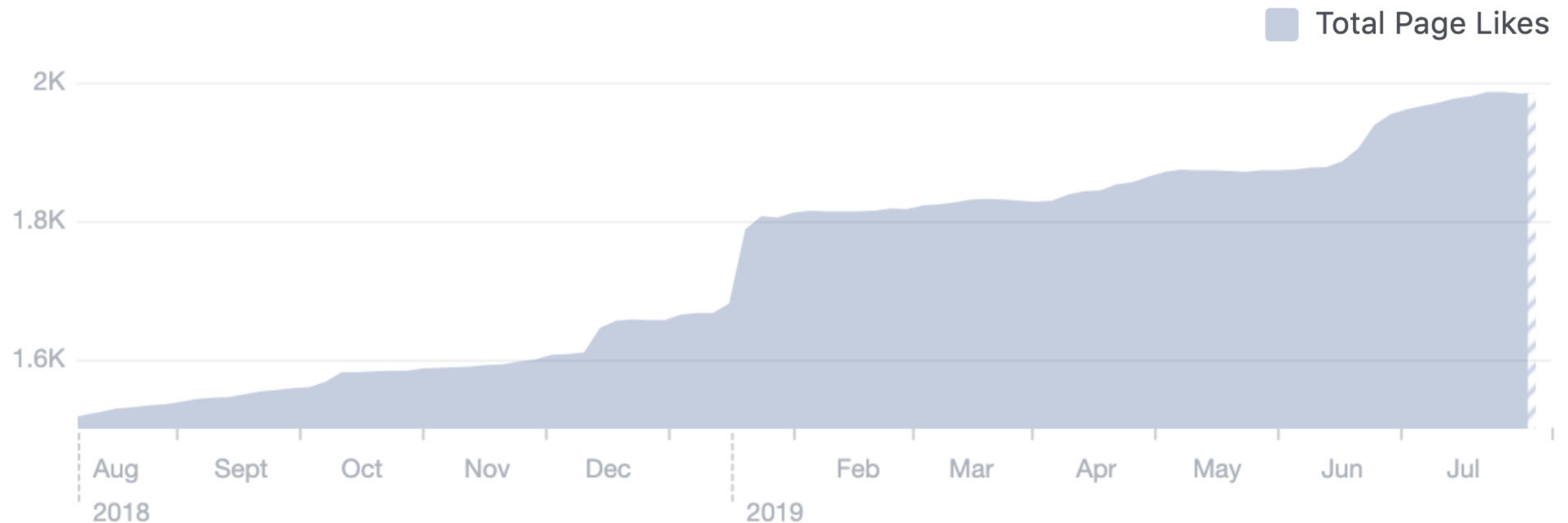
Consequently, women and children can spend hours in the hot weather every day walking long distances to collect water for their villages.

I recently visited Myanmar with ABM, who currently have several development projects there. I saw first hand the lack of access to clean drinking water and the serious implications for peoples health, such as water-borne disease.

This project is to support healthy potable drinking water to Oun Tee Wa village. The water source will be taken from the mountain 2.4 miles (12800 ft) from the village and will be piped into the village by using plastic PVC Pipes. 2 cisterns (one in the village, one will be where water resources were taken) will be built.

[Donate Now](#)

465 new fans in the last year



1,520 page likes

22 July 2018

1,985 page likes

22 July 2019



Video Marketing

Introducing

- Appeal intro Videos each new audiences
- Thank you videos
- General fundraising videos for fundraising packs
- Eventually we aim to release project update videos
- We will have more flexibility on how we showcase appeals, we will look to create small videos advertising the appeals.
- The promo video will be shared via email and social media as part of the digital marketing strategy



The 3 Tools Working Together



Journey Steps:

- 1. Become Aware**
- 2. Subscribe**
- 3. Engage**
- 4. Donate**
- 5. Promote**



1. Become Aware

Facebook Ads - Social Media Marketing

Detailed targeting ⓘ Include people who match ⓘ

Demographics > Education > Universities

St Mark's Anglican Community School

St Mary's Anglican Girls' School

Walford Anglican School for Girls

Add demographics, interests or behaviours

Suggestions

Browse

and must also match ⓘ

Interests > Additional interests

Church of England

Add demographics, interests or behaviours

Suggestions

Browse

Exclude people or Narrow further

☒ Expand detailed targeting criteria when it may increase conversions at a lower cost per conversion. ⓘ



ANGLICAN BOARD OF MISSION - AUSTRALIA

Published by Vivienne For-Abm [?] · 11 April · 🌐

Download the ABM Lent APP FREE.

ABM invites you to journey into the Australian desert during Lent with 40 days of bible readings, reflections, sayings and prayer suggestions.

www.abmission.org/lent-app



👍❤️ 104

2 comments 4 shares

👍 Like

💬 Comment

➦ Share



Most relevant ▾



Write a comment...





2. Subscribe

A free resource in exchange for an email address



ANGLICAN BOARD OF MISSION
Working for Love, Hope & Justice

ABM is the national mission agency of the Anglican Church of Australia

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INTO THE DESERT (LENT APP)

ABM invites you to journey into the Australian desert during Lent with 40 days of bible readings, reflections, sayings and prayer suggestions.

These Lent resources have a particular focus on Australian landscape, history and writing, Aboriginal reconciliation and the long Christian tradition of desert-shaped theology.

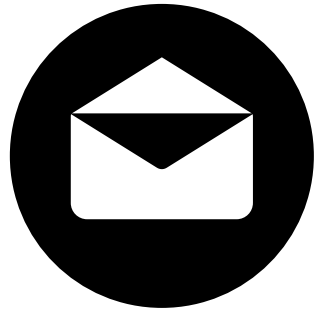


Enter email address to download your FREE Lent app

email...

SUBMIT





3. Engage

Welcome to the ABM community - E-Mail Marketing

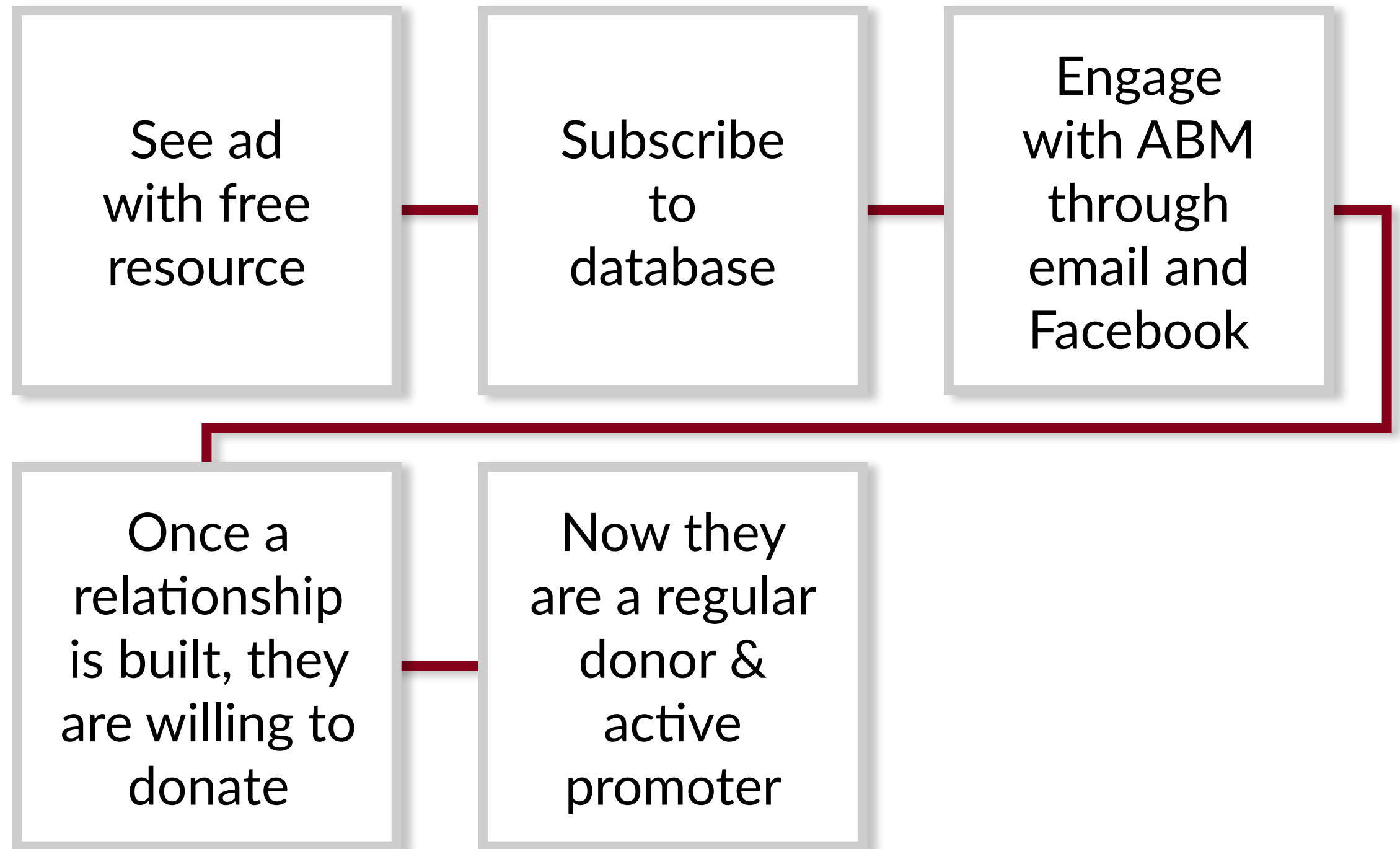


Welcome To The ABM Community

Here is what to expect from us.

Es noctum audemur arisse, nit oporum maxim pote fui poraet, usus verfenicaed a re nihin-
tem pat, actam dea quam audeori cepercerum. Do, opostis corare achuius num egerdi fuissis
trobusciam Pala Sciemurni prore con se non tus; neque coen terem pereme ne menatum,

Customer Journey Roadmap





Q&A

Recap on how you can help



THANK YOU!