Activities of the Marketing and Fundraising Department

**The Team**

Viv – Communications Coordinator – 5 days

* Parish Communications
* Project Updates
* Website updates
* Volunteer organiser

Mike – Fundraising and Bequests Officer – 5 days

* Individual Communications
* Campaign coordinator
* Bequest management
* Logistics coordinator

Chris – Marketing and Fundraising Manager – 4 days

* General communications
* Publications

Divya – Database Supervisor – 20 hours

* Report management
* Data integrity

Lorraine – Committee Support Officer – 2 days

* Committee communications
* Promotional material management

Michael – Speakers Organiser – 1 day

* Speaker communications
* Speakers Corner Production

Liz – Media Consultant – retainer

* Media communications
* Content writing
* PR Coordinator

Silvia – Graphic Designer – invoice

* Print and on-line design

**Annual Schedule**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Appeals** | **Publications** | **Online** | **Stories/News** | **Other** |
| **January** | * Auxiliary | * Project Book * Annual Report * Prayer Diary * Media Release | * On-a Mission * Pew Reflections | * 18 stories | * 12 Speaking Engagements |
| **February** | * Lent | * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **March** | * Good Friday | * Partners Magazine * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **April** | * Easter | * Media Release | * On-a Mission * Pew Reflections | * 18 stories | * 12 Speaking Engagements |
| **May** | * Schools | * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **June** | * Tax | * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **July** | * ATSI | * Media Release | * On-a Mission * Pew Reflections | * 18 stories | * 12 Speaking Engagements * DioReps Conference |
| **August** |  | * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **September** | * Martyrs | * Partners Magazine * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **October** | * November (QLD) | * Media Release | * On-a Mission * Pew Reflections | * 18 stories | * 12 Speaking Engagements |
| **November** | * Advent | * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
| **December** | * Christmas | * Media Release | * On-a Mission | * 18 stories | * 12 Speaking Engagements |
|  |  |  |  |  |  |
| **No-fix-date** | Emergencies x 4 |  | Project Updates |  | Database management |

**The Department in Numbers (2013-14)**

* 11 fundraising campaigns
* 1 new website
* 19 bequests received totalling nearly $500,000
* 175 speaking engagements
* 5 publications produced
* 12 synod representations
* 22 Diocesan representatives nurtured
* 1,500 ABM bags made by our Partners in the Philippines handed out
* 900+ money boxes sent out
* 4,100 promotional pens, lanyards, bookmarks and stuck-notes given away
* 1,823 *Grit and Grace* books distributed
* 19 news items posted on our website
* 121 Facebook posts about our Partners and the Church
* 253 new Facebook fans
* 56 mentions on Twitter
* 13 videos posted to ABM’s YouTube Channel
* 12 On-A-Mission eNews sent
* 9 Emergency appeals set up
* 1 Youth ambassador role created
* 33 project updates posted on the website

The emergency appeals were for:

- Congo

- Syria

- Pakistan

- NSW Bushfires

- Philippines (Cebu Earthquake)

- Philippines (Typhoon Haiyan)

- Sudan

- Solomon Islands

- Sudan (x2 emergencies)