

Towards  
**100**



Celebrating Face to Face  
From Historical Perspectives  
to New Innovations



# What we'll cover off today

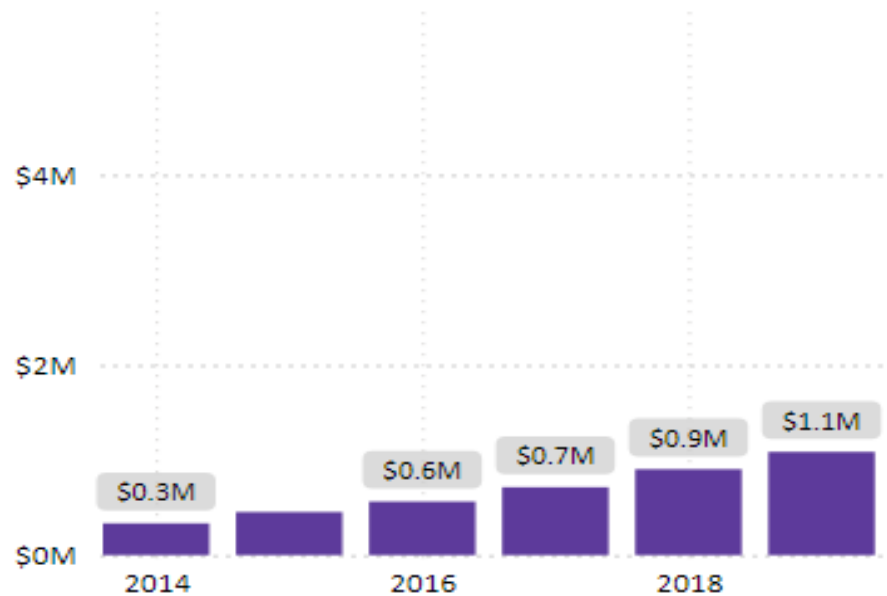
- Face to Face fundraising as a strategic pillar to success
- Board & Executive leadership endorsement
- Training and Onboarding
- Balancing compliance and motivation
- Building a meaningful Incentives & Rewards program
- 1 year on!



# Why was it so important for RFDS in Queensland to build a Face-to-Face program?

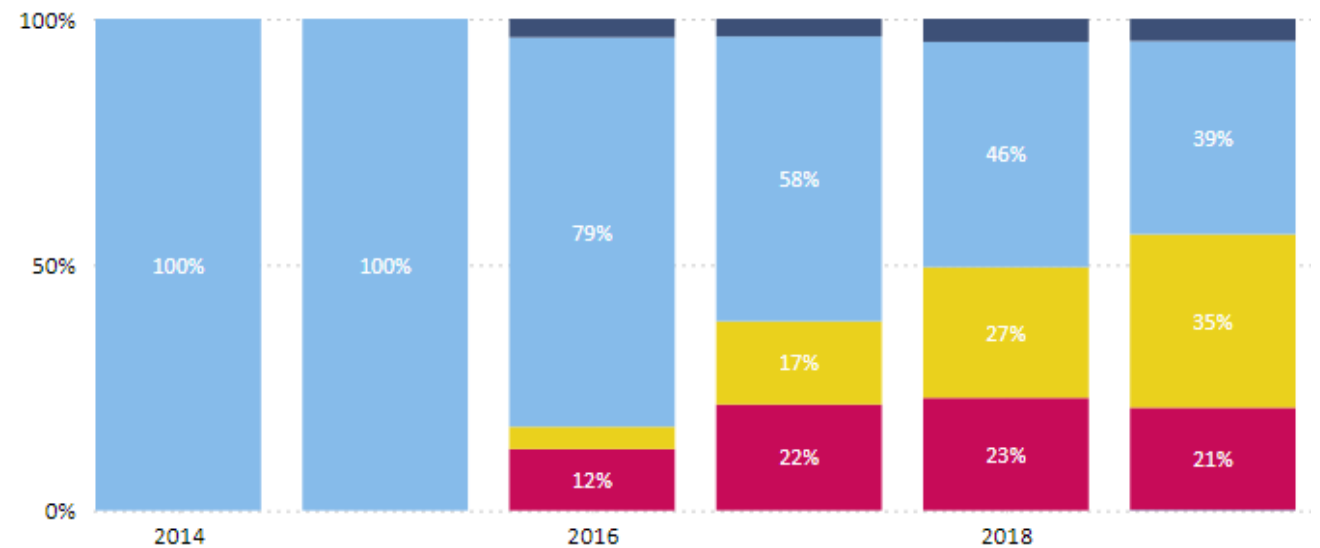
RG Income by No Filter

No Filter ● True



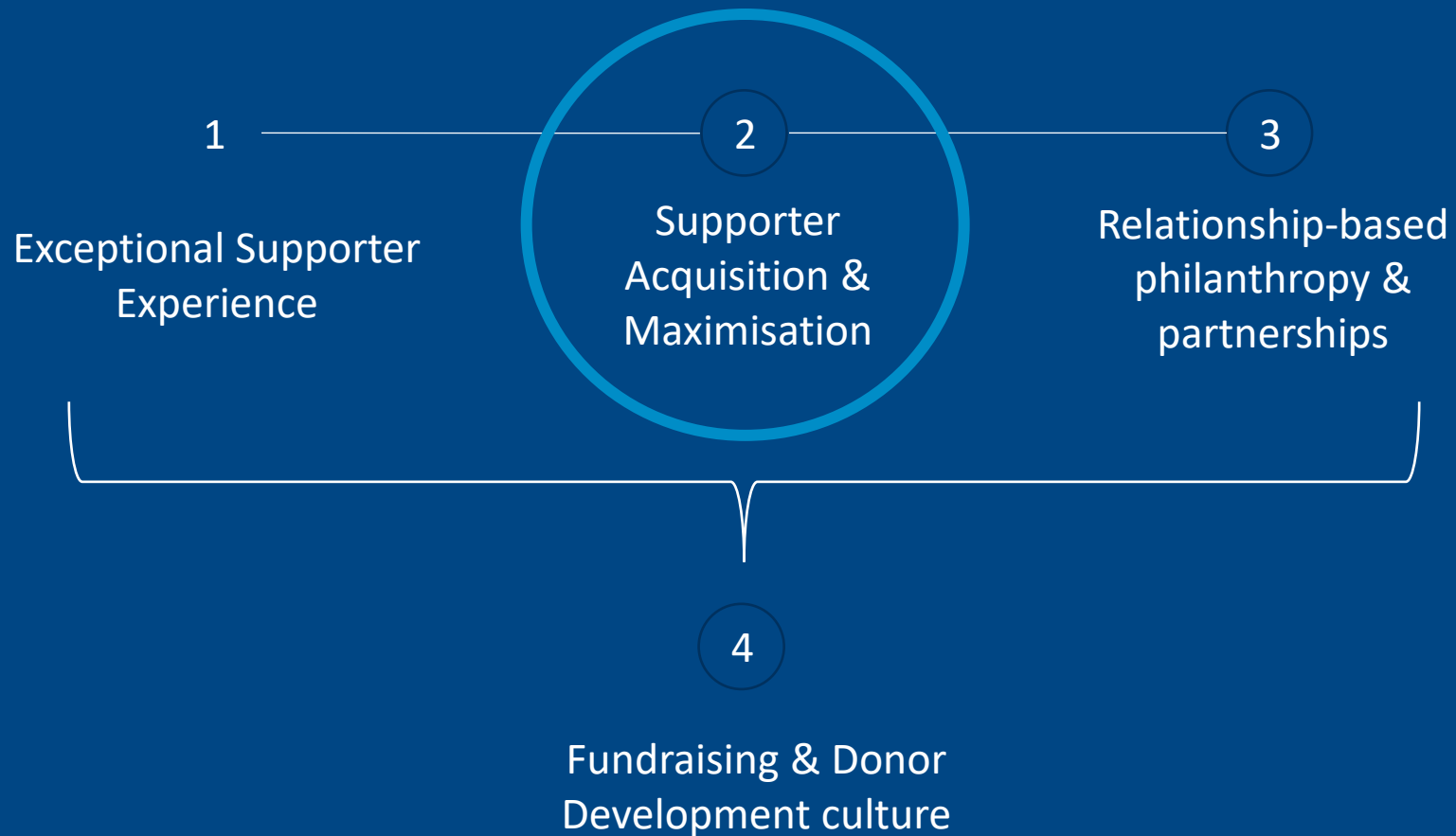
Year End Gifts by First Channel

First Channel ● ATL ● DIG ● DM ● F2F ● OLC ● OTH ● TM ● TV





# Fundraising Strategic Pillars







# But wait, didn't something happen in 2020?

Key steps to building a Face to Face fundraising program during a global pandemic:

1. Live in Queensland, Australia



*“Luck is when preparation  
meets opportunity”*

-

*Seneca*



# Embedding Face to Face in your organisation

1. Clear Communication with your Board & Executive Leadership
2. Be Flexible
3. Treat your Fundraisers like Ambassadors for the brand (because they are)
4. Positive Internal PR
5. Face to Face should be connected to your organizations strategic plan



# Quality is Queen!



Age KPIs (Donors over the age of 35) and then at a more micro level, age-based fee structures



Maximum contactability for donors: Mobile + email + mail, Welcome call KPIs



Retention rates (1, 3, 6, 12 and 24 month), Average gift, CPA and ROI



Payment success rate, Decline and Bank reject processes & Cancellation reasons



Mystery shopping, Shadowing, Welcome Call auditing



Tight Road trip conditions



Complaints (and Compliments)



Feedback via all communication channels & our Supporter Acquisition Feedback survey



# Compliance as the Foundation

Our Incentive journey



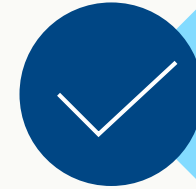
Quality builds trust, and trust amplifies celebration!

## Fundraiser Onboarding Essentials

# Laying the Groundwork



**Agency Partner initial evaluation**



**Review of previous experiences**



**Contract discussions**



**Reference checks**



**Training & Onboarding commences**

# Equipping the Team – Training That Matters

## Agency Training Topics

- Stakeholder Chain and Core Values (Volume and Retention)
- Fundraiser compliance
- PFRA Fundraising Standard/Charity Code of Conduct
- Health and Safety
- Golden Donors
- Vulnerable donors
- Explaining the cost of Fundraising to Donors

## RFDS in Queensland Training Topics

- RFDS Story: history and mission
- Services provided
- Queensland operations
- Key facts and figures
- Latest news and updates
- Our retention goals
- Our supporters: profiles and preferences
- Sign-up success checklist
- Importance of upholding reputation
- Incentive program introduction

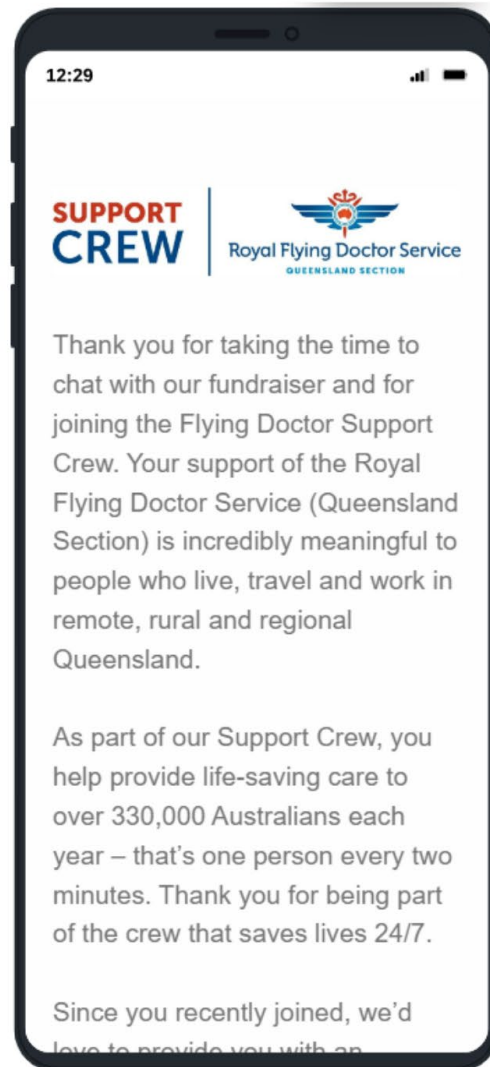






## Steps to Ensure Good Fundraising Practices

# Listening and Learning – F2F Experience Survey



Dallas and Kye were very friendly and gave me the right information

Kye was very friendly, and he knew the answer to any questions I asked

Jayden was engaging and friendly without being too pushy, and clearly passionate about supporting RFDS

Peter was very friendly and dedicated to the cause.

Good friendly approach down to earth Australian bloke who cares about making a difference (James)

Peter was awesome, he was not pushy in any way, very polite and knew what he was talking about.

Riley was a very professional young man, and had an excellent knowledge about RFDS. He was able to clearly explain the services available to clients of RFDS

Great chat with Peter, no obvious pressure to sign up

James was excellent. He was very knowledgeable and so nice

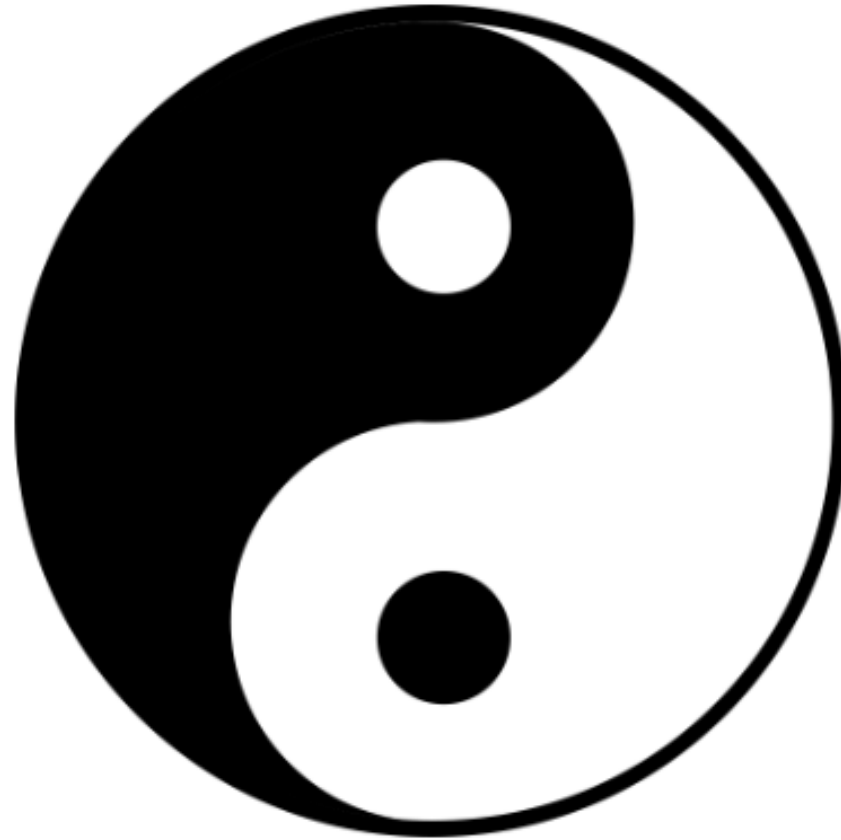
Dallas is a polite young man who has good knowledge about the RFDS.

Dallas came across as really genuine

Riley was very friendly polite and knowledgeable

Steps to Ensure Good Fundraising Practices

# Balancing Compliance with Motivation







# Stewardship







## Steps to Ensure Good Fundraising Practices

# What Are We Trying to Incentivize?

### Performance Excellence

Encourage fundraisers to consistently meet and exceed targets

### Engagement and Representation

Foster strong connections with donors and the community

### Active Participation

We want to encourage more active engagement and involvement in the work we do, fostering a sense of ownership and commitment

### Innovation and Improvement

Recognise suggestions that lead to positive changes in fundraising practices

### Long-term Commitment

Reward milestones that reflect dedication and loyalty to the RFDS mission



# Incentive Program Overview



## Milestones

Number of Sign-ups

Length of Service



## Performance

**Rising Star:** Quarterly recognition for fundraisers who consistently meet and exceed their targets and expectations.

**Fundraiser of the Year:** Awarded to the fundraiser who has demonstrated exceptional dedication, performance, and impact over the year.



## Compliments

For every five positive compliments from the public or RFDS team members, fundraisers will be recognised for the excellent representation of RFDS in Queensland.

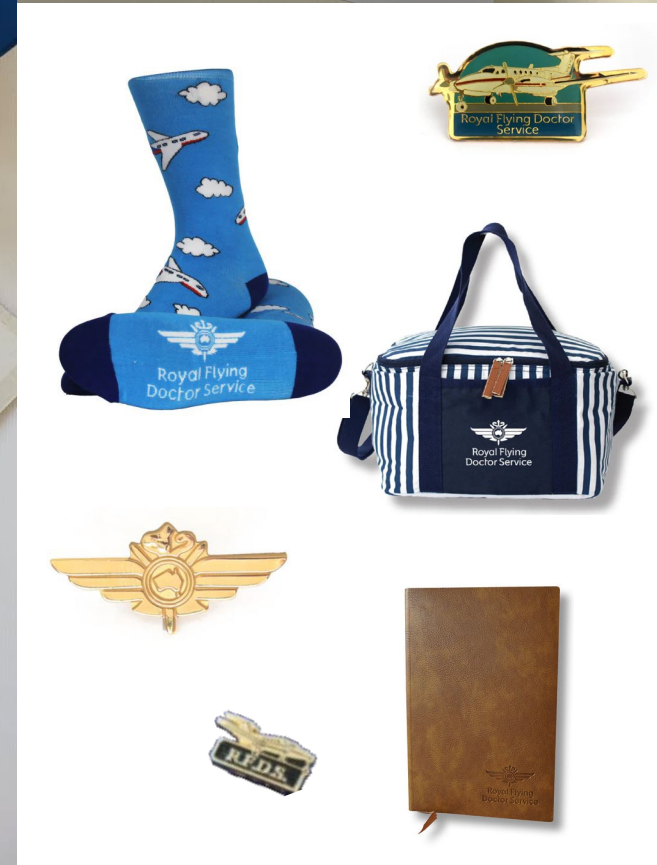
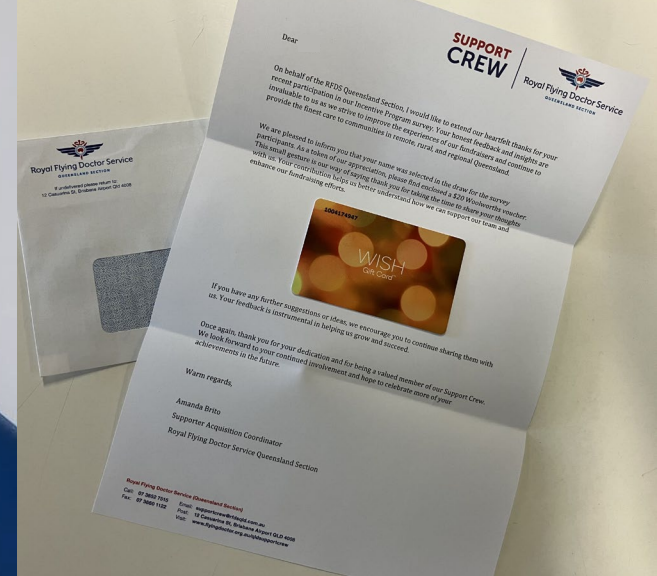


## Participation

**Refer a Friend:** If a fundraiser refer a friend who joins our team and stays longer than three months, they will be rewarded for helping us grow as a team.

**Suggestions:** If they make a suggestion that leads to a significant improvement in our processes, fundraising outcomes, or team efficiency, you will be recognised for their innovative thinking.









# Where are we now?

- Since the incentive program launched in August 2024 we have had 16 fundraisers who have received at least one incentive pack including:
  - Lanyards, water bottles, pins (medium and small wings), Woolworths and Prezzie vouchers
  - Special milestones letters (e.g. 3/6 months service letters)
  - More than 3 fundraisers approaching top milestones (1000+ signups)

## Key Learnings:

- This has been a great way to embed a feedback loop with our fundraisers which has resulted in co-creation of our next pitch card
- We have consistent fundraisers who are approaching our big milestones and we need to plan accordingly
- Team leaders that are engaged and integrate into their programs/teams are a god send – investing time into them is worth the effort
- We need to work on streamlining our management of fulfilment and tracking

## What's next?

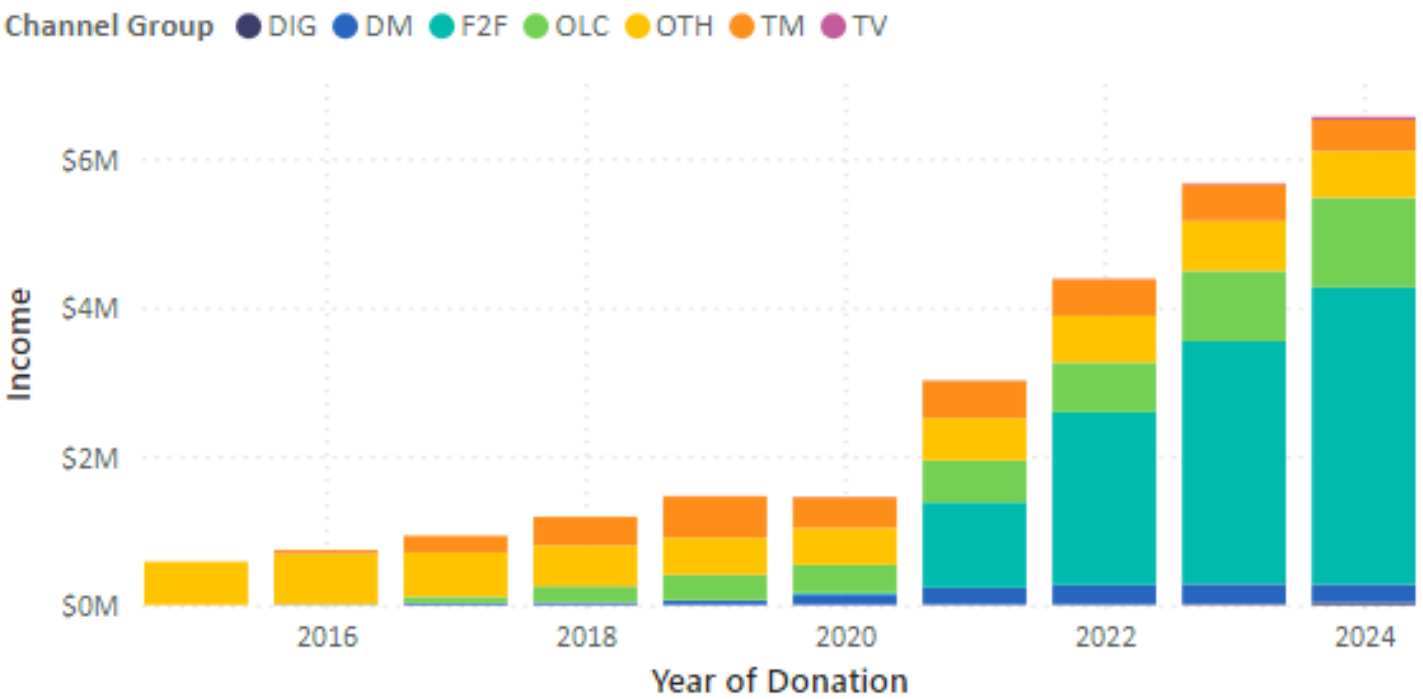
- We are preparing to survey our fundraisers to get feedback on the program
- Simplify the MVP and embed further into our systems
- Strengthen our communications with regular updates, sport recognition and a shared dashboard





# Where are we now?

RG Income by Channel Group



Towards  
**100**



# Questions?



**Erin McCabe MFIA CFRE**

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at Royal Flying Doctor Service of Australia

