

The Halo Effect

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A Changing Fundraising Landscape

- NZ fundraising faces a *perfect storm*
- Cost-of-living crisis, global uncertainty, political shifts
- Donor habits evolving – traditional methods in decline
- Cheques disappearing, NZ Post winding down
- Direct mail now costly and less effective
- More demand for services, but donations stretched thin
- We must *fundraise smarter*, not harder

The Halo Effect – reacting to the shifting landscape of fundraising.

AT BLIND LOW VISION NZ: WE BROKE DOWN SILOS, UNIFIED TEAMS, CHANNELS, AND CAMPAIGNS.
WHAT WE NOW CALL *THE HALO EFFECT*



FY23 Don't worry about the detail – for illustrative purposes only!

The Halo Effect

– Our guiding principles

What Drives The Halo Effect

Everything we do should build *brand and income*

One purpose. One direction. Shared priorities.

Consistency = impact

→ In voice, visuals, and values

Clear, audience-appropriate messaging

Greater alignment = stronger cut-through

More cut-through = *greater client impact*

1) Fewer, bigger, better.

We are deliberate in everything that we do. We avoid overlap and look for every opportunity to integrate and amplify our success as a whole..

2. Outcome led.

We are outcomes led, not department led. We work together in pursuit of shared outcomes, not individual project objectives.

3) Show, don't tell.

We don't just talk about change, we make it. As an advocate brand we need to demonstrably make a change rather than just talk about one.

The Halo Effect – How we achieve this.

Advantages of One Agency

Cohesion, Collaboration, Consistency

- Brand Consistency
- Simplified Management
- Integrated Strategy
- Speed to Market
- Better Value
- Stronger Relationships
- Centralized Data & Insights
- Clear Accountability



BUDGET

BLV ANNUAL
PLAN ON A PAGE

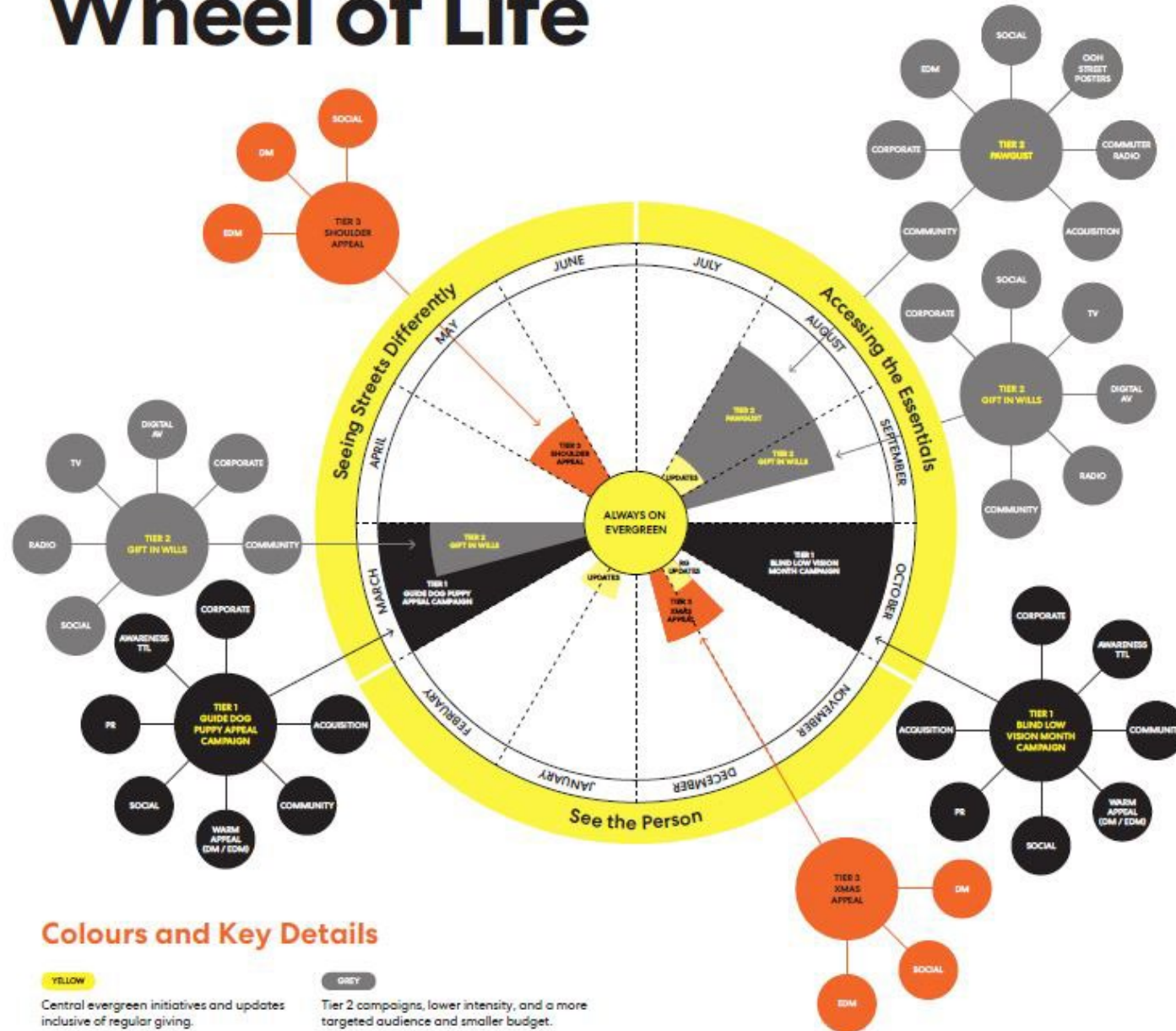
Already planned & in progress

All PR, one off newsletters/appeals, events and digital always on throughout the year should align with the theme of our three Policy & Advocacy campaigns when in market.												
ON A PAGE												
P&A campaign 1: See the person, not the sight loss.												
P&A campaign 2: Accessing the essentials.												
P&A campaign 3: Seeing streets differently (Seeing the way).												
AUDIENCE	JUL	AUG	Wills month SEP	BLV month OCT	Board Elections NOV	DEC	JAN	FEB	GDPA month MAR	APR	MAY	JUN
MORE PEOPLE KNOW WHO WE ARE AND WHAT WE DO												
AP New Zealand			Current Hi Viz campaign TTL				Hi Viz 2.0 Campaign				Hi Viz 2.0	
				BLV Month PR								
	Schools programme Always on PR & Digital Always On: Content Strategy to be developed prioritising content pillars in line with desired brand outcomes.											
MORE DONATION REVENUE												
Potential donors		Pawgust		Hi Viz w/ appeal				Hi Viz 2.0	GDPA Community Activity TBC		Hi Viz 2.0 w/ appeal	
		Paws 4 Purpose		Comm Events					GDPA Integrated Campaign			
	Face 2 Face, Telemarketing & Collection Boxes ongoing throughout the year.											
Existing donors		August Insight		Hi Viz appeal	Xmas appeal, DM & Social			Newsletter (Feb In, MV & MD NL)	GDPA Pupdate	AL Receipts		Hi Viz appeal (Shoulder)
MV & MD, Bequestors & Corporate Partners		Supporter Survey	Free will		Xmas Cards					GDP Kennels Opening Event		
		MV & MIR NL	Donor Events (Hawkes Bay, Taupo, Dunedin)						Donor Events (AKL,WLG, CHCH)			
		GIW Campaign TTL				GIW Campaign Digital Only						GIW TTL
MORE NEW POTENTIAL CLIENTS ENGAGED WITH US												
Those with need Potential clients			Client CS Digi			Client CS Digi			Client CS Digi			
				Engagement with Māori, Pasifika and other potential clients who may not be captured through, are not engaged with, or fall through the gaps of the traditional referrals system (ensuring equity).								
	Client Mass Engagement - Kōrero, Sports & Leisure, Library, Board Elections (Nov)											
Current clients	Review of Client comms											
		P&A Self Advocacy Webinar			P&A Self Advocacy Webinar				P&A Self Advocacy Webinar			
Those with influence TBC	Eye Health specialist collateral and referral and engagement plan to be developed.											
MORE SUSTAINABLE SOCIAL CHANGE												
MPs & C-Sulte	Meeting w/ MPs		Activation TBC	BLV Month PR					Activation TBC		Govt Budget	

All the touch points.....

The Wheel of Life FY26

Wheel of Life



Colours and Key Details

YELLOW

Central evergreen initiatives and updates inclusive of regular giving.

BLACK

Tier 1 campaigns, indicating flagship campaigns (the ones that Blind Low Vision NZ is most famous for), intensity, biggest audience and budget.

GREY

Tier 2 campaigns, lower intensity, and a more targeted audience and smaller budget.

ORANGE

Tier 3 campaigns, lower importance.

How we show up.





Make sure at least 1% of the inheritance you leave is spent wisely.

Blind Low Vision NZ
blindlowvision.org.nz

We don't just train guide dogs. But they get the donations, so wook at that faaaaaace.

TO DONATE \$3 TEXT **FLOOF** TO 3493



Blind Low Vision NZ
blindlowvision.org.nz



Vision loss needn't mean losing quality of life.

Blind Low Vision NZ
SEE A WAY blindlowvision.org.nz

Your sight may deteriorate. Your life doesn't have to.

Blind Low Vision NZ SEE A WAY blindlowvision.org.nz

Blind Low Vision NZ

Thank you for helping legends like these people.



Jane, you can make a profound difference to thousands of New Zealanders facing vision loss.



Meet Judith



Meet Kate

Together, we can transform lives and give people the help they need to live the life they choose.

Donate now

Blind Low Vision NZ
Blind or Low Vision? Find out what help is available. Free info. 0800 24 23 33

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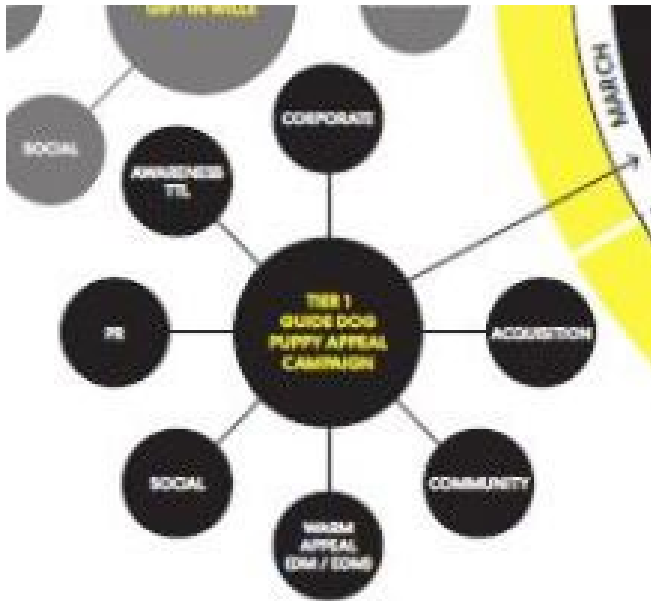
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Guide Dog Puppy Appeal March 2023 – siloed working

- Street collection
- Direct mail
- eDM
- Facebook posts to promote street collection

Guide Dog Puppy Appeal March 2025 – The Halo Effect.



- Overarching theme policy and advocacy campaign - Seeing the streets differently.
- Launch of Seeing the Streets Differently at Government House with the Governor General.
- eDM / DM – traditional guide dog case study, with lifts and premium highlighting the P&A campaign angle.
- Social media featuring guide dogs' perspective of P&A campaign – paid, organic, fundraising and brand awareness – key brand awareness moment
- Editorial, TV and Radio featuring client guide dog handler advocates
- PURLs and QR codes across collateral leading audience appropriate in-depth content / stories.
- Corporate Partner activations.
- Client Communications highlighting the theme of the campaign and how they can get involved.
- Launch of Doggy Doonation retail offering. Back to this soon...
- Influencer, digital and OOH activation.
- Opening of the refurbished Dunedin facility.

(whilst not strictly related, a great opportunity to share the campaign message).



The Culture Effect

Culture vs. Strategy.

“ Culture eats strategy for breakfast” (misquote) – Peter Drucker



“**Strategy** and **Culture** are symbiotic*. You can’t deliver a great strategy without a great culture, and a great strategy will never be developed within a poor culture” – Gwen Green



(also, let’s get rid of this no I in Team nonsense).



*Like eggs & bacon, or bagels & cream cheese – just to continue the breakfast analogy.

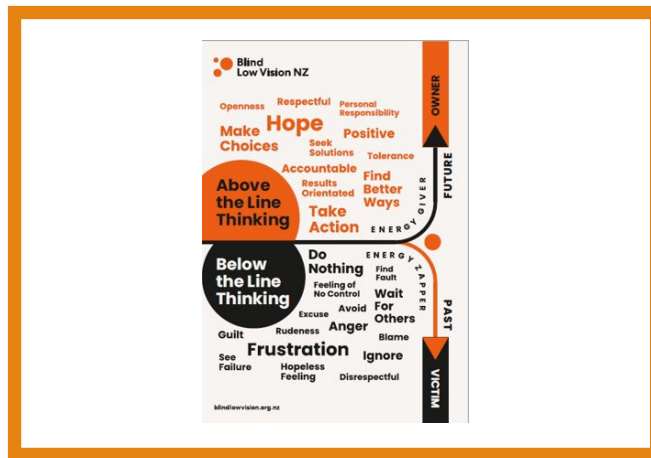
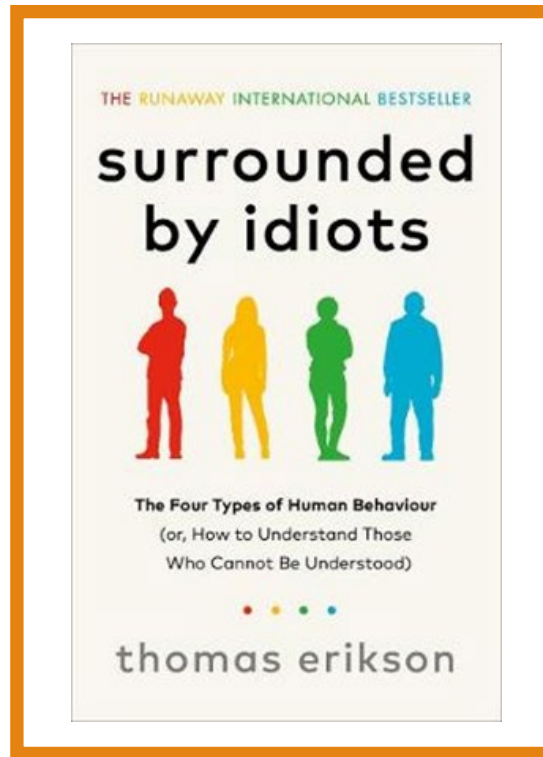
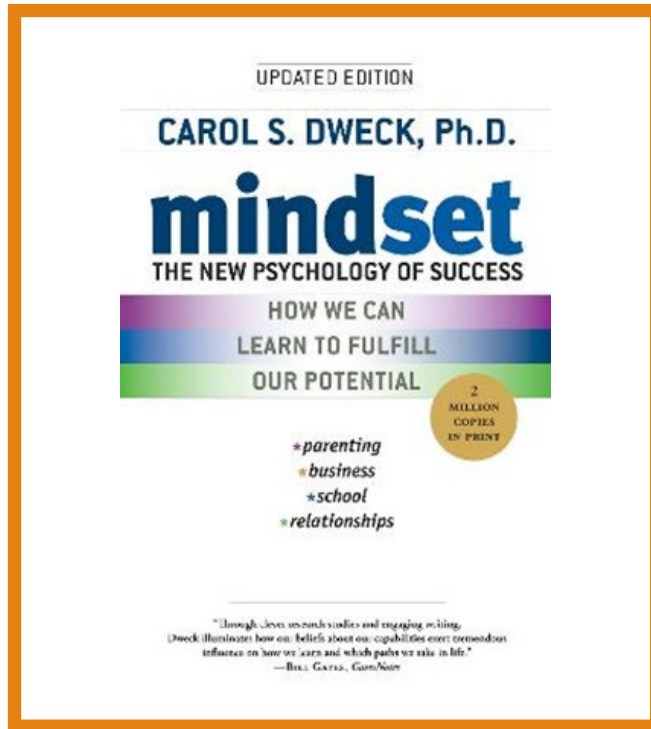
- May 2021, the Fundraising Department return a 17% employee engagement satisfaction survey result.
- May 2022 the Fundraising Department returned an 80% employee engagement satisfaction result.
- 2023 – 2024 the Engagement & Marketing Department have returned an 80%+ result for each year.

Significant change in strategy did not take place until FY24 (June 2023) and required shared vision.

Blind Low Vision use Culture Amp to undertake this annual survey.

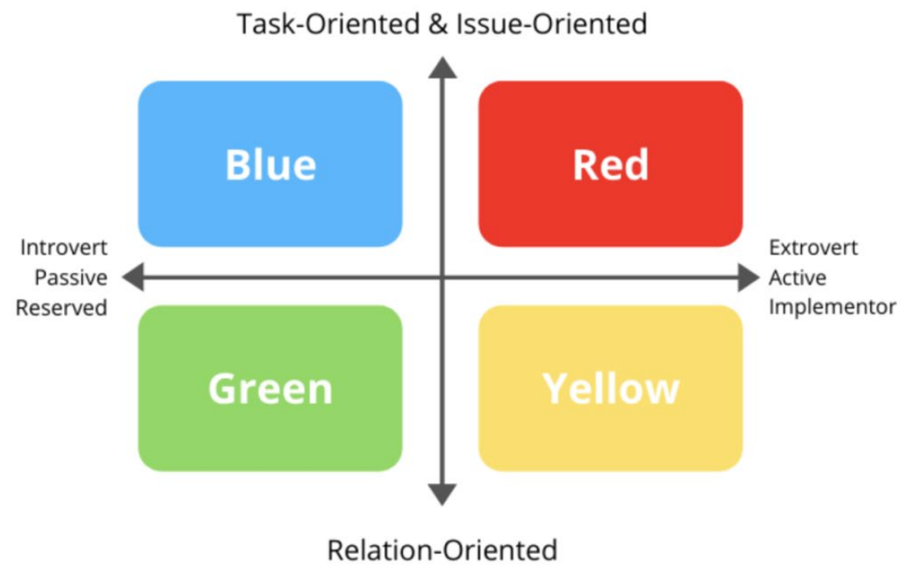
**Culture is where the
halo comes to life**

**(and we work really
hard at this).**

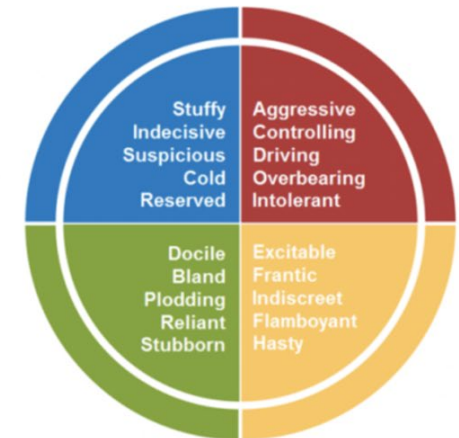


The tools we use consistently and continually.

- eColours – our most important tool for being able to communicate with each other (*Surrounded by idiots, Thomas Erikson*). <https://equilibria.com/pdi-home>
- Mindset – fixed and growth (*Carol Dweck, Mindset*).
- Above and below the line behaviours discussion and posters.
- Recruitment process / 360 interviews / peer review/ cultural fit vs. experience
- Ensuring diversity.
- Ongoing cross -team learning, sharing, and career progression opportunities.



On a good day



On a bad day

eColours

The rules we live by.

CHANGE IS THE
ONLY CONSTANT.

PROGRESS OVER
PERFECTION.

FAILURE IS A
LEARNING
OPPORTUNITY.

“WHO DO I NEED TO
COLLABORATE WITH
BEFORE I GO AHEAD
WITH THIS”?

“BUT WE’VE ALWAYS
DONE IT THIS WAY”
IS A BANNED
STATEMENT.

“MY CAMPAIGN”
ALSO A BANNED
STATEMENT.

CALLING OUT
BELOW THE LINE
BEHAVIOUR.

HUMOUR

The Results.

Increased income (digital always on 450% ahead of YE target and our Corporate Partnerships 175% ahead of YTD target) .

eDM response rates have increased by 500% (from GDPA 2023).

Increased brand awareness by 62% in 12 months

Increase of 20% in new client enquiries as a direct result of Engagement & Marketing activity.

Increased confirmed bequestors (over 200 new confirmed within the past 2 years).

Increased number of donors who are now policy and advocacy activators (including 140 resting donors).

Operational expenditure reduced by \$400k. (invested elsewhere)

FTE reduced by 3 (natural attrition, roles retained for future development).

Increased overall retention of staff.

No ROI reporting as budget templates are set up by campaign not by activity.

HOT OFF THE PRESS!!!

GDPA \$100k / 42% over target

50+ resting donors giving again.



FUN NUMBERS

ROI on mail acquisition (COLD) had dropped from **1.16 (BOOKS 2019)** to **0.27 (GDPA 2023)**.

Up to 2023 campaigns were **returning less than 30 cents per dollar spent** — well below breakeven.

Costs Have Increased Sharply

Cost per pack has more than tripled since 2019, from **\$1.39 to \$5.39**.

This increase has outpaced any gains in response rate or donor value.

Average Gift Value is Dropping

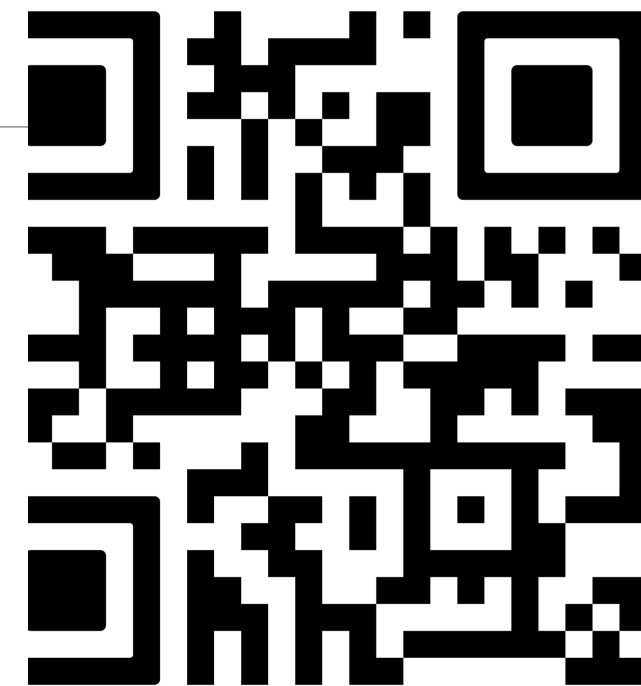
From **\$89.13 in 2019** to **\$45.96 in 2023**, the average donation at acquisition is nearly halved — undermining lifetime value potential.

Post-Acquisition Income Trends

It typically takes **2–3 years** for an acquisition campaign to break even — if at all.

Donors contribute around **\$28–\$47 per recruit** in years 2–3.

However, most cohorts **never fully recover the original investment**.



Order Now

Early Results:

900+ potential new donors (people who purchased)

Phase 1 costs nearly recouped with \$12,000 short of break even at \$37,000 and ROI of -34 — a significant improvement over recent mail campaign

Significant less spend to recruit the same number of donors as a mailing campaign, by at least \$200k

The acquisition budget was redirected into this campaign, so no additional expenditure was incurred.

Donors now being nurtured through Pawgust and EDM journeys

Strong potential for high second gift rates via repeat purchase or conversion

Lends itself to subscription or loyalty models, increasing LTV

Doggy Doonations Campaign Performance- Digital (4 April – 30 April)

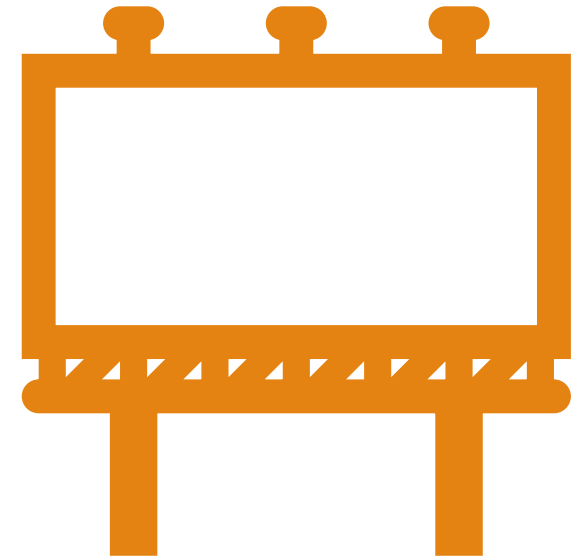
Facebook and Instagram...

The campaign reached 1,017,018 users in New Zealand, generating 2,506,994 impressions with a media spend of just under \$8,000. *This spend was \$4000 from acquisition and \$4000 from the GDPA Digital expenditure.

The creative concept was well received, resulting in over 10,482 engagements (including reactions, comments, shares, and clicks).

Google Performance Max: This component of the campaign delivered 36,000 impressions with an ad spend of \$2,500.

Website Traffic: There were 10,932 sessions on the fundraise.blindlowvision.org.nz website that began on the Doggy Doonations product page during the campaign period.





THANK YOU
Questions?