



BIGFOOT FUNDRAISING

FIA

ORGANISATIONAL
MEMBER
CODE COMPLIANT

About us

Bigfoot Fundraising is a digital fundraising agency that helps for-purpose organisations make a bigger impact through better digital.

Our vision is a better world and our mission is to deeply connect donors with your charity so more funds can be raised and more good can be achieved.

We give you the peace of mind to confidently fundraise online. By having the right expertise in formulating a strategy, executing it online and monitoring its progress, you can deeply connect supporters with your cause.

Founded in 2018 by Jeremy Bennett (*2022 Fundraising & Philanthropy 'Mover and Shaker'*) an experienced digital marketer and fundraiser with over 14 years in the charity sector.

For over 4 years, we've worked closely with a range of charities to exceed their fundraising goals and grow their digital fundraising - focusing on strategy, digital appeals, lead generation, community fundraising, bequests, supporter engagement and innovation.

A snapshot of our clients



**Garvan
Institute**



**Guide
Dogs.**

**MISSION
AUSTRALIA** | together
we stand



**SYDNEY
DOGS
& CATS
HOME**



OUR TEAM

Our approach is collaborative from start to finish - we listen to your challenges, review your results and data to understand your goals in order to design the best fundraising solution for you.

We immerse ourselves in your cause and the project so we feel like an extension to your team.

BIGFOOT FUNDRAISING

Bigger impact through better digital

4 pillar approach to success

Through best practice fundraising strategy, creative development, persona development and targeting, digital management, collaboration, innovation all with a test and learn approach we have been able to deliver fantastic results for our clients.

Our general approach is to follow what we call the '**4 Pillars.**'

Deeper Engagement & More Donors



Data led



Test and learn
approach



Powerful
content



Integrated
touchpoints

Working together



1

AUDIT

We make data-led decisions. We'll look at your database, marketing and fundraising efforts to get the data we need to know your baseline and work from there.

2

STRATEGISE

We formulate a strategy based on your data to ensure integrated touchpoints for better engagement with your audience.

3

CREATE

At this stage, we create powerfully emotive content and set up all your emails, landing pages, and advertising assets that you need to fundraise better online.

4

EXECUTE

We execute the strategy and put your content to work. Managing the whole process. We analyse how everything is going in real-time – reporting on results, testing, reviewing and tweaking as we go... this whole process ends up being more like an ongoing cycle.

Services



From bespoke fundraising strategies, growing your digital fundraising appeals, lead generation campaigns, amplifying your community fundraising events, engaging donor journeys, creative content that will stop the scroll or growing your bequest pipeline through digital engagement **we can take your digital fundraising to the next level.**

Services

INDIVIDUAL GIVING

- Digital fundraising appeals
- RG and cash giving programs
- Proposition development
- Fundraising emails and journeys
- Lead generation

Repurpose your direct mail fundraising efforts into digital fundraising campaigns to scale your impact faster.

Connect with heart-connected supporters who otherwise would not be able to find you.

Develop a strategy for ongoing online presence to fuel your Individual Giving program

GIFT IN WILL

- Gift in Will program audits and strategies
- Digital engagement to drive prospects, intenders and confirmed bequestors - *eg Facebook campaigns, SEM campaigns, creating bespoke GIW content, ads, digital surveys, value exchanges*

Use digital channels to find those who are already seeking a way to leave a gift in their Will to a cause that resonates with them.

Scale your Gift in Will program and acquire new prospects to feed your pipeline

Convert GIW prospects, considers & intenders to committed confirmed bequestors through powerful and target digital advertising

COMMUNITY FUNDRAISING

- From plans to creating event content, ads, emails, developing event landing pages, maximising Facebook
- Developing an online campaign to acquire participants and increase value from fundraisers

Activate your base and acquire new supporters through a community fundraising event with a well executed, cost effective, digital campaign to drive fundraising

DIGITAL ADVERTISING

- Facebook, Instagram, Linkedin, Tiktok, Google Ad creation and management
- SEM - including Google Grant management
- Website and landing page optimisation.

Generate more leads with a digital approach to your fundraising.

Get the experts handling everything from strategy and content creation, to execution and management.

Services

STRATEGY

- Fundraising audits and recommendations
- Fundraising strategy or program-specific strategies - including data audits with donor analysis and insights
- Full financial projections and business case support.

Turn your goals into useful strategies to raise more money.

Get the expertise to help you turn your data into usable insights.

Get clarity and have support in creating an impactful and usable strategy that will be the foundation of your fundraising efforts, so you can ensure the whole team is on board on the journey to achieve your objectives.

DONOR JOURNEYS

- Donor journey mapping to develop the best digital communication plans for each stage.
- Onboarding journeys - receipting, thanking, welcoming
- Support with securing the second gift or action, surprising and delighting and cross-selling for deepening engagement.

Get help creating and implementing practical, simple and very effective supporter experiences and journeys that will keep your supporters passionate about your cause.

Improve your point of contact experience.

Secure the second gift or action.

CONTENT CREATION

- Creative and professional asset creation
- Video content curation.
- Stories, Reels, Shorter form video creation

Get professional content that is curated to evoke the right heart-lead response.

Use digital storytelling to make the biggest impression in your audience, with the right creative team, helping you create the best content.



Past Successes - Appeals

- Helped the **Sydney Children's Hospitals Foundation smash their 2021 tax appeal goals**, which in total raised \$6M of an original \$3M target, with \$560k raised online at an ROI of 5 for paid social, 10 for SEM and raised the most EDM appeal income ever.
- Ran Malaghan Institute of Medical Research (NZ) 2022 digital tax appeal - and helped raise approx \$250K - doubling their previous Tax appeal which was a Finalist for the FINZ Awards 2022 - winning Highly Commended for Best Individual Giving Campaign



Past Successes - Events

Helped The Torch promote the annual art exhibition in an online format for the first time - **resulting in their biggest event ever with an ROI of 14:1 and 65% YOY growth**

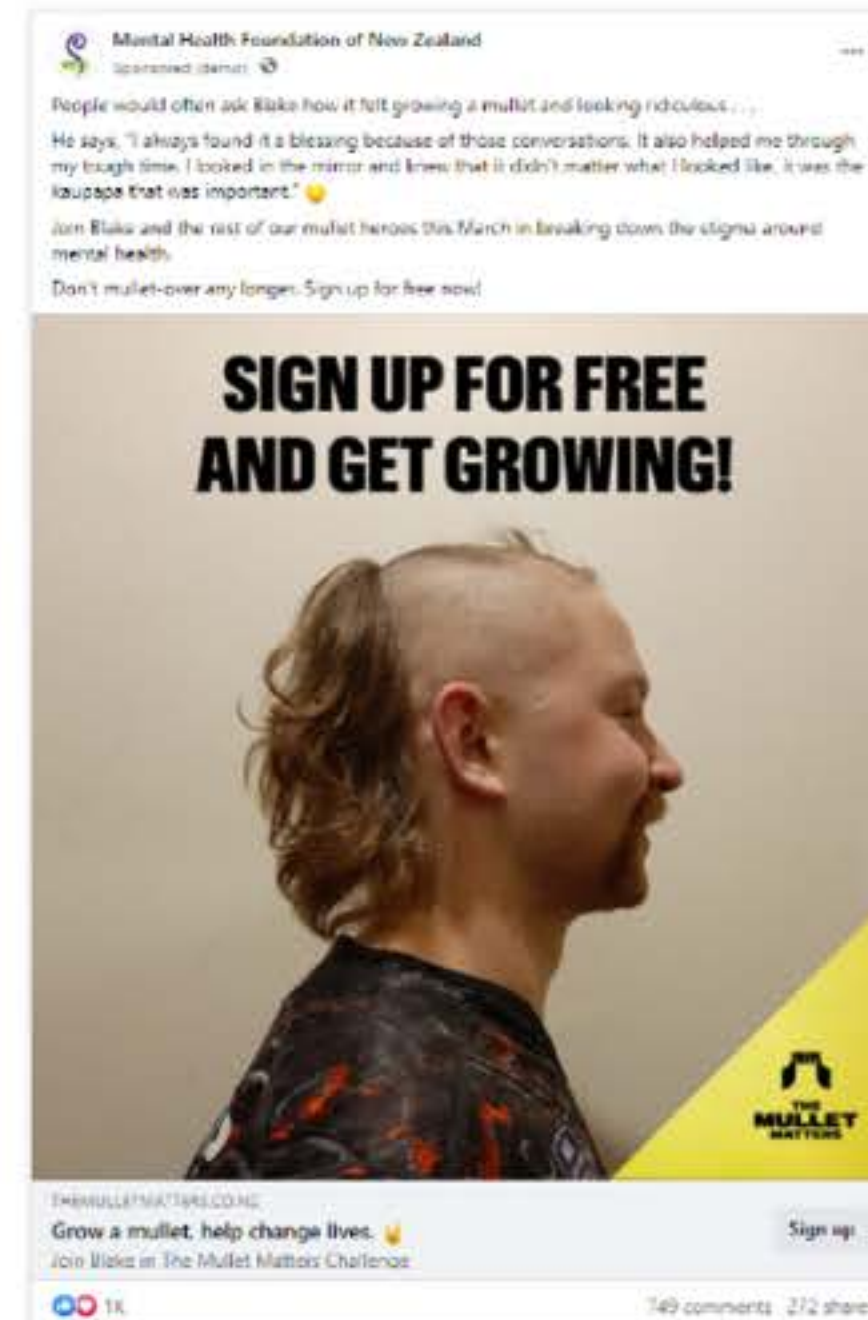
- We managed paid social campaign and provided strategic input to the branding, website, email marketing and organic social
- A record 226 artists sold their work in May-June 2020, with a 65% year-on-year increase in artwork sold
- Ad campaign brought in 96 sales totalling over \$72,000, a return on investment of 14.
- Have since delivered fantastic results for future online exhibitions for the Torch



Past Successes - Events

Helped **Mental Health Foundation of New Zealand** to plan and execute a first-year inaugural P2P fundraiser event with participants growing mullets for Mental Health.

- **\$129,881** raised on target of \$100,000!
- 2,390 comments
- 7,584 reactions
- 1,878 shares
- 425,000 vital mental health resources funded

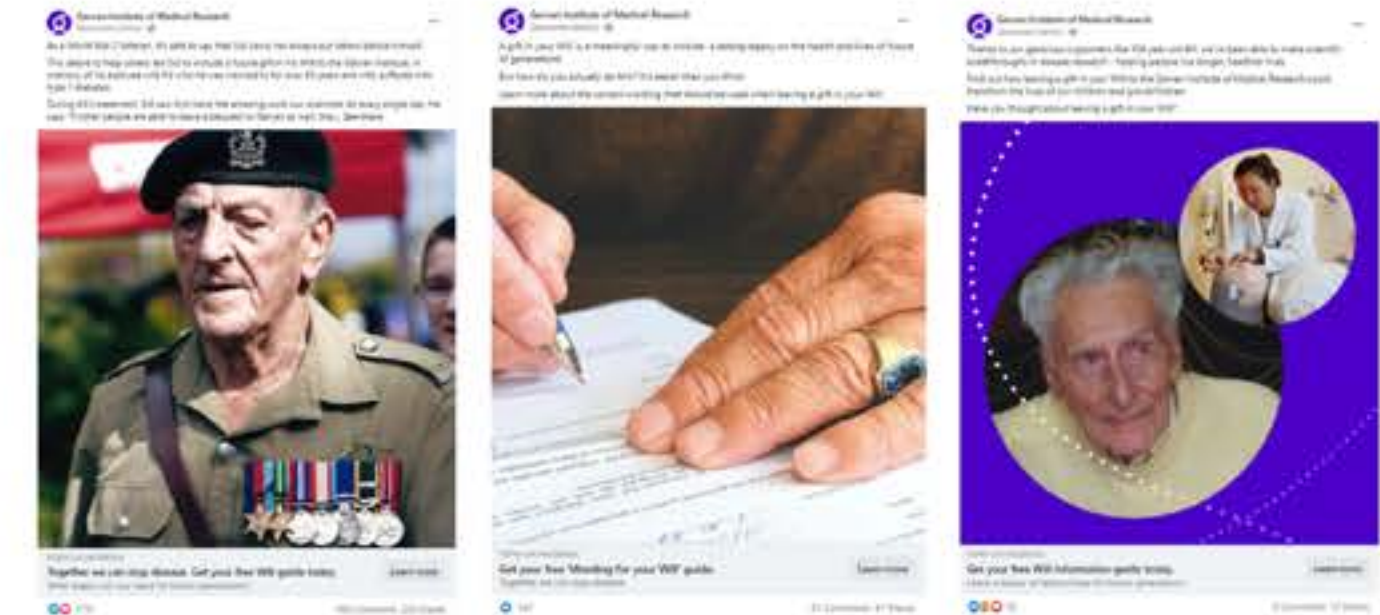


Past Successes - Bequests

Working with Garvan Institute of Medical Research with their ongoing Bequest 2step campaign. As of Sept, 2022, so far delivering;

- **3.2k+ Gift in Will leads** - qualified through Facebook Lead Forms and external Surveys.
- **303 Bequest Brochures downloaded**
- **606 Wording for your Will guides downloaded**

In total, this has led to **\$26 million + in estimated future income** for the Garvan Institute of Medical Research.



Testimonials



'Through creativity, and innovative thinking, Jeremy and the Bigfoot team have helped increase the number of confirmed bequests by 275% and grow our Gift in Will program significantly by acquiring and engaging bequest prospects through digital channels'

Diane Baartz, Community Relationship Manager, **Children's Hospital Foundation**



'Jeremy and the team at Bigfoot have been amazing to work with. From day one, they felt like an extension of our team and have been incredibly proactive and responsive. With their support, we were able to take our campaign to the next level and I wouldn't hesitate in recommending them.'

Jennifer Trigg, Community Fundraising Specialist, **UNICEF**



Testimonials



'We regularly engage Bigfoot Fundraising for our digital fundraising campaigns including Radiothon, community fundraising events, Christmas Appeal, bequest lead generation and our biggest annual fundraiser, the Gold Appeal. We know we can depend on Jeremy and his team to deliver excellent work, even under tight deadlines, bringing strategic insight, extensive experience and attention to detail.'



'They have had a significant impact in lifting results across our digital fundraising program. Jeremy and his team are a pleasure to work with and have a genuine passion for helping us make our campaigns a success so we can achieve great outcomes for sick kids.'

Vanessa Johnston, Former Head of Marketing and Communications for **Sydney Children's Hospital Foundation**

'It was an absolute pleasure to work with Bigfoot. We knew we were in safe hands when they immersed themselves in our story and vision and swiftly produced a detailed plan and timeline of what was needed to achieve our desired outcomes. The results and level of engagement blew us away - we had by far the biggest exhibition success to date.'

Gordon Watson, Operations & Marketing Coordinator for **The Torch**





CONTACT US

Want to make a bigger impact through better digital?

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