

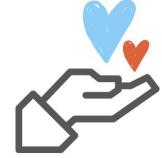
Generosity Generator

Bespoke online fundraising training programme leading to an exciting two-week crowdfunding campaign!



From sausage sizzles to online fundraising:
Increasing resilience in the Aotearoa NZ
small charity sector.

Presented by: Tim Pare (TFNNZ CEO), 17 March 2022



We are passionate about connecting grassroots change-making organisations with the people, tools and resources to generate flexible funds, which power up their ongoing capacity to thrive.

In 2021, TFN trained and supported 10 charities to raise over \$179,000 through online crowdfunding events.

Our Partners



#HelpFromHome

Why:

Response to pandemic and disruption to traditional fundraising methods and need to diversify funding streams

Who:

Grassroots Kiwi charities with annual income of less than \$1 million

Our Learning:

Demonstrated desire to fundraise online but huge gap in capacity to do so in a strategic, effective way.

As we increased and improved our training, we saw the results, confidence and feedback improve.

Results:

Five events held between April 2020 and November 2021 raised over \$250k for 16 charities



Introducing... the Generosity Generator

Why:

- #HelpFromHome event format was not able to meet the demand
- Huge spike in already high number of new charity registrations
- Restriction on in-person fundraising events
- Increased demand for charity services within communities but no extra funding to compensate

Our Response:

- Evolving Help From Home model to incorporate crowdfunding training
- Working to meet the increasing demand for our programme

Who:

54 applications in two weeks - mostly from charities with income of less than \$100k

Our Programme:

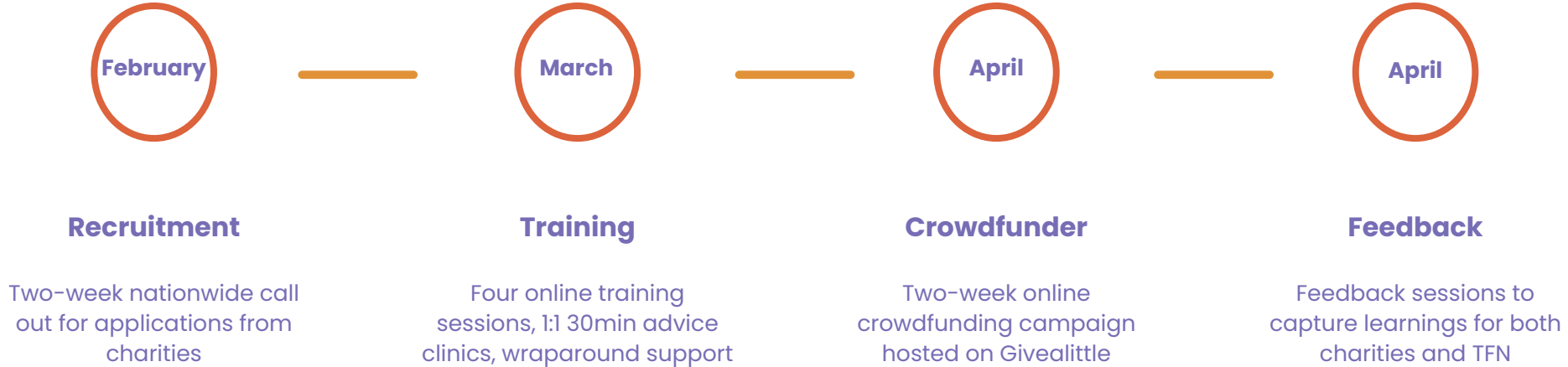
5 online training sessions, optional one-to-one 30min advice clinics



The graphic features the title 'Generosity Generator' in a white, handwritten-style font. Below the title is an illustration of a cardboard box labeled 'CROWD FUNDING' overflowing with gold coins. A person in a blue shirt is blowing a yellow horn, and another person in a blue shirt is holding a gold coin. A lightbulb with the word 'Ideas' inside is surrounded by radiating lines. Below the illustration, the text reads: 'Bespoke fundraising training programme leading to an exciting two-week crowdfunding campaign!'. At the bottom of the graphic, there is a row of hands holding red hearts of various sizes. Below the hands, a dark blue banner contains the text: 'Visit www.thefundingnetwork.org.nz to learn more & apply. Applications close Friday 18 February 2022 @ 5pm'.

Proudly brought to you by The Funding Network in partnership with Givealittle and Chorus.

Generosity Generator Structure

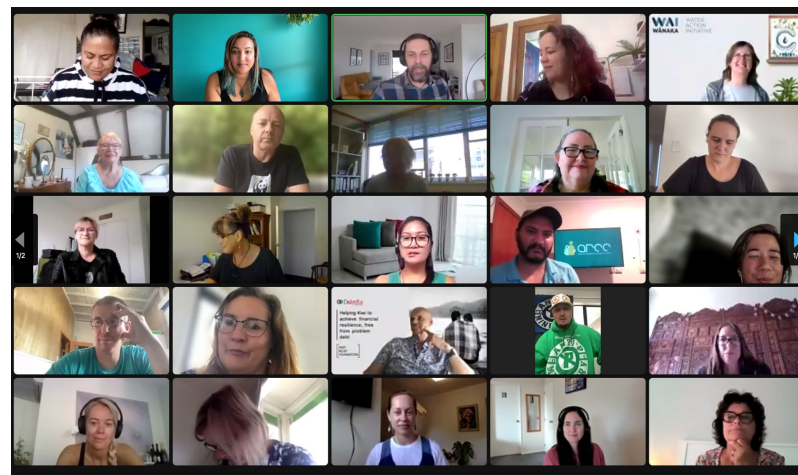


Crowdfunding Bootcamp

Training Sessions

Each session ran both in the morning and evening:

- Session 1: Showing Your Story
- Session 2: Mapping Your Network
- Session 3: Crowdfunding Pro Tips
- Session 4: Campaign Calendar & Social Media
- 30 minute one-to-one Advice Clinics



Additional Benefits

- Givealittle support session
- Session Five: Troubleshooting
- Resources: PPTs, videos of sessions, templates of calendars, emails, as well as a Top Tips sheet as a living document contributed to by all the charities in chat.
- PR for all the charities through our networks to raise the tide for all boats
- Incentives from the wonderful FINZ



Feedback about the Training

“The training and programme has been very empowering, turning a lot of my fears and concerns into confidence and motivation. The connection with so many other charities also helped me to feel a sense of community and provided additional support. The team at The Funding Network are so knowledgeable, approachable and supportive and I really feel like they are committed to helping every single charity that has come onboard.”

“This has been a great initiative. TFN is providing wrap around support for community groups of all sizes. Participating in the Generosity Generator is upskilling our team and equipping us with tools to get going with an effective crowdfunding campaign.”

“The team at TFN has provided the best support to us throughout the training programmes, they are wonderful at making sure we all feel supported and answer any question no matter how silly it may seem. I wouldn't feel confident in running this campaign without them behind us.”

“What you are offering is so valuable and worth its weight in gold!”

Stay Connected & Get Involved

Stay connected to receive updates about the next Generosity Generator:

- Follow us on Facebook, Instagram and LinkedIn @thefundingnetworknz
- Subscribe to our e-news via our website
- Visit our website to learn more about us www.thefundingnetwork.org.nz

To partner with us:

Email Tim on: info@thefundingnetwork.org.nz

Or have a chat on: 0211998077

