



Better Together

2012 Fundraising Benchmarking

Helping you discover the answers

"Benchmarking is one of the important ways for any industry sector to identify standards of best practice.

Understanding what these are and how they are achieved helps the whole sector to raise the bar"

**Jeremy Bradshaw, Editor,
Fundraising and Philanthropy Australasia**



pareto fundraising



FUEL YOUR FUNDRAISING STRATEGY WITH INDUSTRY INSIGHTS

Benchmarking provides analysis and insight to inspire strategic decisions

BETTER TOGETHER

Pareto Fundraising Benchmarking is a unique and genuine collaboration opportunity.

By looking at what others achieve you can objectively assess your strengths and weaknesses and determine where you should focus your future efforts. And by sharing learnings with your peers you will gain a deeper understanding of key issues affecting current performance across the sector.

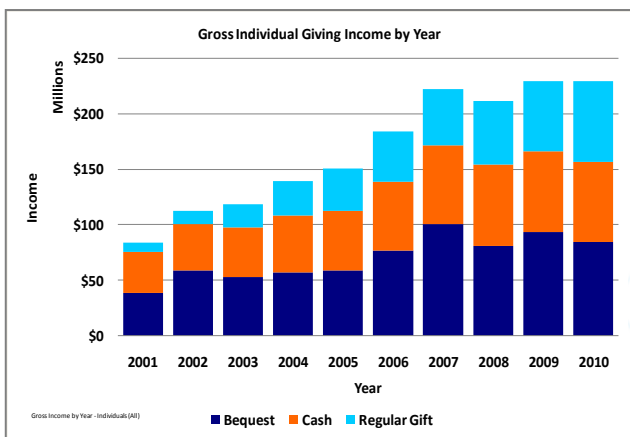
A LEVEL PLAYING FIELD

Pareto Fundraising Benchmarking uses real transactions from real donors. This means the data analysed is not a subjective view, opinion or information gathered via a (self-reported) survey.

All data is classified, tabulated and reported in a consistent format, ensuring peace of mind comparison between charities.

INDIVIDUAL GIVING IS DRIVING FUNDRAISING GROWTH

Pareto Fundraising Benchmarking focuses on the giving patterns of individual donors. The analysis concentrates on the types of gifts that generate most income from individuals, typically Regular Giving, Cash donations and Bequests and all channels through which these donors are recruited are included.

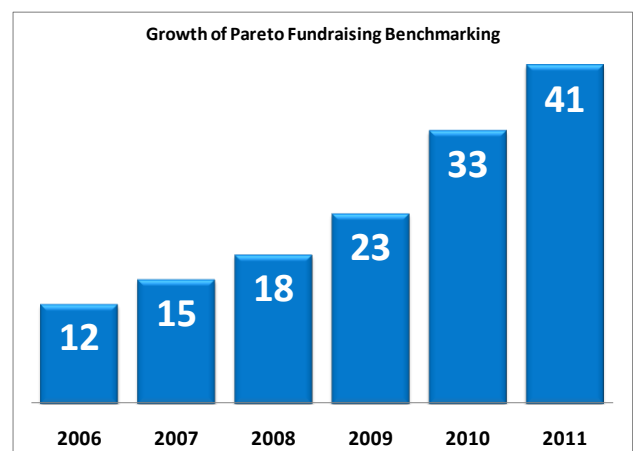


The above graph details growth in major sources of income from individuals; bequest, cash and RG.

DATA DRIVEN

Almost all good fundraising strategies are based on data. But usually, the only data available to you is your own.

Join Benchmarking, and you will have the opportunity to collaborate with other fundraisers to help you build a strategy backed by industry trend data.



The above graph shows the growth of Pareto Fundraising Benchmarking in Australia and New Zealand.

WHY CHARITIES JOIN

- Analyses actual raw data (not self-reported)
- Helps identify new and emerging trends
- Provides all the key metrics you need to understand individual giving
- **Industry Trends Report** used in Board presentations
- Enables quantification of under-performance and /or growth opportunity
- Provides much more detail, variance and confidence in fundraising market performance data than a charity can generate alone
- Data is presented with insight and practical advice from Pareto Fundraising strategy experts



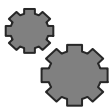


Benchmark your performance

against other charities



The above group of charities participated in Pareto Fundraising's Benchmarking in 2011, however participation in 2012 is not guaranteed.



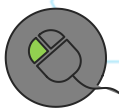
FREE FUNDRAISING TRENDS REPORT

Charities that join Benchmarking get exclusive access to the detailed 2012 **Industry Trends Report**, highlighting key trends and benchmarks from 2011 and the previous decade.



CHARITY COMPARISON

For a more granular level of insight, you may opt to purchase an **Individual Charity Level Report**, which compares your charity against each other member as well as the sector as a whole. This report is personally delivered by a senior fundraising strategist, who will guide you through the insights within.



REGISTER FREE ONLINE BEFORE 20 JANUARY 2012

www.paretofundraising.com and follow the benchmarking link to find out how to register your charity to be part of benchmarking.

FREE PLACES ARE LIMITED TO THE FIRST 50 QUALIFYING CHARITIES





Membership Package Options

Basic
FREE

- Includes your data in the **Industry Trends Report**
- Optional attendance at the **Industry Trends Report** launch (April 2012)

Standard
AU\$8,495*

- Provides a bespoke **Individual Charity Level** report, contrasting your charity verse all other members
- Report delivery and recommendations from a senior Pareto Fundraising strategist
- Includes attendance at the **Industry Trends Report** launch (April 2012)

Superior
AU\$11,750*

- **Standard** service PLUS
- A full day planning workshop with a Pareto Fundraising strategist who will help you use the benchmarking insights to define or adapt your fundraising strategy

Online registration now open for 2012

www.paretofundraising.com/benchmarking

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