

Direct Dialogue as Fundraising Tool for individual donors

**Bauke Kortleve
Aids Fonds
STOP AIDS NOW!
The Netherlands**



Aids Fonds & Stop Aids Now!

- **Aids Fund: HIV/AIDS projects in the Netherlands & international projects & Partner Stop Aids Now!: Specialised in international access to Treatment programmes and scientific research support.**
- **Stop Aids Now!: is a partnership of 5 large NGO's. STOP AIDS NOW! focus is on international projects. Care for orphans, acces to treatment and HIV/AIDS prevention mainly in developing countries**



WE MUST WE CAN WE WILL



**STOP
AIDS
NOW!**
TOGETHER WE CAN

15 Miljoen aidswezen. Kinderen die ouders, ooms, tantes, broers en zussen en ook hun onderwijzers zien overlijden. Als ze het tenminste zelf overleven. Aids ontwricht gezinnen en gemeenschappen in hoog tempo. Gelukkig kunnen we er wat aan doen. STOP AIDS NOW! geeft aidswezen een toekomst, zorgt voor opvang en medicijnen en helpt via voorlichting verspreiding van aids te remmen. We moeten en kunnen nog meer doen. Niet straks, maar nu. Steun de strijd tegen aids. Giro 60.30.90, www.stopaidsnow.nl.

STOP AIDS NOW! is een initiatief van Aids Fonds, Hivos, ICCO, Memisa en Novib.

www.stopaidsnow-campagne.nl



Aishwarya, 9 jaar

Bipasha, 10 jaar

Aishwarya en Bipasha zijn hartsvriendinnen. Ze zijn 9 en 10 jaar en wonen in India. Ze zijn weeskinderen. De ouders van Aishwarya en Bipasha hadden aids en hebben tot het laatste moment gewacht om hulp te vragen. Vanwege het enorme taboe op hiv en aids liepen zij de kans verstoten te worden uit hun dorp. Toen ze eenmaal naar de dokter gingen bleek het te laat.

Nu wonen Aishwarya en Bipasha boven het hospice waar hun ouders uiteindelijk zijn overleden. Dit opvanghuis hoort bij een door STOP AIDS NOW! gesteund project. Hier worden ze door paters en nonnen verzorgd, krijgen ze eten, onderwijs en voorlichting. Op iedere zaal van het hospice liggen zeker 30 mensen. De zusjes worden iedere dag met stervende mensen geconfronteerd. Ze kunnen niet terug naar hun dorp, want niemand wil ze opnemen. Sommige wezen die wel terugkeren naar hun dorp moeten in de stal bij de dieren slapen.



VRAAG 5
VINDT U DAT IEDEEN RECHT HEEFT OP
AIDSREMMERS?



JA

NEE



40%

VAN DE NEDERLANDERS MET HIV
WEET NIET DAT ZE HET HEBBEN.

TERWIJL ALLEEN EEN TIJDIGE BEHANDELING
MET AIDSREMMERS JE DE KANS BIJDT
OP EEN GEZOND LEVEN MET HIV.



www.cbf-keur.nl

STOP AIDS NOW! has the CBF-quality mark. Tis quality mark gives donors the guarantee they are dealing with a reliable organisation.

The organisational and fundraising costs have to be below 25% of the total budget.

75% goes directly to the HIV/AIDS projects.

this is checked by an independant organisation on a yearly base.

It's important to communicate this to our (future) donors

What is Direct Dialogue Fundrasing?

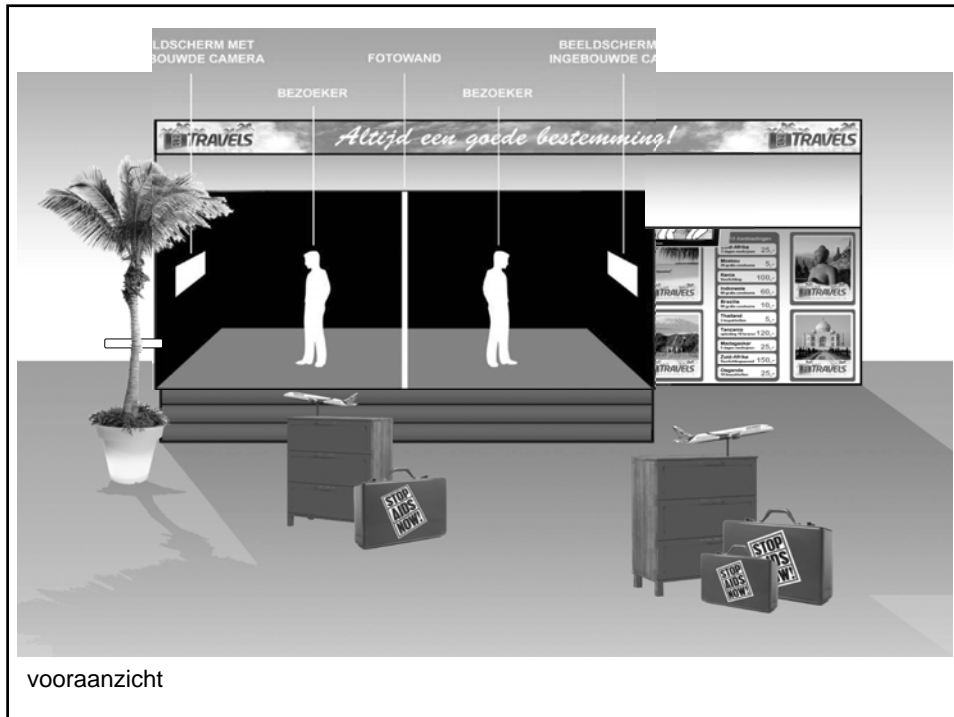
The recruiting of new individual donors through 1-1 communication between a fundraiser and the public:

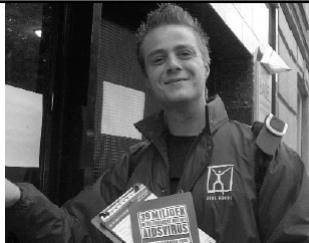
- On the street / shopping centres**
- Door 2 Door**
- Events and Festivals**

Addionionally it's a

Communication Tool about the work of our organisations

AIDS FONDS COCKTAILBAR





Why do we work with direct dialogue fundraisers?

Since 1999 we work with DD Fundraisers. because it's a main tool to reach new donors. Most large Funds/NGO's work with DD companies. These companies have a large pool of fundraisers and a Nationwide infrastructure.

In total over 50.000 donors have been recruited, with a result of over a million euros a year of income. We try our best not to be to pushy and stick to rules and regulations. Together with other Funds/NGO's we are working on a code of conduct to regulate Direct Dialogue and to prevent bad practise.

Pitfalls/Traps

- **Local or National governments ban or limit the use of DD as a fundraising tool, also for NGO's and Funds. (examples: UK and new telemarketing rules in Holland)**
- **The public and media get a negative view and opinion of your organisation (Example Netwerk TV broadcast 2007)**

Motivation & Quality control

How do you keep the Fundraisers motivated?
How do you maintain quality?

> What do you find important in the fight against HIV/AIDS?

> What is in it for you, beside making money?



Motivation & Quality control

- Integrity
- Sales Quality
- *“Welcome Effect”* I liked the fundraiser so much that I wanted to support his/her organisation



Motivation & Quality control

- Training and motivation meetings
- Briefing & information tailormade
- Quality Control and monitoring of results and fallout
- Visiting projects and guest speakers
- Salesgames



Motivation & Quality control

You make a difference when you work as a fundraiser for STOP AIDS NOW! or AIDS FUND.

Your work supports the international fight against HIV/AIDS!



TRAINING

- **What can you use for your fundraising talk?**
- **What are the best arguments to become a donor for STOP AIDS NOW! of AIDS FUND?**
- **Which approach has the best result?**

ROLEPLAY: rehearse your talk!



DO and DONT's

DO

- **Focus is to recruit donors who support us longtime with an authorisation**
- **People who choose to support us for a limited period can choose for an one-time authorisation, but that's not the main aim!**



DONT's

- Don't recruit donors under 18 or people who don't understand your information or who don't have a Dutch bank account.
- Don't recruit people as a longtime donor who specifically mention they only want to support us for a short/limited time: false pretences!
- *"You can always call after 1 month to stop your donorship"*

Direct Dialogue Budget & Result:

Starting in 2008 we ask a minimum of 6,- euros a month
= 72,- euros a year (before it was 5,- a month)

Budget 2007 AF DD: 400.000 euro

RESULTS 2007:

- 7.727 new donors
- Fallout: within 1 year: 18% (6.300)
- Average Gift: 62,- euros per year

Budget 2008 AF DD: 300.000 euro

Results 2008:

- 5.086 new donors
- Fallout so far within 1 year: 18% (4.170)
- Average gift: 73,- euros per year

Costs: € 54,80 and from € 9,- € 84,30 +BTW



Direct Dialogue Results

Starting in 2008 we ask a minimum of 6,- euros a month = 72,- euros a year (before it was 5,-)

RESULTS STOP AIDS NOW! 2007:

- 1.500 new donors for min. 5,- a month
- Average Gift: 62,- euros per year

Results STOP AIDS NOW! 2008:

- 1.100 new donors for min. 6,- a month

Costs: € 54,80 and from € 9,- € 84,30 +BTW



HOW CAN YOU APPLY THIS TO YOUR OWN ORGANISATION?

- Volunteers?
- Rules and regulations?
- What do other NGO's do to recruit new donors?
- What's your main way of finding new donors?
- Is this already a tool for fundraising and what are your experiences?



**STOP
AIDS
NOW!** WWW.STOPAIDSNOW.NL