

Fundraising Benchmarking 2017

FAQ Document

My charity *won't* have received more than 10,000 individual gifts in 2016 Can any charity in Australia and New Zealand qualify join Benchmarking and receive the report?

Yes. The introductory FREE (Basic) membership level option is open to any charity with 10,000 or more individual giving transactions (Cash/ RG/ Bequest) per annum.

Smaller donor bases will not have a significant impact on the National Trends Report from the combined data sets of our larger member charities, and hence do not justify the significant effort for both you and us in preparing your data to be merged with the national data-set. You are however welcome to join at a paid level - which we would highly recommend if you are committed to growing your donor base in 2017.

Alternatively, you can request to receive a free copy of the General Trends Report if the 2017 member base do not decide to withhold to members only (In all previous years the report has been shared).

Who within my organisation should be invited to attend the Individual Report presentation?

Pareto's consultancy team are more than happy to present to a room of any size. Whilst we encourage you to bring your wider fundraising team to the Individual Charity report presentation, we remind you that only permanent staff and board members are able to sit in the presentation and/ or view your copy of the Individual Report.

Can I upgrade to the next Benchmarking membership level?

You can upgrade your membership at any stage of the program. If you intend on upgrading from Basic (free) membership we recommend you do so before the General Trends Report Launch in April. This is so you are able to claim tickets to the launch which are included with paid membership, but do attract a fee for Basic members.

I have a suggestion for metrics to be included in the next report or some feedback on metrics included in the existing report

Pareto's Insights team welcome any feedback and are always more than happy to talk to Benchmarking members. Once you register to participate, you will be invited to connect with Pareto Benchmarking on LinkedIn where you are asked to participate in group discussions, post



questions to the group and put forward any suggestions for the next report. You can also contact the team by phone or email: benchmarking@paretofundraising.com

