



**Pareto  
Fundraising  
Benchmarking  
2018**

**COLLABORATE,  
DISCOVER AND GROW.**



# A FRESH WAY TO LOOK AT DATA

Pareto Fundraising Benchmarking uses the data of Australian and New Zealand charities to create a detailed snapshot of how the fundraising sector is performing.



## Analyse the sector and gain insights into donor behaviour

Benchmarking generates metrics – and insights – based on the behaviour of donors.

It uses transactional data from face-to-face, digital, mail, phone and media channels from approximately 100 major Australian and New Zealand charities. Gift types analysed include cash, regular giving, bequests and major gifts.



## Hone in on opportunities for your charity

Benchmarking gives you access to a sector-wide **Industry Trends Report**, detailing the range and scale of current fundraising techniques and channels.

The optional **Individual Charity Report** also allows you to assess your performance against your peers.



## Flourish! Monitor your Fundraising all year

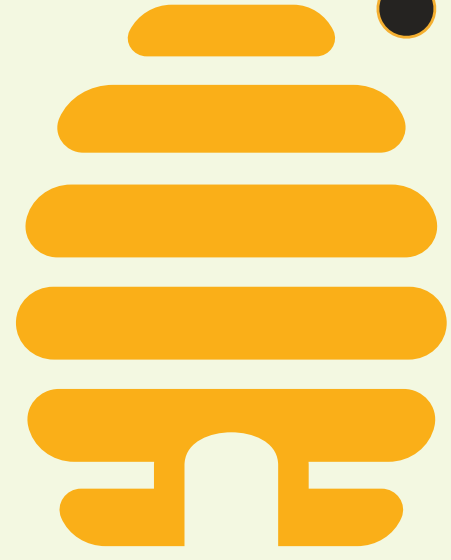
The Fundraising Control Panels ensure you can keep a watchful eye on the most crucial performance metrics you need to monitor the performance of your Regular Giving and Cash programs, all year round. Built to meet the needs of Australia's largest fundraising programs and refined to show the most essential indicators of performance, you will feel confident and empowered to assess and optimise your ongoing fundraising development.

# WE'VE BEEN BUSY BEES

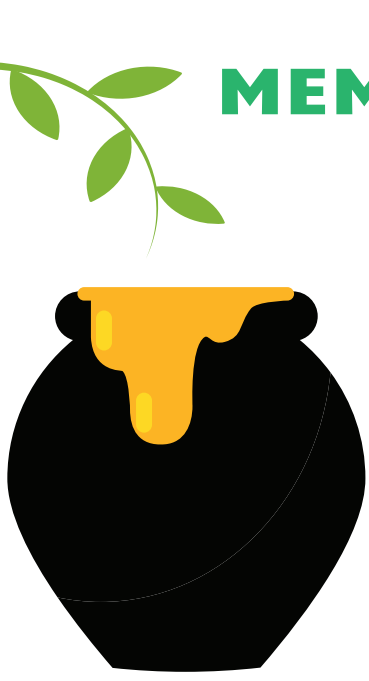


Not only is Benchmarking analysis now available via an interactive online portal, and not only are we making it available as a 'report only' option in 2018 (you choose whether or not you want us to present it to you), but we have added three ongoing reporting options from our Fundraising Control Panel (see Optional Extras below).

**Most of Australia's largest charities participate every year to create this unique and rich Fundraising Market Research source – are you ready to join in 2018?**



## MEMBER PACKAGE OPTIONS



	Basic	Standard Lite	Standard
	<b>FREE</b>	<b>\$6,950</b>	<b>\$11,945</b>
Static PDF copy of the 2018 Industry Trends Report	✓	✓	✓
Access to Benchmarking online reporting portal - with interactive access to key benchmarking data charts	X	✓	✓
April 2018 Report Launch Event 4 hour presentation of Industry Trends Report + lunch	Optional attendance at \$239 per ticket	3 complementary tickets Additional tickets \$129 each	5 complementary tickets Additional tickets \$129 each
2.5 hour group discussion of trends and current industry issues at the Launch Event	X	✓	✓
Individual Charity Report that shows your performance compared to that of other members	X	✓	✓
Report and recommendations presented by a Pareto Fundraising Strategist	X	X	✓

## WHAT'S ALL THE BUZZ ABOUT?

*"If it's worth us investing millions in fundraising and donors, then it's worth us paying a tiny fraction of that to know how we compare to other charities in the marketplace."*

**Jennifer Gibb, National Director, Marketing Fundraising & Communications, Australian Red Cross Society**

*"Pareto Fundraising is an indispensable strategic partner for any organisation who want to kick goals in the NFP market."*

*"The value starts in the data, but it's their intelligent strategic insight and advice, that takes it to another level. Strategic growth pathways suddenly become apparent and attainable."*

**Tony O'Halloran, Manager, Marketing Strategy, Mission Australia**

**MISSION AUSTRALIA**

*"Pareto have given us the opportunity to attend their benchmarking events and have also provided us with invaluable information to help with our work with local authorities."*

*"Pareto Benchmarking has given us some incredibly helpful insights."*

**Paul Tavatgis, CEO, Public Fundraising Regulatory Association**

**PFRA** PUBLIC FUNDRAISING REGULATORY ASSOCIATION

## OPTIONAL EXTRAS: FUNDRAISING CONTROL PANELS

**New**



**Quarterly New Cash Donor Performance**  
From \$2,995 per quarter or \$11,980 per year

Use this report to monitor the most critical aspects of your cash donor acquisition activity throughout the year.

Built for and used by many of Australia's leading charities to inform strategic decisions and ongoing tactical optimisation.

**New**



**Monthly Regular Giving Attrition Monitoring**  
From \$1,995 per month or \$23,940 per year

Use this report to monitor the most critical aspects of your regular giving attrition / retention.

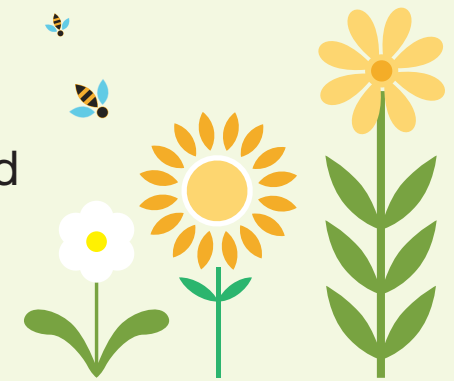
Built for and used by many of Australia's leading charities to manage their Face to Face and other RG programs, with a special focus on crucial early supporter attrition.

For more information visit [www.paretofundraising.com/benchmarking-controlpanels](http://www.paretofundraising.com/benchmarking-controlpanels)

# JOIN FORCES WITH SECTOR-LEADING CHARITIES IN 2018

In Benchmarking 2017, member charities recorded over AU\$1.6bn in donations from Australian households. The total pool of data analysed by Benchmarking over the last decade is more than AU\$12.8bn.

**Don't miss your opportunity to join the top performers.**



## HOW TO PROCEED



Register online



Provide your data by:  
Australia 25th Jan 2018  
New Zealand 20th April 2018



Book seats at the launch:  
Australia March  
New Zealand July



Book us to present your  
Individual Charity Report

## REGISTER YOUR CHARITY NOW

Register at [paretofundraising.com/benchmarking](http://paretofundraising.com/benchmarking)

Alternatively you can email  
[benchmarking@paretofundraising.com](mailto:benchmarking@paretofundraising.com)

Or call [Jesse Zarb](tel:0385234637) on 03 8523 4637

**Better Together**

