

IAC Training Day - Achieving Cut Through: Layering Marketing for Impact and Results

20th November 2024



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Agenda

- **10:00am** – In-person arrivals (Morning tea provided)
- **10:30am** – Day begins & Zoom callers dial in
- **10:30am - 10:40am** – Welcome & Introduction (Helen, IAC)
- **10:40am - 11:20am** – Speaker 1: Bethan Hazell, Peter Mac (30 mins + 10 mins Q&A)
- **11:20am - 12:00pm** – Speaker 2: Frances Schepisi, Stroke (30 mins + 10 mins Q&A)
- **12:00pm - 12:45pm** – Lunch Break
- **12:45pm - 1:40pm** – Speaker 3: Jeremy Bennett, Bigfoot (1 hour inc. Q&A)
- **1:40pm - 2:20pm** – Speaker 4: Jakki Travers + Digital GiW Discussion (30 mins + 10 mins Q&A)
- **2:20pm - 2:40pm** – Breakout Sessions (Zoom & In-person, 20 mins)
- **2:40pm - 3:00pm** – Group feedback sharing
- **3:00pm - 3:25pm** – Panel Discussion (All speakers, random Q&A)
- **3:25pm - 3:30pm** – Round-up & Close



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Bethan Hazell,
Acting Head of Fundraising at Peter
MacCallum Cancer Foundation



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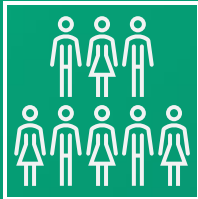
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Embracing Integration: Gifts in Wills & Individual Giving at Peter Mac



Gifts in Wills program



1,799 confirmed
3,097 intenders /
considerers



\$175k average gift



1 x manager
3 x relationship
managers
1 x marketing
coordinator (TBC)



Program reliant on
direct mail



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Individual Giving **and** GiW *was like peas and carrots.*

Budgeted activities



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Supporter Survey

My gift, as well as yours, can help Peter Mac be there for more people, just as they were there for Jeff and I...

It's been more than a decade since I lost my husband, Jeff, after he was diagnosed with bowel cancer. But I will never forget how Peter Mac was such an incredible source of strength for us both throughout the entire nine-year journey.

That's why I made the decision to leave a gift in my Will to Peter Mac.

You see, I want to help fund the life-saving cancer research that spares others the pain of losing a loved one as I have. And I know that Peter Mac leads the world in cancer research and that every donation, every gift left in a Will, helps fund this research we need to stop cancer taking our loved ones.

- Jocelyn Rawlins, Friend For Life



By far the best thing I can do to ensure transformational cancer research can continue into the future is encourage generous donors like you to remember Peter Mac in their Will.

8. How do you feel about including a gift to Peter Mac in your Will?

- | | |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| 1 <input type="checkbox"/> I have already included Peter Mac in my Will. | 5 <input type="checkbox"/> I have a Will but have chosen not to include any charities. |
| 2 <input type="checkbox"/> I intend to include Peter Mac when I next revise my Will. | 6 <input type="checkbox"/> I do not have a Will but intend to make one. |
| 3 <input type="checkbox"/> I am considering leaving a gift to Peter Mac in my Will. | 7 <input type="checkbox"/> I do not have a Will. |
| 4 <input type="checkbox"/> I have not included Peter Mac in my Will but have chosen to include other charities. | |



Create your legacy
and change the world.
Become a Friend for Life.

By including a gift in your Will to Peter Mac and becoming a Friend for Life, you'll join a community of incredible people. People who are looking to change the world.

If you're inspired to leave a gift in support of cancer research, contact 1800 111 440, wills@petermac.org or scan this QR code.



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Acquisition Survey

Remembering Peter Mac with a gift in your Will is one of the most effective ways to safeguard future generations from cancer. Around 30% of the funds we receive each year comes from gifts in Wills.

You can join more than 1,500 Peter Mac supporters who have told us that they have included a gift to Peter Mac in their Will.

16) How do you feel about including a gift to Peter Mac in your Will?

1 I have already included Peter Mac in my Will

2 I intend to include Peter Mac when I next revise my Will

3 I am considering leaving a gift to Peter Mac in my Will

4 I have not included Peter Mac in my Will but have chosen to include other charities

5 I have a Will but have chosen not to include any charities

6 I do not have a Will but intend to make one

7 I do not have a Will

17) Will you consider joining the 50,000 Australians already committed to defeating cancer and contribute a small monthly gift?

1 Yes, \$10

2 Yes, \$25

3 Yes \$ _____

4 Not at this time

Hosting your own fundraising activity (such as an afternoon tea, head shave or sponsored walk) is a great way to inspire your friends or workmates to support cancer research, and to make a significant impact on the search for cancer cures.

18) Are you interested in hosting your own activity to help raise funds for cancer research?

1 Yes 2 No

5 ABOUT YOU

19) Do you support other charities?

1 Yes 2 No

If yes, please let us know which ones:

20) I am:

1 Male

2 Female

3 Non-binary

4 Prefer not to say

21) What is your date of birth?

/ /
(dd/mm/yyyy)

22) Please tell us if you have any:

Children Yes No

Grandchildren Yes No

23) What is your email address?

6 TELL US WHAT YOU THINK ABOUT PETER MAC

I would love to hear your views about Peter Mac, about cancer, or our work.

Please share your comments with us:

Thank you for your time

Your information and answers will help Peter Mac continue the fight against cancer – and ultimately save more lives. Please complete and return within 7 days.

HOW TO COMPLETE YOUR SURVEY

Please use blue or black ink to cross or tick the appropriate boxes and write in CAPITAL LETTERS where a full answer is required.

Your Peter MacCallum Supporter Survey 2024



IAN VICKERY



"Peter Mac is a concentration of diverse professional expertise in one facility in the most up to date, high tech surroundings. I would be grateful if my estate could make a lasting difference to the future patient community, both here and, via ongoing research, internationally."

Dear <Salutation>,

I invite you to participate and share your views about cancer, Peter Mac's work and your thoughts on supporting cancer research and care.

Your answers will be of huge benefit to us here at Peter Mac and it will only take you a few minutes to complete. We've had some great successes in cancer research over the last 70 years, and we are currently on the verge of some truly ground-breaking achievements.

The future for many people currently living with cancer is looking brighter than ever and your response to this survey will help us to build on these successes.

Thank you so much for your help.

Kate Torney

MARY LANSELL



"Peter Mac is at the forefront of renowned research, collaboration and innovation. It was an easy and logical conclusion to update and include this charity in my Will. I want my gift to help ensure there is ongoing research for future generations."

Kate Torney OAM
Chief Executive Officer
Peter MacCallum Cancer Foundation

Please complete your survey answers and donation form and send them both to us in the reply paid envelope provided, or mail to: Peter MacCallum Cancer Foundation, Locked Bag 9, A'Beckett Street, VIC 8006

Peter Mac is committed to protecting your privacy. Our privacy policy is located at: foundation.petermac.org/privacy-policy

Remembering Peter Mac with a gift in your Will is one of the most effective ways to safeguard future generations from cancer. Around 30% of the funds we receive each year comes from gifts in Wills.

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- 3 I am considering leaving a gift to Peter Mac in my Will
- 4 I have not included Peter Mac in my Will but have chosen to include other charities
- 5 I have a Will but have chosen not to include any charities
- 6 I do not have a Will but intend to make one
- 7 I do not have a Will



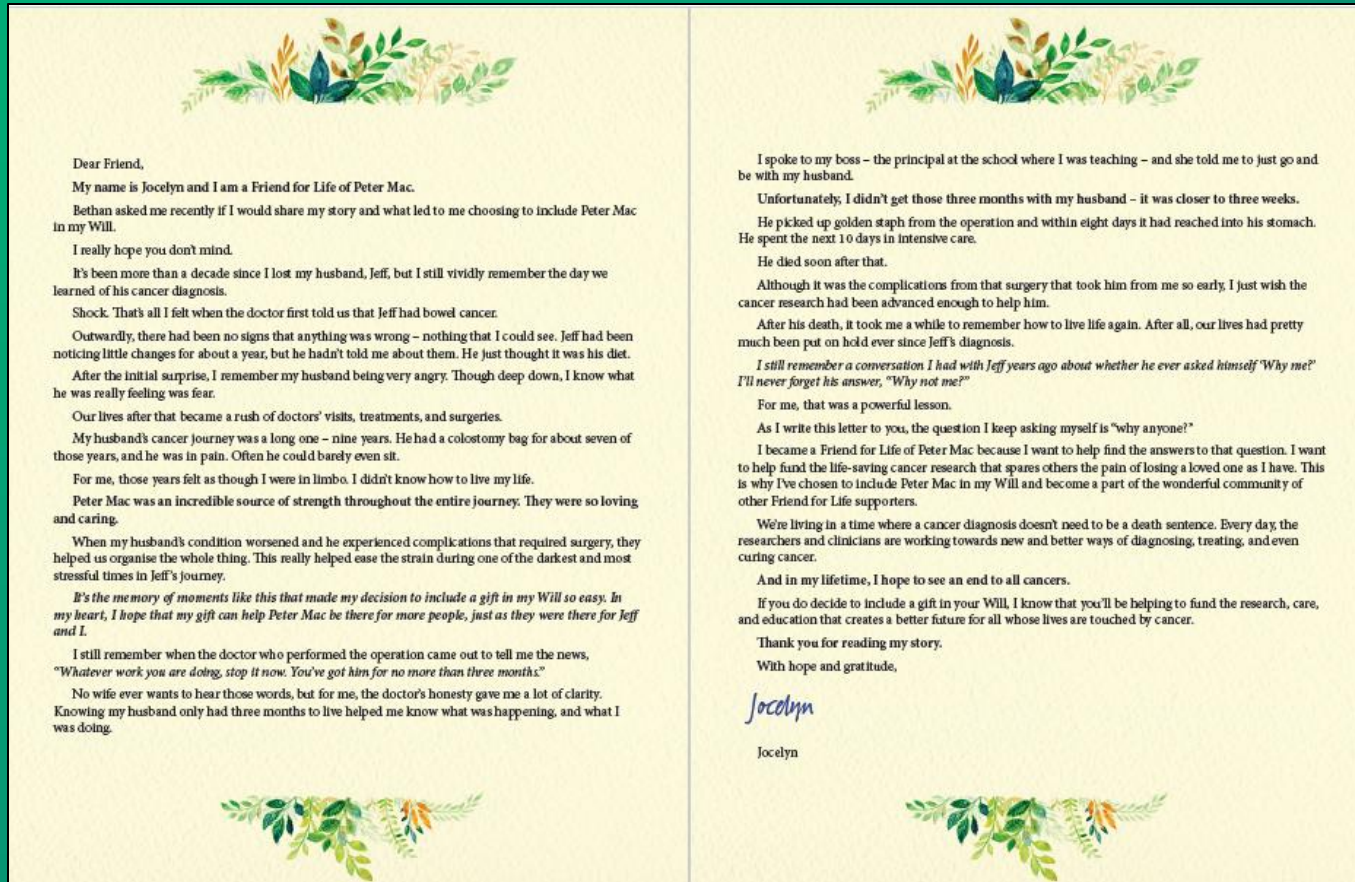
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GiW Conversion Mailing



"In my lifetime, I hope to see an end to all cancers... and by leaving a gift in my Will, I can help do that." – *Jocelyn*

Like Jocelyn, you too can shape the future of cancer research, treatment and care by including Peter Mac in your Will. **Please let us know your plans below.**

Thank you.

I have already included Peter Mac in my Will.
My gift is in memory of:
Name:

I share much of Jocelyn's sentiment, and intend to include Peter Mac when I next revise my Will.

This is still something that I am considering, but have not yet decided.

Thank you for thinking about me, but at this time I'm not considering including Peter Mac in my Will, but may do so in the future.

I would like to discuss including a gift in my Will to Peter Mac. Please contact me by calling:
My daytime telephone number:

YOUR DETAILS:

As a valued supporter, having your correct contact details is important. Please update or amend below if required. Thank you.

<input type="text"/>		Title: <input type="text"/>	Name: <input type="text"/>
<input type="text"/>		Surname: <input type="text"/>	
<input type="text"/>		Address: <input type="text"/>	
<input type="text"/>		Suburb: <input type="text"/>	State: <input type="text"/>
<input type="text"/>		Postcode: <input type="text"/>	
<input type="text"/>		Email: <input type="text"/>	
<input type="text"/>		Home phone: <input type="text"/>	
<input type="text"/>		Mobile: <input type="text"/>	

Please return your completed form in the enclosed reply paid envelope. Thank you.

Bethan Hazell
Peter MacCallum Cancer Foundation
Rusky Paid 66565
ATBECKETT STREET VIC 8006

Phone +613 8559 7777 www.petermac.org/foundation

a friend for life

Peter MacCallum Cancer Foundation
Locked Bag 5 ATBECKETT STREET VICTORIA 8006 AUSTRALIA
Telephone +61 3 8559 7777 Email info@petermac.org
www.petermac.org/foundation
Peter MacCallum Cancer Foundation Ltd ACN 000 895 403 Trustee for the Peter MacCallum Cancer Foundation ABN 14 736 227 400



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Piggy-backing™



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Donor Care



Greg and Christine are so thankful for the work of Peter Mac

Greg's planning to turn his gratitude into a life-saving legacy

Over the last decade, Greg has gone through multiple cancer diagnoses and treatments. Today, at 68 years old, he is now looking to leave a legacy that not only helps people facing cancer now, but also future generations to come, including his own children and grandchildren. And he hopes to do that by including a gift in his Will, and becoming a Friend for Life to Peter Mac.

It was in 2013 when Greg's wife Christine noticed a spot that looked like 'a pimple crossed with a wart' on his head. He never expected it was cancer. But it was melanoma. The most dangerous form of skin cancer.

Greg had the melanoma removed by the team at Peter Mac – along with two lymph nodes.

For Greg and his family, there was relief. They thought "that was it" – until 12 months later, when Greg noticed a small lump appearing near where one of the lymph nodes had been removed. He wasted no time getting it checked out by his doctor at Peter Mac.

The scans confirmed what Greg feared: the melanoma had spread. He had to have surgery again, this time on his head and neck.

The cancerous lump was removed – along with another right beside it – and 37 lymph nodes. It wasn't an easy surgery. It was filled with complications and scares. And for years he needed more surgeries just like it to remove other lumps and cancers as they grew.

But today, 11 years on, Greg is cancer-free. His scans are clear, and while he no longer comes to Peter Mac for check-ups, he does have plans to give back – to Peter Mac, to cancer research, and to others facing cancer as he did. By including Peter Mac in his Will.

"The fantastic work that Peter Mac does – with the staff, and their volunteers, plus the facilities and the great doctors and surgeons – has certainly impacted me. I wouldn't be here without them. Because of this, I am more than happy to leave something in my Will to contribute towards future efforts, and provide an ongoing legacy that not only helps people now, but also our kids, and future generations to come."



Peter Mac
Peter MacCallum Cancer Foundation

Peter MacCallum Cancer Foundation
Locked Bag 5 A'BECKETT STREET VIC 8006
Phone 03 8559 7777 or free call 1800 111 440
Email foundation@petermac.org
foundation.petermac.org

Like Greg, you too can become a Friend for Life. Get in touch with the Peter Mac team on 1800 111 440 or email wills@petermac.org to discuss remembering Peter Mac with a gift in your Will.


A gift and legacy to end all cancers

It's been more than a decade since I lost my husband, Jeff, after he was diagnosed with bowel cancer.

I will never forget how Peter Mac was such an incredible source of strength for us both throughout the entire nine-year journey.

And that's why I made the decision to leave a gift in my Will to Peter Mac.

You see, I want to help fund the life-saving cancer research that spares others the pain of losing a loved one as I have. And I know that Peter Mac leads the world in cancer research and that every donation, every gift, helps fund this research we need to stop cancer taking our loved ones.



While I don't believe in miracles, I do believe that as long as we can come together for a common goal, then wondrous things can happen.

So, if you too decide to include a gift in your Will, just know that you'll be helping to fund the research, care, and education that creates a better future for all whose lives are touched by cancer.

And in my heart, I hope that my gift, as well as yours, can help Peter Mac be there for more people, just as they were there for Jeff and I.

Jocelyn Rawlins, Friend For Life

Become a Friend For Life today. Get in touch with the Peter Mac team on 1800 111 440 or email wills@petermac.org to discuss leaving a gift in your Will. Even a gift of 1% of your estate can help bring a future free from cancer closer.



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Invitations

RSVP by Friday 15 November Options to RSVP:

- YES, in person
- NO, not this time
- ONLINE, via the livestream

-  Complete and return this form
-  Email foundation@petermac.org
please include additional guest name
-  Visit foundation.petermac.org/RSVP, or scan here



This RSVP is for:
(list attendees' names – feel free to bring a guest)

1: _____
2: _____

Please check that your details are correct

Phone: _____

Email: _____

Supporter Number: _____

- Yes! I have included a gift to Peter Mac in my Will
- Yes! I intend to leave a gift to Peter Mac in my Will
- Yes! I am considering leaving a gift to Peter Mac in my Will

NESEXMAS24

New Donor Journey eDM

Dear TestJonathan,



Your thoughts and feedback are very important to me. That's why I'd love to hear from you about what motivated you to support Peter Mac, and what particularly interests you about cancer research.

I would be so grateful if you could share your insights with me by completing this brief survey below. I know your time is valuable so it will take less than 5 minutes to complete.

[START SURVEY](#)

I can't wait to hear from you. Thank you so much.

Kind regards



Kate Torney OAM
Chief Executive Officer
Peter MacCallum Cancer Foundation

Peter MacCallum Cancer Foundation UFA 01 939 480
Trusted for the Peter MacCallum Cancer Foundation ABN 14 726 237 468
Peter MacCallum Cancer Foundation, Locked Bag 6 ABECKETT ST VIC 3066, Australia
www.petermac.org/charity
Using your email preferences or unsubscribe
Supporter ID: 4336631110CE180

**Peter Mac**
Peter MacCallum Cancer Foundation

"Many of our life-changing breakthroughs are made possible as a result of people remembering Peter Mac in their Will."

- Professor Ricky Jansz, Executive Director of Cancer Research



Dear TestJonathan,

Thank you so much for considering including a gift in your Will to Peter Mac TestJonathan. This is truly special news to all of us here.

Did you know...

that a third of all donations to Peter Mac each year come from gifts in Wills?

A third of donations to Peter Mac each year come from gifts in Wills from generous Peter Mac donors, and **these gifts – no matter how large or small – play a vital role in helping us discover new and better ways to prevent, detect, and treat cancers.**

By including a gift in your Will to Peter Mac, you'll be making a lasting contribution to the advancement of cancer research and joining a **very special group of supporters known as Peter Mac's Friends for Life.**

Who are Peter Mac's Friends for Life?

Peter Mac's Friends for Life supporters are some of the most important and valued members of our community.


No matter where they're from or what their personal experience with cancer may be, a **Friend for Life is someone who has chosen to make a deeply impactful legacy in overcoming cancer.**

Who are Peter Mac's Friends for Life?

Peter Mac's Friends for Life supporters are some of the most important and valued members of our community.

No matter where they're from or what their personal experience with cancer may be, a **Friend for Life is someone who has chosen to make a deeply impactful legacy in overcoming cancer.**

The generosity of our Friends for Life supporters in the past has **helped our researchers make crucial breakthroughs**, many of which are having a direct impact on the lives of people with cancer today.



"I see my gift to Peter Mac in my Will as doing my bit for mankind."

- Murray, leaving grandfather and grand Friend for Life

By including a gift in your Will to Peter Mac, TestJonathan, you'll:

- Help Peter Mac **discover more about how to prevent cancers**, so that more people can be spared from a cancer diagnosis in the future.
- Help researchers **find new ways to detect cancers**, so that more patients are given the best possible chance of a cure
- Help develop more **effective treatments with fewer side effects** that will save more lives
- Protect the research of the next generation of cancer experts and **give cancer patients more time with their families** and loved ones
- Be part of an **exclusive community of Peter Mac supporters** and receive invites to special events as well as regular updates on the latest exciting cancer research developments happening right now



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Regular Giving Valex



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Graeme supports Peter Mac because he lost his wife to bowel cancer back in the 80s.

He receives care at home now and has a lot of support from friends and neighbours too.

Graeme mentioned he has left a gift in Will to Peter MacCallum Cancer Foundation; he thinks it's around \$20,000.



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Gail has just been discharged from Peter Mac and is home to live out her remaining days.

She has left a gift in her Will. Did so as Peter Mac has been helping her, and she expressed how wonderful they are.



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Terese mentioned leaving a gift in her Will when she passes.

She said her mother did it and she wants to do the same.

Cancer research is incredibly important to her, and she wants to contribute to that.

Said she won't be passing any time soon.



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Keys to success

- Shared KPIs
- Nurture the relationship
- Strong, *aligned* proposition
- Compelling materials
- Look for opportunities to piggy-back™



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Thank you

Bethan.hazell@petermac.org



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Frances Schepisi, National Manager at Stroke Foundation



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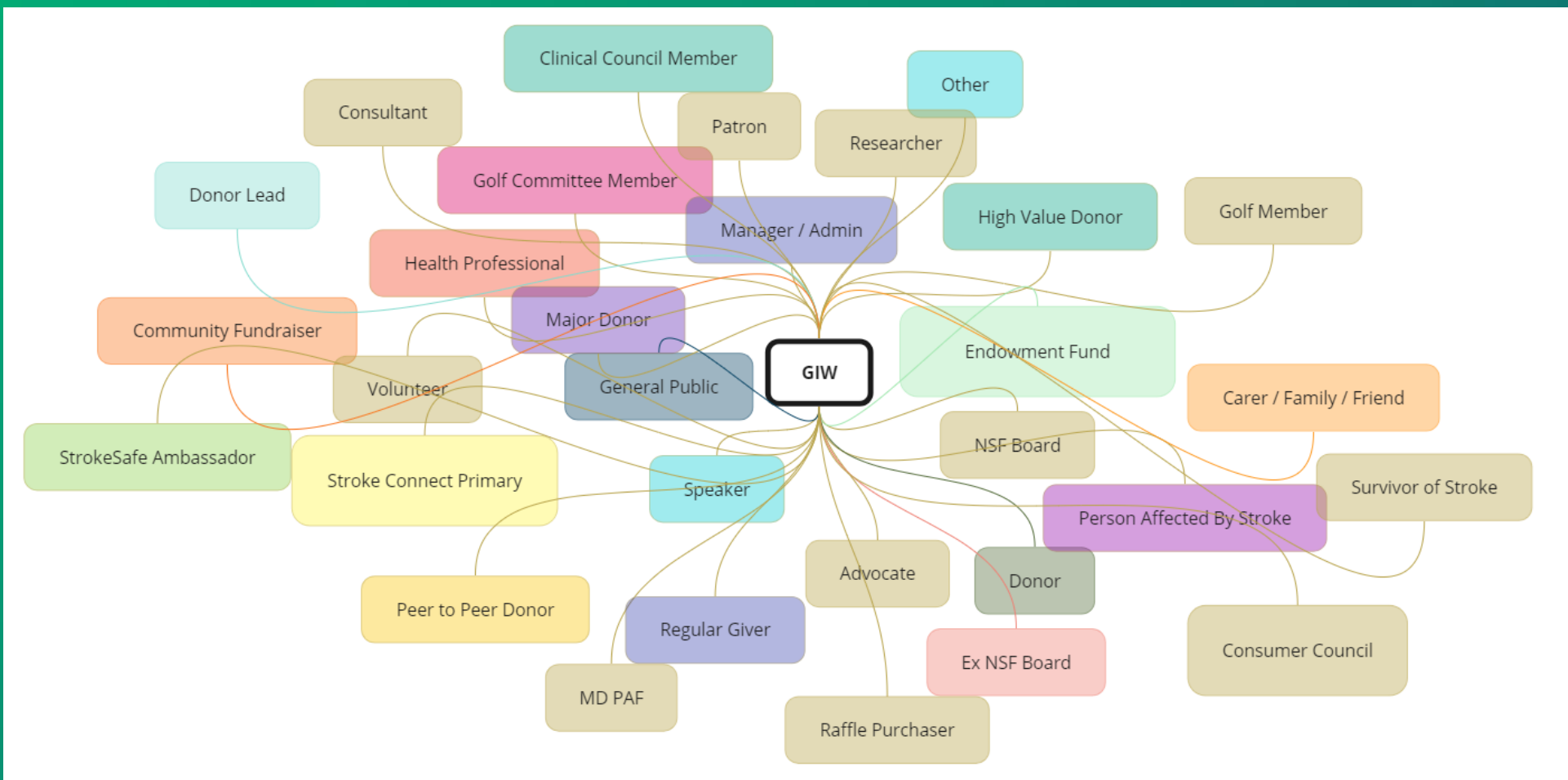
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From Connection to Contribution:

The Multi-Channel GIW Approach at Stroke Foundation



Our Journey



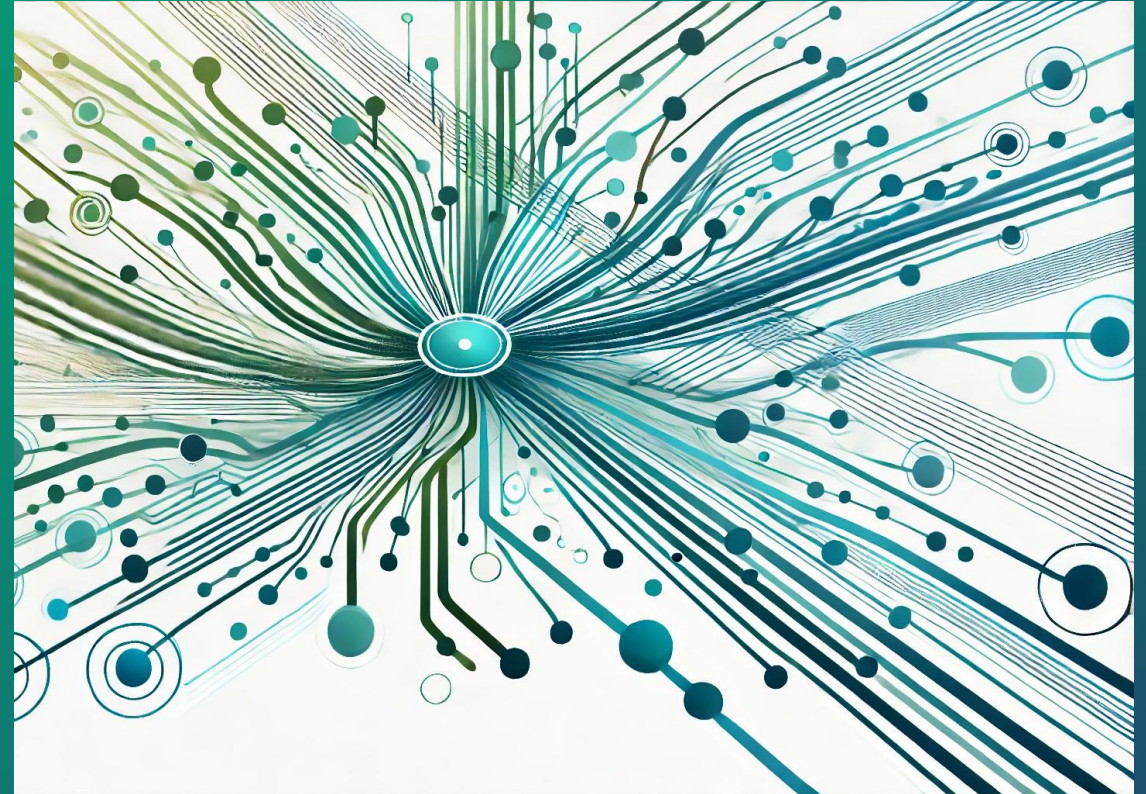
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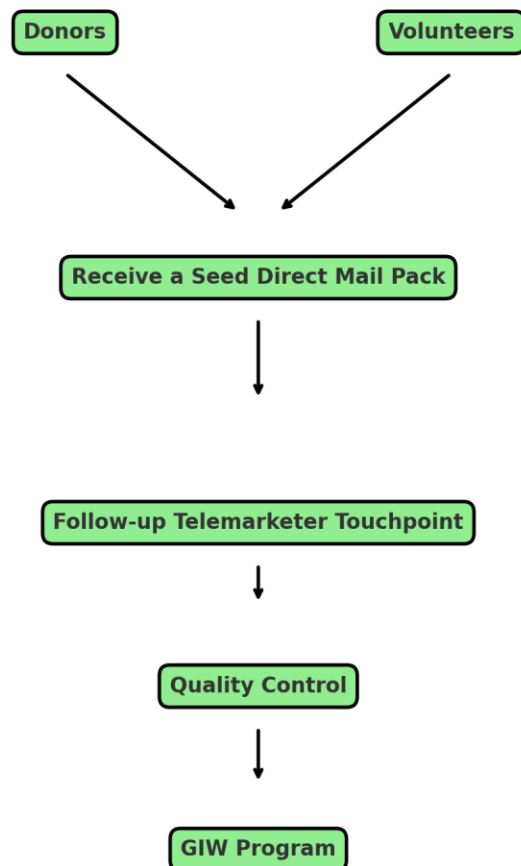
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- Gifts in Wills supporters come from many different streams.
- The journey of the individual supporter is often very different, but the destination remains the same.
- So, it makes sense to have different marketing channels for different cohorts.



Seeding



Campaign Goal Overview: Drive growth through strategic supporter acquisition, donor retention initiatives,

Target Audience Identification: Focus on existing supporters and volunteers over 75 to maximize campaign impact and engagement opportunities.

Key Campaign Elements: Incorporate direct mail, supporter stories, telemarketing follow-ups, and onboarding journey.



Direct Mail 2-page letter from president

Appeal Pack 4 panel brochure

DL supporter story

Return Mechanism

Direct Mail Recipients 2-3 years supporting – minimum

Over 75 years preference

Connection to cause

RG Cancelations Financial reasons -12-24 months



The Journey to Connection



Transforming Donor Relationships. Moves Management through the Lens of Change Theory



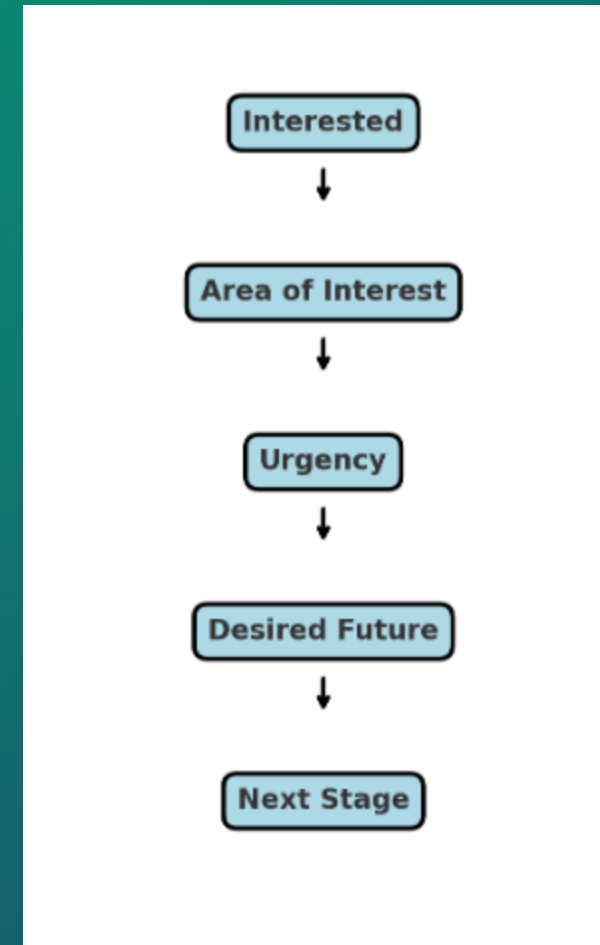
Targeted Messaging Strategy: Employing specific messages showcasing impact and milestones significantly elevates supporter engagement levels over time.



Content Examples for Engagement: Feature stories highlighting donor impact alongside measurable successes to inspire action and deepen commitment.



Metrics for Effectiveness: Evaluate average gift amount increase and donor retention rates as key indicators of campaign success.



Integration of Campaign Elements for Cohesive Supporter Experience

- **Cross-Channel Consistency:** Ensuring uniform messaging across channels strengthens brand alignment and enhances overall supporter trust and engagement.
- **Sequential Messaging Strategy:** Implementing a sequential approach reinforces campaign narratives, guiding supporters through impactful story arcs effectively.
- **Personalised Engagement:** Utilising supporter data allows for tailored communications around area of interest that resonate deeply at every stage of engagement.



Self-Importance

Launch of the David Brownbill Bequest Society

We are excited to announce that the David Brownbill Bequest Society has been launched.

It is named to honor the renowned Neurosurgeon Mr. David Brownbill who, alongside co-founder Sir John Holland, established a research foundation in 1983. In 1996, stroke was identified as one of Australia's health priority areas of need, and the fledgling research organisation formally became the National Stroke Foundation.

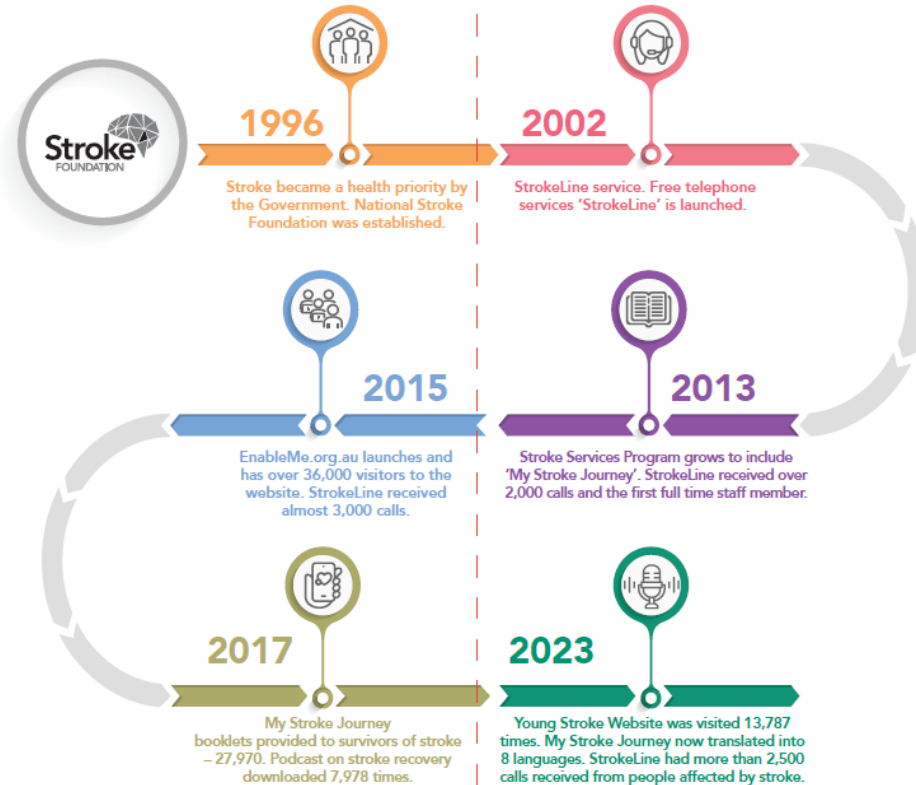
Mr David Brownbill, is a champion to Stroke Foundation in another way, he has made the incredible decision to leave a gift in his Will to ensure Stroke Foundation can continue to work towards a future where stroke can no longer take what we love.

Membership into the David Brownbill Bequest Society is complimentary to all supporters who generously commit to fighting stroke through the inclusion of a gift to Stroke Foundation in their Will.

Together, we can create a brighter future for stroke survivors and their families and leave a legacy of hope and healing for generations to come.

Become a member today when you include Stroke Foundation in your Will.

Thank you for being part of our journey. Imagine what the future 'Will' look like for service extensions for survivors of stroke.



It's important that you regularly review your Will to ensure that it still accords with your wishes and deals effectively with your assets. There are also certain life events which should trigger a review of your Will and estate planning.

When should you review your Will?

Change in family circumstances

- › Births, deaths, marriages.
- › Separation or divorce.
- › Starting a de facto relationship.
- › Your children remarrying or getting divorced.

Change in the Executor or other beneficiaries

- › Is your Executor still able to carry out their duties?
- › Have any beneficiaries passed away since writing your Will?

Change in financial circumstances

- › Retirement is an ideal time to be proactive in your estate planning.
- › A fixed sum of money in a previous Will may be of less value in 'today's dollars'.

Change in your assets

- › Buying or selling assets such as property, cars, shares.

Change of residence

- › Have you moved interstate?

Support of a charity

- › Have you considered including a gift in your Will to your favourite charities?

Please speak to your solicitor or financial advisor when writing or updating your Will to ensure your estate is distributed according to your wishes.



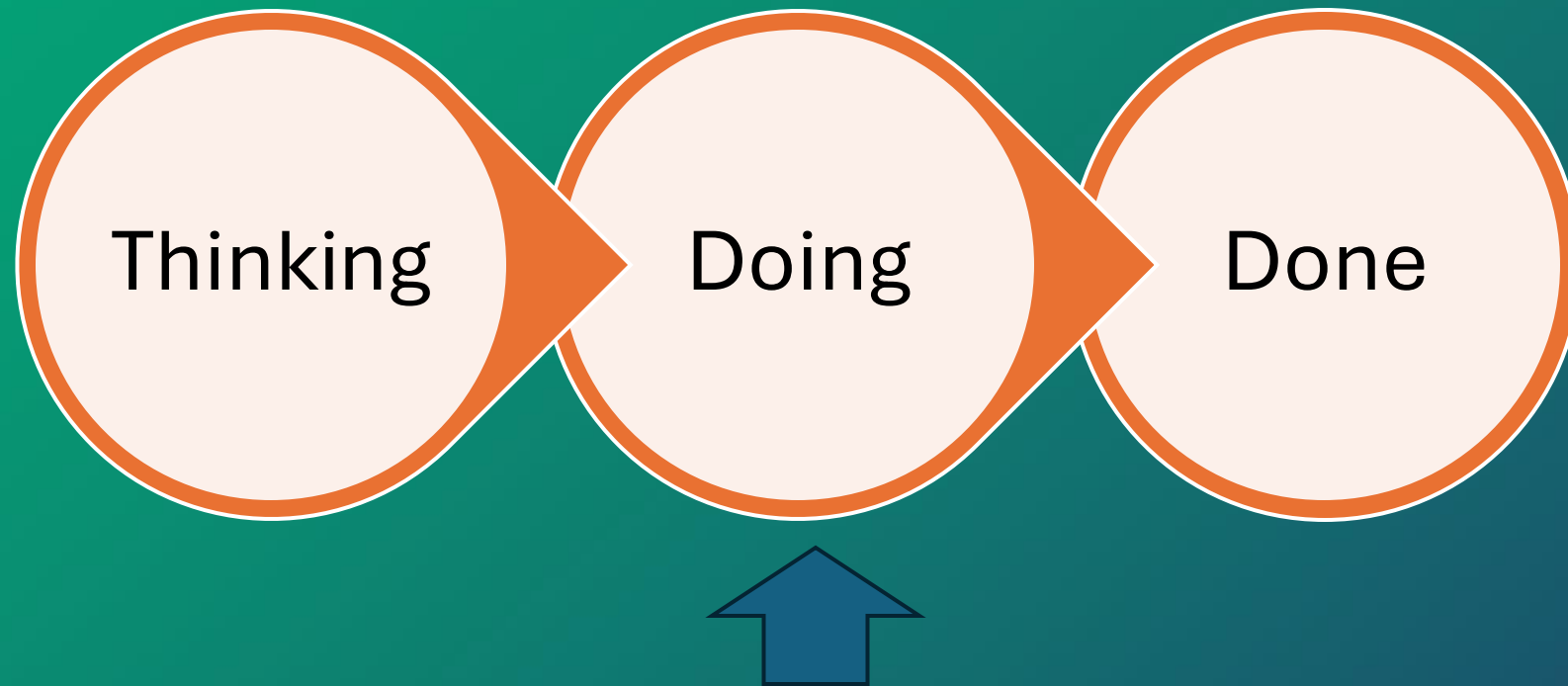
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The Journey to Connection



Digital and E Journey

Under 65 demographic have different characteristics

- Prefer less snail mail
- More digital savvy
- The older Gen X cohort are approaching retirement
- Have a level of brand alliance



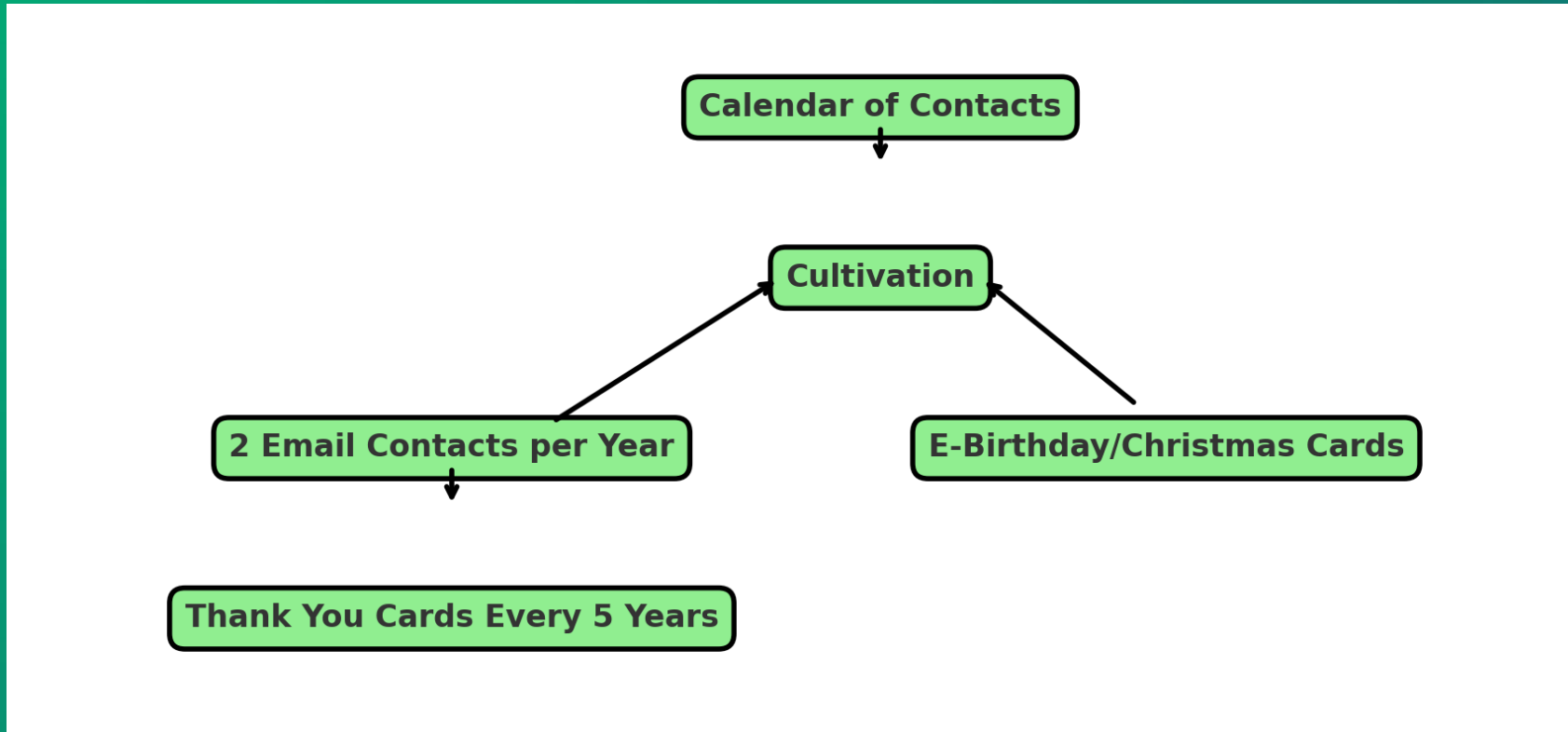
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The Long Journey to Connection



Thank you

Layering the past, the present and the future of your cause to your supporters



Jakki Travers

Associate Director Philanthropy & Individual Giving
Children's Medical Research Institute



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
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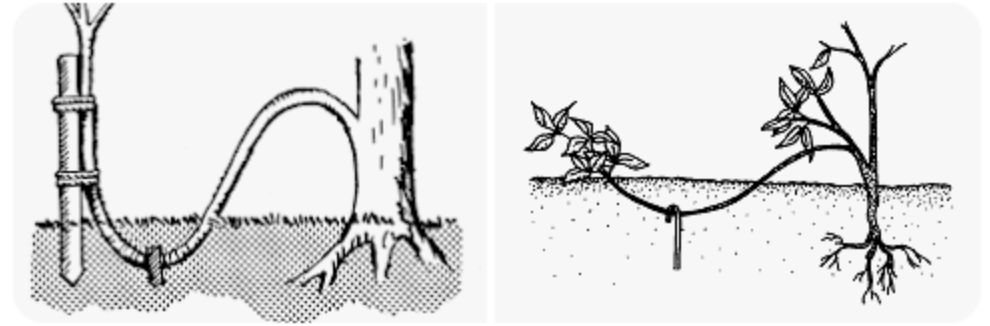
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Layering Marketing for Impact and Results

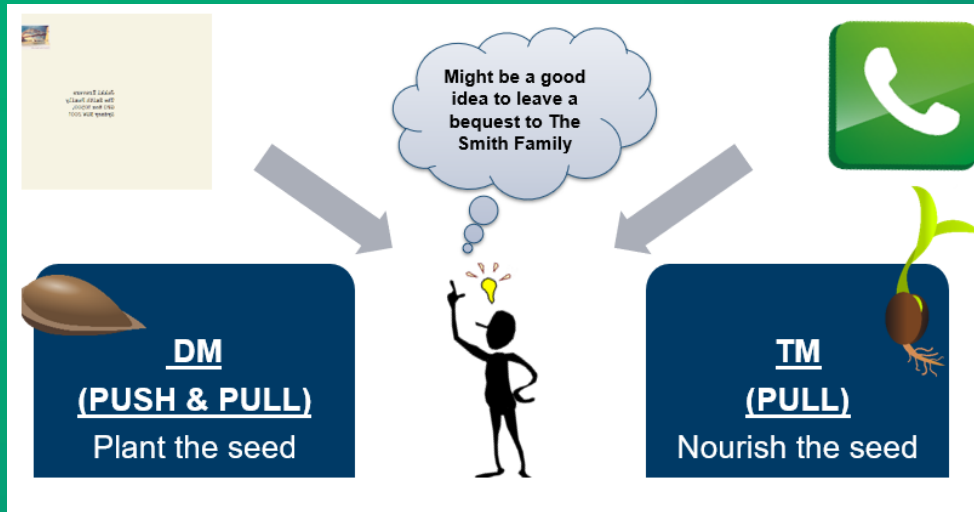
Layering is a vegetative propagation technique where the stem or branch of a plant is manipulated to promote root development while still attached to the parent plant. Once roots are established, the new plant can be detached from the parent and planted.

 Wikipedia
<https://en.wikipedia.org/wiki/Layering>



Jakki Travers, Gifts in Wills Tragic

What layering can look like



Jakki Travers, Gifts in Wills Tragic

The old and the new

Jennifer Philps

Gifts in Wills

- Reeva Nadkar
- Jennifer Philps
- Foster Lee
- Joe Aslak
- Nigel Armstrong
- Margaret Mackisack
- Dianne Hodge
- Margaret Evans



7.0 km ride - First Ride - Tuesday, October 1, 2024



Jon

Jon would not be alive today without medical research.



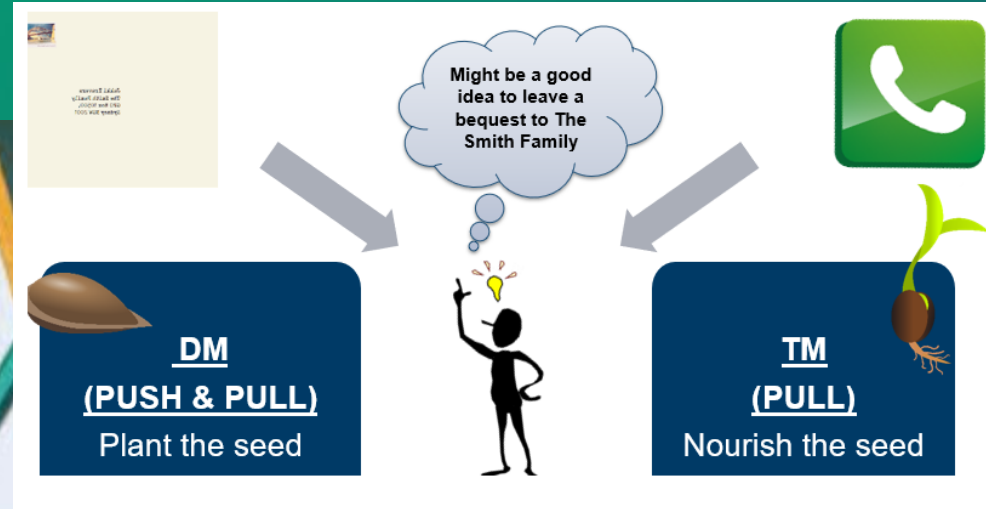
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The old and the new



GIW Fundraising is like dating



GIW Fundraising is all about Layering

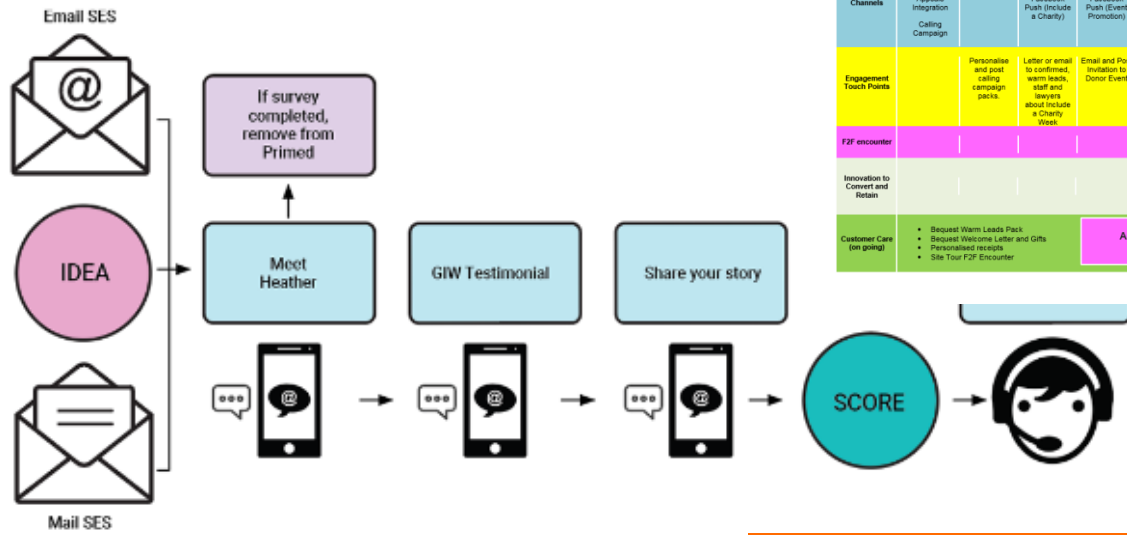
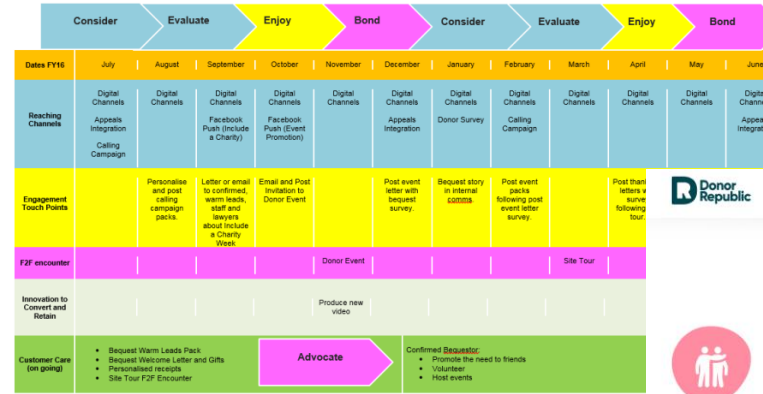
- Finding and connecting with your donor
 - What channel
- Nourishing the relationship
 - What channel
- Exploring your relationship
 - What channel
- Committing to the relationship
 - What channel
- Taking your relationship to the next level
 - What channel
- Taking your relationship to the next generation
- WHY



What's working for others?

Design a 12 months communications map

Loyalty Loop Strategy



Summary

There has been incredible growth in Gifts in Wills in recent years, with Donor Republic at the forefront of this increasingly important area of fundraising in Australia. We help you identify your ideal Gifts in Wills prospects, and create thoughtful programs and campaigns to encourage them to continue their impact into the future by leaving your charity a gift in their will.

- #### Our Services
- Strategy development
 - Value proposition and creative expression
 - Journey mapping
 - Multi-wave conversion packs
 - GIW digital ad strategy and management
 - GIW engagement journeys
 - GIW videos

“
The time is right to be seeking charitable bequests.
 The populations of Australia and New Zealand each feature an unprecedented demographic wave known as baby boomers. The size and scale of the cohort gave it its name, and it is the beneficiary of an era of unprecedented wealth. Based on current estimates, this generation will begin to pass away in large numbers in the late 2030s and continue for two decades or more.



Case studies



Layering the content

CHILDREN'S MEDICAL RESEARCH INSTITUTE
Jeans for Genes

15 May 2023

<Title> <First Name> <Last Name>
<Account Name>
<Address>
<Suburb> <State> <Postcode>

Teddy

You can help give Teddy a voice.

Dear <Salutation>,
Thank you so much for donating to Jeans for Genes in the past and showing sick kids just how much you care. You've helped research change the lives for kids who are battling a genetic disease. Which is why I thought you'd be interested to hear about young Teddy who needs your help again. I wouldn't ask if it wasn't critical.

One of the most exciting times in a parent's life is watching their child reach milestones like walking and talking. But for Teddy's mum, Lucy, seeing her two-year-old son walk and talk is still a dream.

By donating <ask>, you could make Lucy's dream come true.

It was at a regular check up with Teddy's paediatrician when he was 3 months old that the doctor noticed Teddy had low muscle tone and weak head control. The doctor immediately ordered genetic testing.

"When my husband and I got called into the office," Lucy said, "It was during Covid, so I knew something was wrong when they said both of us could come in together. That's when we found out that Teddy has CTNNB1 syndrome."

The syndrome is commonly mistaken for cerebral palsy, and the **frightening thing is it could happen to any child, <Name>** – because in most cases the genetic defect is **not** inherited but happens randomly, due to a spontaneous change in a child's DNA.

Teddy has neurodevelopmental delays, spastic diplegia, and visual defects. He is challenged physically, mentally, and emotionally. **And there's still so much more we don't know about his disease.**

"He could be non-verbal or in a wheelchair for his whole life. We just don't know," Lucy said.



key stats:

- 1 in 20 children face a birth defect or genetic disease.
- Cancer is triggered by genetic changes and is a leading cause of death in children aged 4-12.
- 50% of all admissions to children's hospitals have a contributing genetic cause.

Our goals are ambitious, but we have to try. Your support can help make these dreams a reality for countless kids, both now and for future generations to come.

Thank you
1800 436 437
CMRJeansforGenes.org.au

CHILDREN'S MEDICAL RESEARCH INSTITUTE
Jeans for Genes

65 Years of Impact

History of what we had hoped for/vision for the future:
Children's Medical Research Institute was created to help children with life-threatening diseases. When we began, we didn't know just how complex many of these diseases are and how many more would be discovered over time. But with people like you supporting us, we knew we had to try. The goal was simple – giving kids the best chance living a long, healthy, and happy life.

Major impact of what we've achieved:
Thanks to your support, we've made some huge achievements over the years. We've improved survival of premature babies, which used to be a leading cause of death. We've pioneered microsurgery, enabling organ transplants in children. We've contributed to the Rubella vaccine, the first heart and lung life-support machine, made major advancements in gene therapy for genetic diseases, and recently developed a rapidly increasing 'big data' library of cancer information that will transform how cancer is diagnosed and treated. These milestones have already helped countless children, both in Australia and around the world.

What our vision of the future is/what we hope to achieve with donor support:
Together, we can continue to help the 1 in 20 children who face a birth defect or genetic disease. But we need your help today, so we can do the work that will change the future for these kids. We need to:

- improve our understanding of genes that cause disease
- develop new gene therapy cures for a range of conditions
- improve genetic testing for the 1 in 1,000 people affected by inherited causes of blindness
- help the 1 in 3 epileptics who don't respond to medication by developing new medicines
- make cancer treatment more personalised for a greater chance of success and reduced side effects

2023: With your help we can find cures for more of the 600+ genetic diseases and transform how cancer is diagnosed and treated. We can save more lives. Your help is vital.

1947: Helped introduce the vaccine for Rubella
1983: Developed the paediatric heart and lung life support machine
1986: Formed Australia's first research unit for newborns, improving the survival rate for premature babies
1978: Pioneered microsurgery, helping make organ transplantation possible
1995 to now: Made world-first discoveries about telomeres in cancer
1982: Conducted the first ever gene therapy clinical trial for an inherited disease in Australia
1976: Created a global first transformative international cancer research program
2004: Led the delivery of gene therapy for a genetic eye disease in the first Australian patients

Will you help give Teddy a voice?

Teddy was five months old when he was diagnosed with CTNNB1 syndrome.

It started when Teddy had a crossed eye. At first, his parents thought their biggest challenge would be trying to keep glasses on their baby.

But after a regular check-up, they knew the challenge would be much greater.

"I didn't understand the far-reaching effect of it and the impact of the disease."

"Talking to other parents whose child has CTNNB1 is scary. He could be non-verbal or in a wheelchair for his whole life."

The scary part – this disease can choose anyone and has a wide range of potential effects.

Teddy struggles physically, mentally, and emotionally.

And as Teddy got older and still wasn't able to walk or talk, his parents feared the unknowns of his condition.

We don't know how the disease will affect Teddy in the future. But for now, he's found his own way to interact with the world.

We don't know how the disease will affect Teddy in the future. But for now, he's found his own way to interact with the world.

Teddy loves hearing his mum sing. But she dreams of the day she hears him say 'mum'.

You can help make that day happen. You can help give Teddy a voice by donating today.

Your gift of research can help our scientists understand the disease and make new discoveries to support kids like Teddy who need it most.

Thank you

Your gift of treatments and cures will give kids like Teddy the chance to be kids again and live long, healthy, and happy lives.

Your gift for future gene therapies could include screenings at birth, so we're able to diagnose and treat or cure kids like Teddy before their parents ever notice signs of a problem.

1 in 20 kids are born with a birth defect or genetic disease.

Number
CMRJeansforGenes.org.au

CHILDREN'S MEDICAL RESEARCH INSTITUTE
Jeans for Genes

INCLUDE A CHARITY

FIA

Fundraising Institute Australia

BIGFOOT FUNDRAISING

Children's Medical Research Institute was created to help children with life-threatening diseases fully live their childhoods in a world where childhood diseases have no place.

Thanks to your support, we've made some huge achievements over the years.

Together, we've improved survival of premature babies, when being premature used to be a leading cause of death. We've pioneered microsurgery, enabling life-saving organ transplants in children. And so much more, such as the first heart and lung life support machine, major advancements in gene therapy for genetic diseases, and developing a world-first specialised library of information on cancer.

These milestones have already helped countless children, in Australia and around the world, and will help so many more in the years to come. It's a record of which we're justifiably proud, but there is so much more to do to create the world we all dream of for tomorrow's children.

Together, we can continue to help the

1 in 20 children who face a birth defect or genetic disease.

By leaving a gift in your Will to Children's Medical Research Institute, you can help create a future where no childhood is lost to genetic disease.

Our dream is a world where childhood diseases have no place, where children can fully live their childhoods in health and happiness. A gift in your Will can help make that dream come true for future generations.

Creating brighter, healthier, happier tomorrows for over 65 years

CHILDREN'S MEDICAL RESEARCH INSTITUTE **Jeans for Genes**

A history of firsts

1960s - Helped introduce the vaccine for Rubella

1970s - Pioneered microsurgery, heliose make neonate

1995 to now - Made world first discoveries about

2002 - Conducted the first ever gene therapy clinical trial

2016 - Created a global-first transformative

2021 - Led the delivery of gene therapy for a genetic

2024+ - By leaving a gift in your Will, you can help fund cures for the 6,000+ genetic diseases, and transform how they're diagnosed and treated.

Professor Roger Reddel AO
Executive Director of CMRI and Head of the Cancer Research Unit
Locked Bag 2023, Wentworthville NSW 2145
cmrijeansforgenes.org.au

Dear fellow supporter,

Our names are Peter and Lucy, and together with our two-year-old son, Teddy, we are one of the families that your kindness and generosity benefits.


Teddy, you see, has one of those life-altering, random genetic diseases that the researchers at Children's Medical Research Institute are working so hard to unravel.

It's called CTNNT1 Syndrome and it's a neurodevelopmental disorder that's similar to cerebral palsy. That means it comes with a lot of physical, mental and emotional challenges.

Teddy was diagnosed when he was just five months old, and we were told he may never walk or talk.

Every parent knows the joy of their firstborn hitting milestones, like walking and talking, but for us it is something we may never experience. We felt kind of overwhelmed at first. It took us a while to realise the gravity of it all. And then as Teddy progressed in age, every new milestone he missed really hit us in a different way.

...why, when Jakki from Children's Medical Research Institute asked us if we'd like to write this note to you today, we jumped at the chance. And here's why.



Teddy's story



At five months old, Teddy was diagnosed with a genetic condition similar to cerebral palsy. His parents, Lucy and Peter, were told that Teddy may never walk or talk.

Lucy and Peter were surprised to learn that research into Teddy's condition is happening right in their backyard in Australia, thanks to Children's Medical Research Institute.

"Meeting the researchers was incredible," Peter said. "To meet someone so smart and knowing that our child's genetic disorder might be cured by this guy. It's like meeting a rockstar scientist, but for genetics. It's incredible!"

CHILDREN'S MEDICAL RESEARCH INSTITUTE **Jeans for Genes**



Thank you for everything you've done for CMRI over the years. I'm enclosing some information from my colleague Jakki Travers about leaving a gift in your Will. I do hope this is something you will consider.

Roger Reddel

you help give Teddy a voice?

1 in 20 kids are born with a birth defect or genetic disease.

Number
CMRIJeansforGenes.org.au

CHILDREN'S MEDICAL RESEARCH INSTITUTE **Jeans for Genes**

Thank you

...you help give Teddy a voice by donating today.

...can help make that day You can help give Teddy a voice by donating today.

...can't know how the disease affect Teddy in the future. But by leaving a gift in your Will to support children like Teddy, please call 02 8865 2984 or email mthomas@cmri.org.au

...wasn't able to walk or talk, his parents feared the unknowns of his condition.

...We don't know how the disease will affect Teddy in the future. But for now, he's found his own way to interact with the world.

...After a regular check-up, they knew the challenge would be much greater.

...Talking to other parents whose child has CTNNT1 is scary. He could be non-verbal or in a wheelchair for his whole life.

...Your gift of research can help our scientists understand the disease and make new discoveries to support kids like Teddy who need it most.

...Your gift of treatments and cures will give kids like Teddy the chance to be kids again and live long, healthy, and happy lives.

...Your gift for future gene therapies could include screenings at birth, so we're able to diagnose and treat or cure kids like Teddy before their parents ever notice signs of a problem.

And next year?

1 in 20

Kids face a birth defect or genetic disease

How You Can Help



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Layering Content



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What to take from today

- RESEARCH

Media

What you see	What the subconscious
 Seminar Tonight: Estate Planning	 Seminar Tonight: Your Upcoming Death

In a follow-on study, Professor Russell James tested the influence of donor stories in encouraging people to include a gift in their will.

They found that the more stories we tell, and the more the story reflects the life story of the reader, the more likely people are to consider a gift in will themselves.

... included City in scope in my will, as a beneficiary account or other plans.
to remain anonymous.
 honor of memory of _____

Media

Permanence is psychologically attractive } Will live beyond them

Symbolic Immortality


Autobiographical Heroism

Something reflecting the person's life story (community and values)

COMMUNITY

VALUES

In a 2014 survey, **1 in 4** increased their intention to leave a charitable bequest when given the option to "honor a friend or family member by making a memorial gift to charity in my last will & testament"



What to take from today

- EXPERT ADVICE

Design a 12 months communications map

Loyalty Loop Strategy

	Consider	Evaluate	Engage	Reward	Consider	Evaluate	Engage	Reward
Subject Line	Write subject line	Test subject line	Write subject line	Test subject line	Write subject line	Test subject line	Write subject line	Test subject line
Content	Write content	Test content	Write content	Test content	Write content	Test content	Write content	Test content
Images	Write images	Test images	Write images	Test images	Write images	Test images	Write images	Test images
Links	Write links	Test links	Write links	Test links	Write links	Test links	Write links	Test links
Buttons	Write buttons	Test buttons	Write buttons	Test buttons	Write buttons	Test buttons	Write buttons	Test buttons
Footer	Write footer	Test footer	Write footer	Test footer	Write footer	Test footer	Write footer	Test footer

Customer Journey Diagram: Mail SES → IDEA → Meet Heather → GIW Testimonial → Share your story → SCORE → [Headset icon]

Website Screenshot: Donor Republic website showing 'Summary' and 'Our Services' sections.

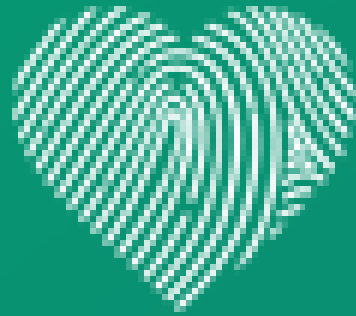
Text Box: The time is right to be seeking charitable bequests.

Text: The populations of Australia and New Zealand each feature an unprecedented demographic wave known as baby boomers. The size and scale of the cohort gave it its name, and it is the beneficiary of an era of unprecedented wealth. Based on current estimates, this generation will begin to pass away in large numbers in the late 2030s and continue for two decades or more.

Logos: INCLUDE A CHARITY, FIA Fundraising Institute Australia, BIGFOOT FUNDRAISING

What to take from today

- PEER ADVICE



**INCLUDE
A CHARITY**



**INCLUDE
A CHARITY**



Fundraising
Institute
Australia

**BIGFOOT
FUNDRAISING**

What to take from today

- **WHATEVER CHANNELS WORK FOR YOU**



What to take from today

FROM

TO

- REPURPOSE COLLATERAL



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