



IAC WEEK 2025

SHOW & TELL

November 2025

Presented by Include A Charity



The Professional Body for Australian Fundraising

Acknowledgement of Country

In the spirit of reconciliation we acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.





Agenda

- We Communication
- Good PR
- IAC Member Campaigns
 - Nadia Aden, Fred Hollows
 - Meg Barnes, AVI
 - Lee Christian, Birdlife
- Roadshow highlights
- Troubleshooting Breakouts
- Upcoming events





WE COMMS AND GOOD PR

RECAP

November 2025

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The Professional Body for Australian Fundraising

We Communications
Social Media
Campaign 2025



The Professional Body for Australian Fundraising

What we did in 2025



Increase public awareness for GiW and drive growth in bequest giving in Australia



Inspire Australians with stories of donors and charities to educate them on the impact of GiW



Encourage and educate estate planning professionals and wealth advisors



2025 in numbers

Awareness

926,388

Reach

2M

Impressions

↓ 9% below target: 2.3M

1M

Video Views

↑ 104% above target: 490K

41%

View-through rate

↑ Up 38% from 2024

Engagement

30,811

Digital clicks

↑ 18.5% above target: 26K

12,417

Clicks to landing page

↑ Up 3.2% from 2024

0.7%

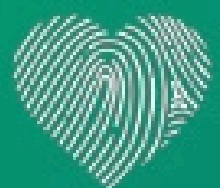
Click-through rate

↑ 16% above target: 0.6%

5%

Engagement rate

↑ 614% above target: 0.7%



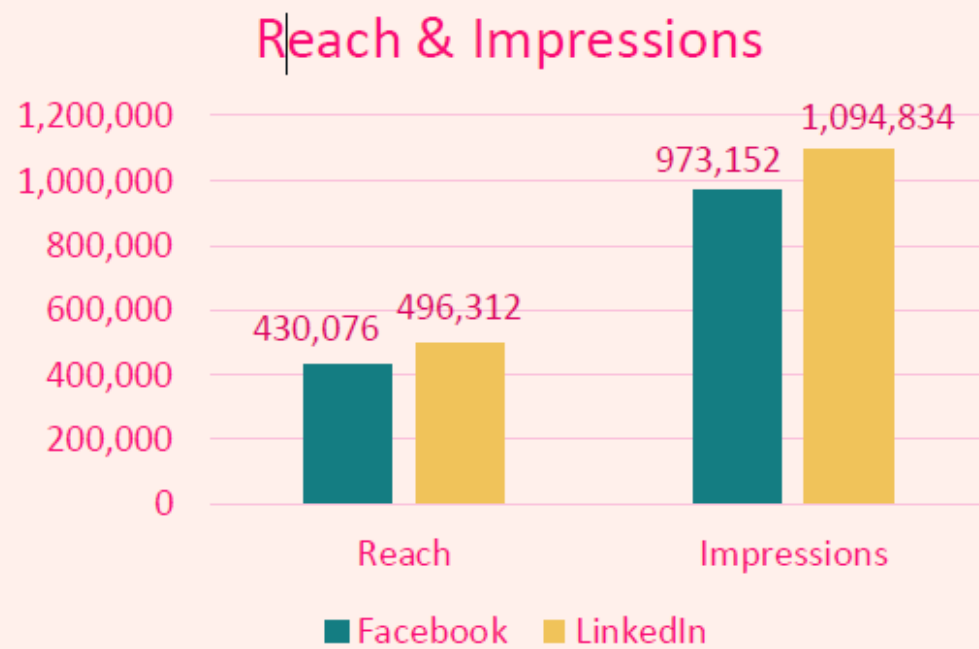
INCLUDE
A CHARITY



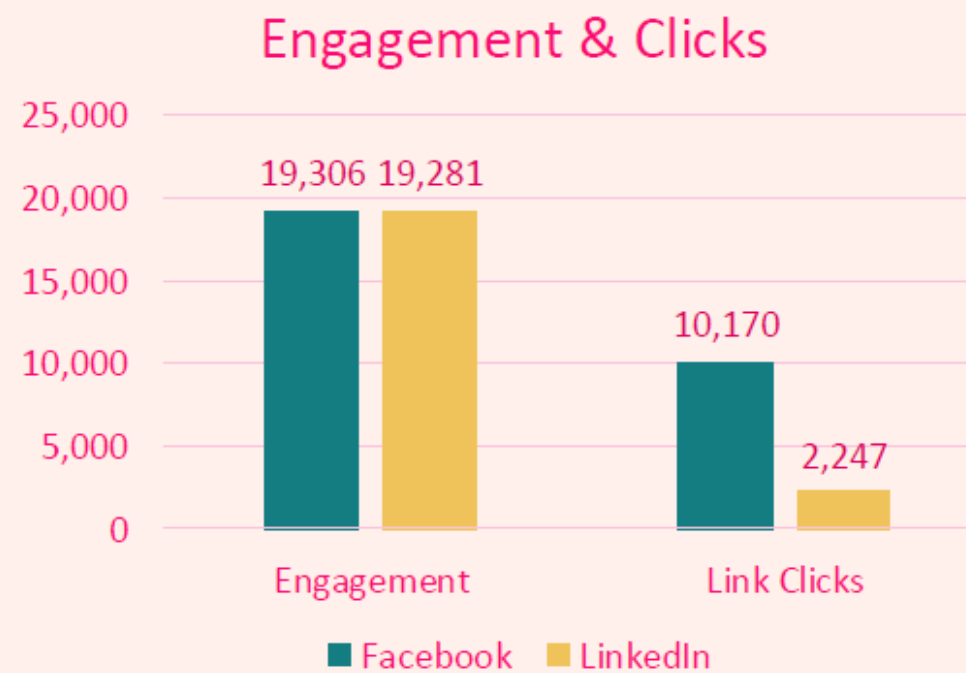
Fundraising
Institute
Australia

The Professional Body for Australian Fundraising

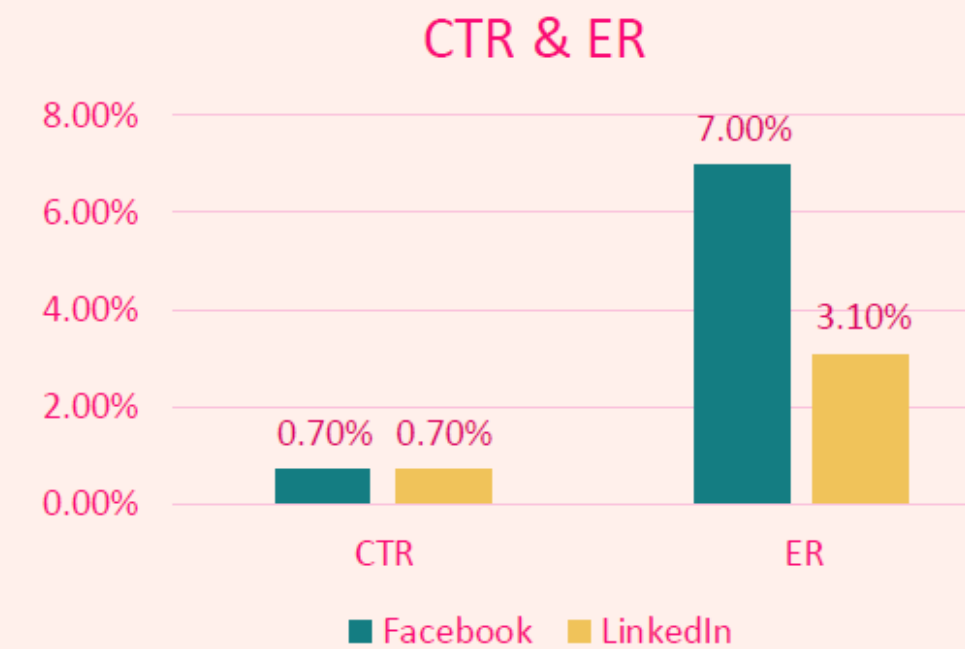
Performance by platform



Reach and Impressions skewed higher towards LinkedIn given higher budget allocation in the initial phases



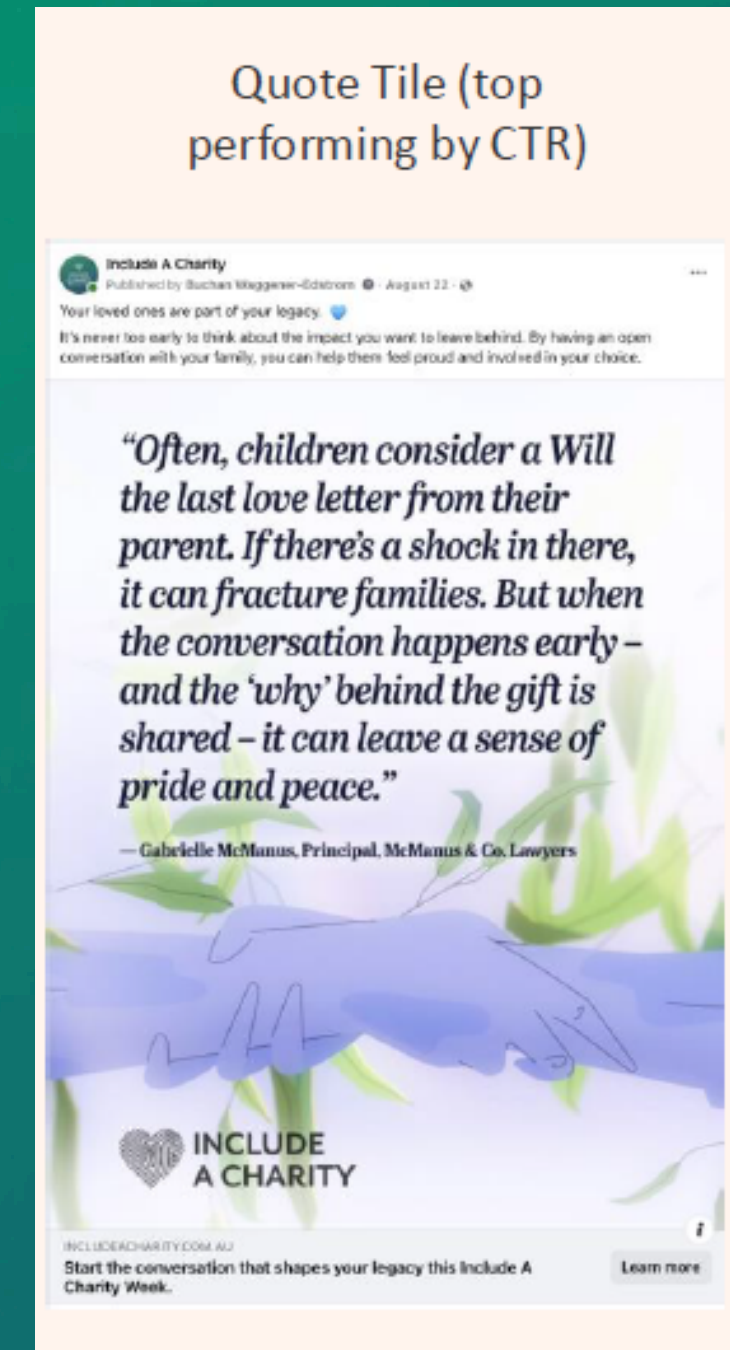
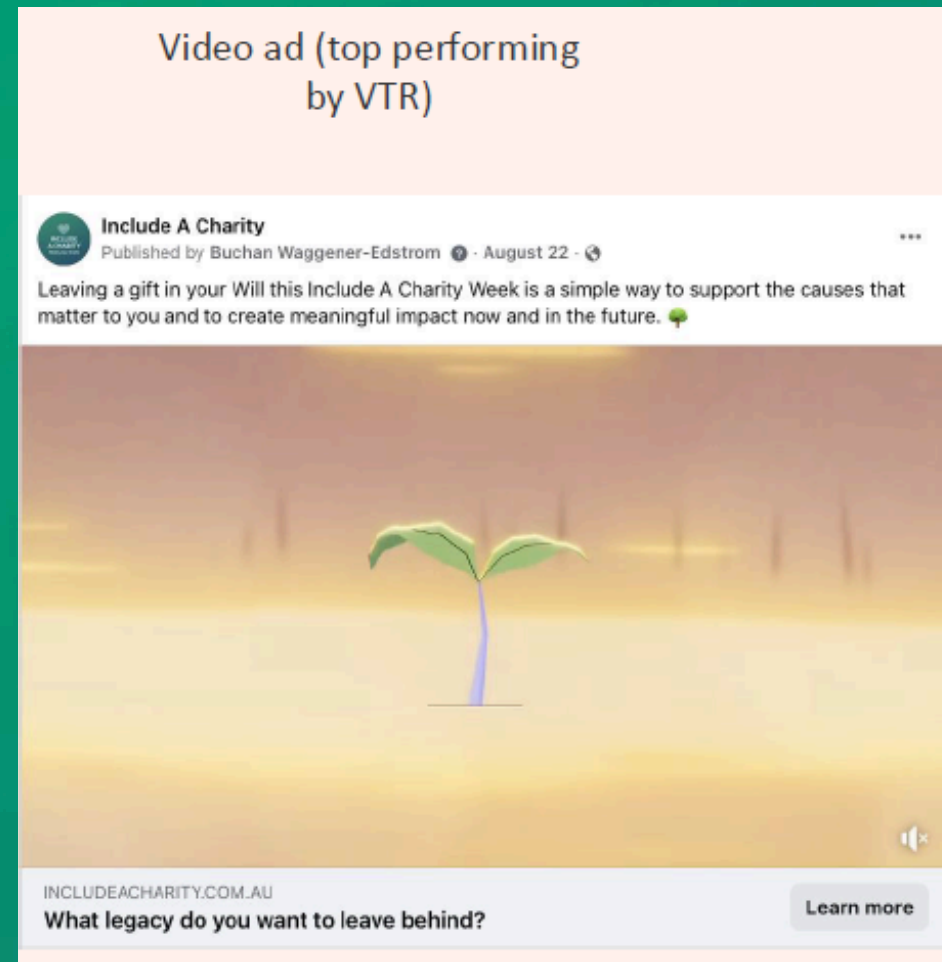
Engagement and link clicks were slightly higher for Facebook with pivot in budget weighting in Phase 1B and Phase 2



CTR was constant. However, Meta saw higher ER because audience on LinkedIn is typically less likely to engage in comparison

Meta

- Audiences preferred context and an emotional hook.
- Longer videos have a slightly better performance in comparison to the shorter video cutdowns of the hero video. - This is rare and could be a result of the audience demographic.
- Women aged 65+ had the strongest engagement with content - 2x more than men in the same age cohort.



Barry Du Bois' PR segment from The Morning Show was well - received in comparison to the others. The quote tile resonated well with viewers from a CTR standpoint.



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LinkedIn

- Audiences preferred brevity and factoids.
- Top performing assets on LinkedIn had key stat callouts from this year's report.
- Solicitors preferred shorter videos.
- Lawyers, Solicitors, Paralegals and Associates working in the Finance and Legal Job functions drove the highest impressions and clicks.

Animated GIF (top performing by VTR)

Include a Charity AUS
1,872 followers
Promoted

Did you know women are more likely to leave charitable bequests, while men tend to leave higher values on average?

These patterns highlight the different motivations when discussing your clients' bequests intention. As trusted advisors, simply raising the option of including a Charity can open up meaningful conversations.

Explore how you can support these conversations with confidence.

More Women Leave a Gift in Will — But Men Leave Larger Bequests

Percent of bequests left by gender

Gender	Percentage
Female	64%
Male	36%

Help clients leave an impact that they truly value. [Learn more](#)

37 likes 1 comment 1 repost

Document/Carousel ad (top performing by CTR)

Include a Charity AUS
1,872 followers
Promoted

Are you a solicitor or financial advisor? Your impact can extend beyond today by guiding your clients and their families in leaving a legacy through their Wills.

Discover how your peers are making a difference. • 3 pages

INCLUDE A CHARITY
Make your mark

Whether it's a large or small charity, these can be life-changing gifts — unlocking funding for programs that achieve truly exceptional outcomes.

Jack Conway
Accredited Wills & Estates Specialist,
Special Counsel, Hamilton Locke

[Download Document](#)

21 likes

Animated GIF (top performing by VTR)

Preranka Dogra and Ayla Fitzbloom follow Include a Charity AUS

Include a Charity AUS
1,872 followers
Promoted

As your clients' trusted advisors, you have the power to open up conversations that can transform lives.

By raising the topic of charitable bequests, you help more people support the causes they care about - ensuring their legacy lives on.

For Solicitors and Financial Advisors: With your help we can raise client bequests to 30% and triple charitable giving in a decade - unlocking \$7.9 billion to vital causes.

Become a Legacy Legend today.

[Learn more](#)

13 likes 1 comment

LinkedIn preferred shorter video ads in the form of animated GIFs. Document Ads were the strongest format of all, driving the highest volume of engagements.

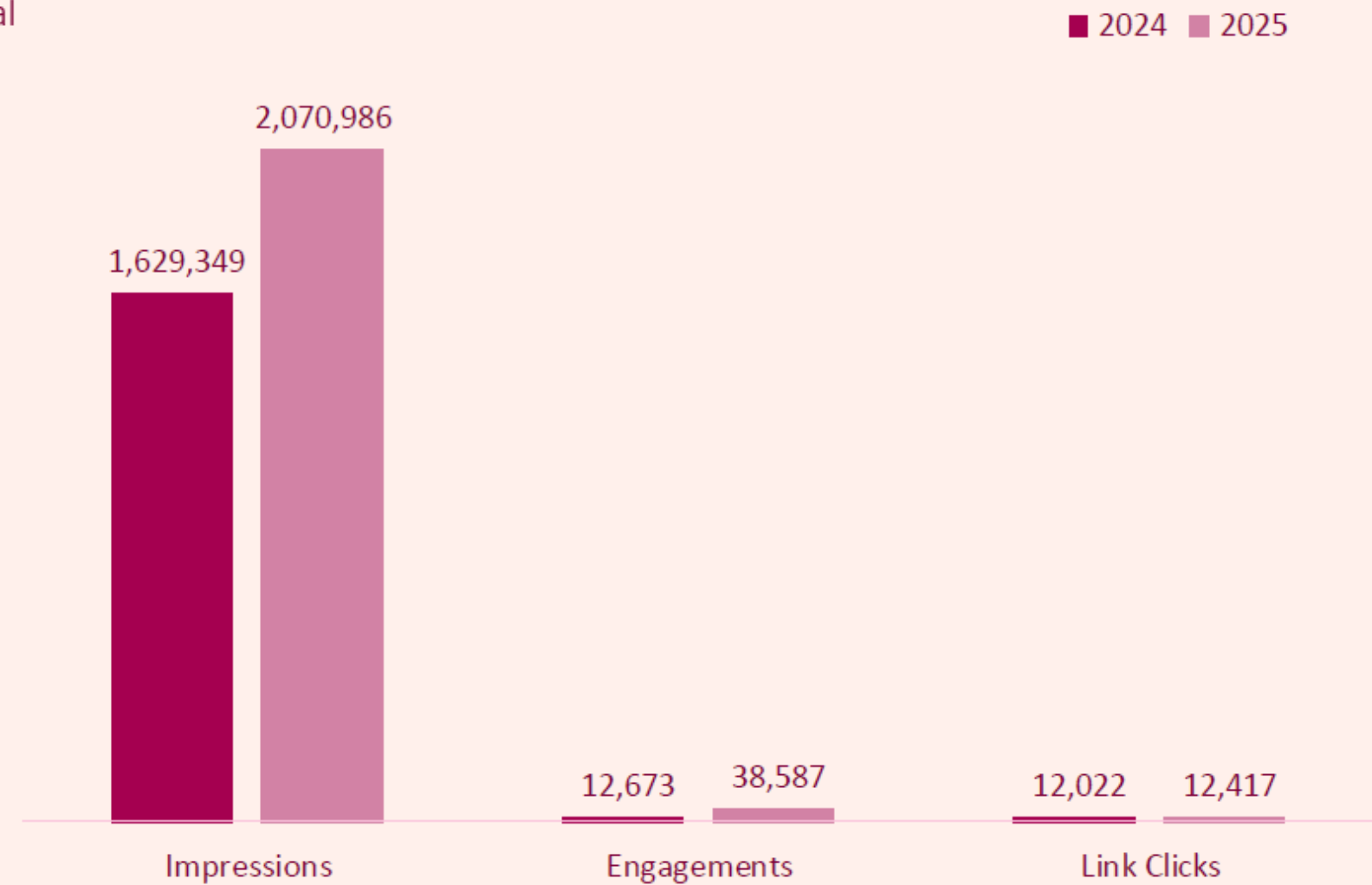
2025 vs 2024 Performance

Compared to 2024, our 2025 campaigns delivered strong growth, with impressions increasing 26.9%, engagements surging 204%, and link clicks rose 3.2%.

These results were driven by higher budget allocation of \$20K (+33% increase from 2024) and refined audience targeting. On LinkedIn, ads reached senior legal professionals with relevant skills and affiliations, rather than just member organisations of FIA. On Meta, campaigns targeted the broader 30–65+ general public interested in estate planning and philanthropy, rather than 27-year-olds+.

Video and document ads performed particularly well, with amplification of existing content boosting clicks and engagement.

Metric	2024	2025	+ or - %
Impressions	1,629,349	2,070,986	+ 26.92%
Engagements	12,673	38,587	+ 204%
Link Clicks	12,022	12,417	+ 3.2%
Avg CTR	0.7%	0.7%	Consistent YoY
Avg ER	0.7%	5%	+614%



Good PR + Events
Campaign Report
2025



Report findings

Total pieces of coverage (incl. syndications)

86

Advertising Space Rate:

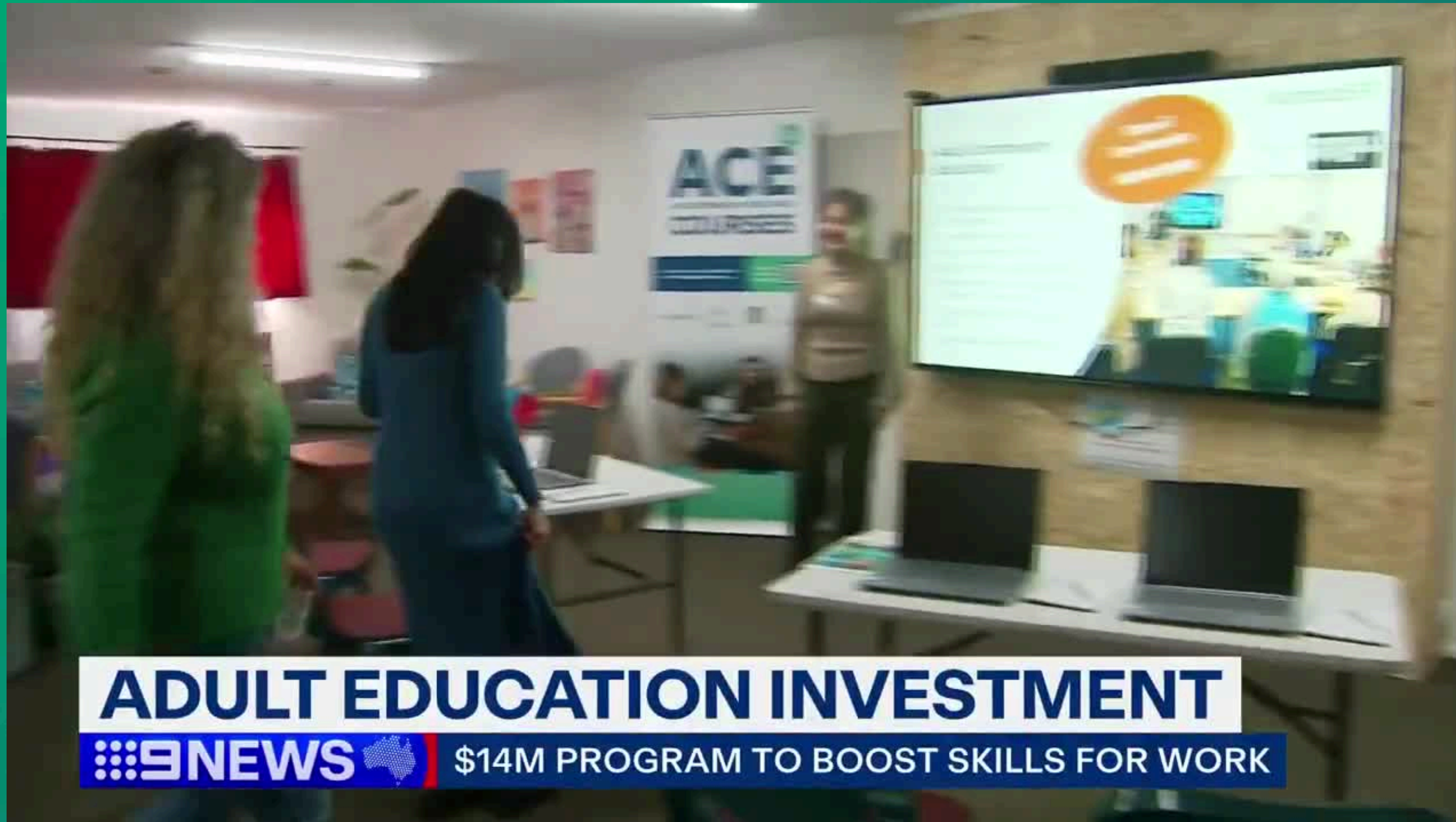
AUD \$403,437

Audience:

5,139,956



TV Highlights



TV Highlights



Other Media Features

Print/ Online

44

An article from The Senior reached a
audience of 107,000

Radio

40

One 2GB interview reached an audience of
39,000 people on the 7th of September



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IAC WEEK CAMPAIGNS

Birdlife, Australian Volunteers International, and Fred Hollows Foundation



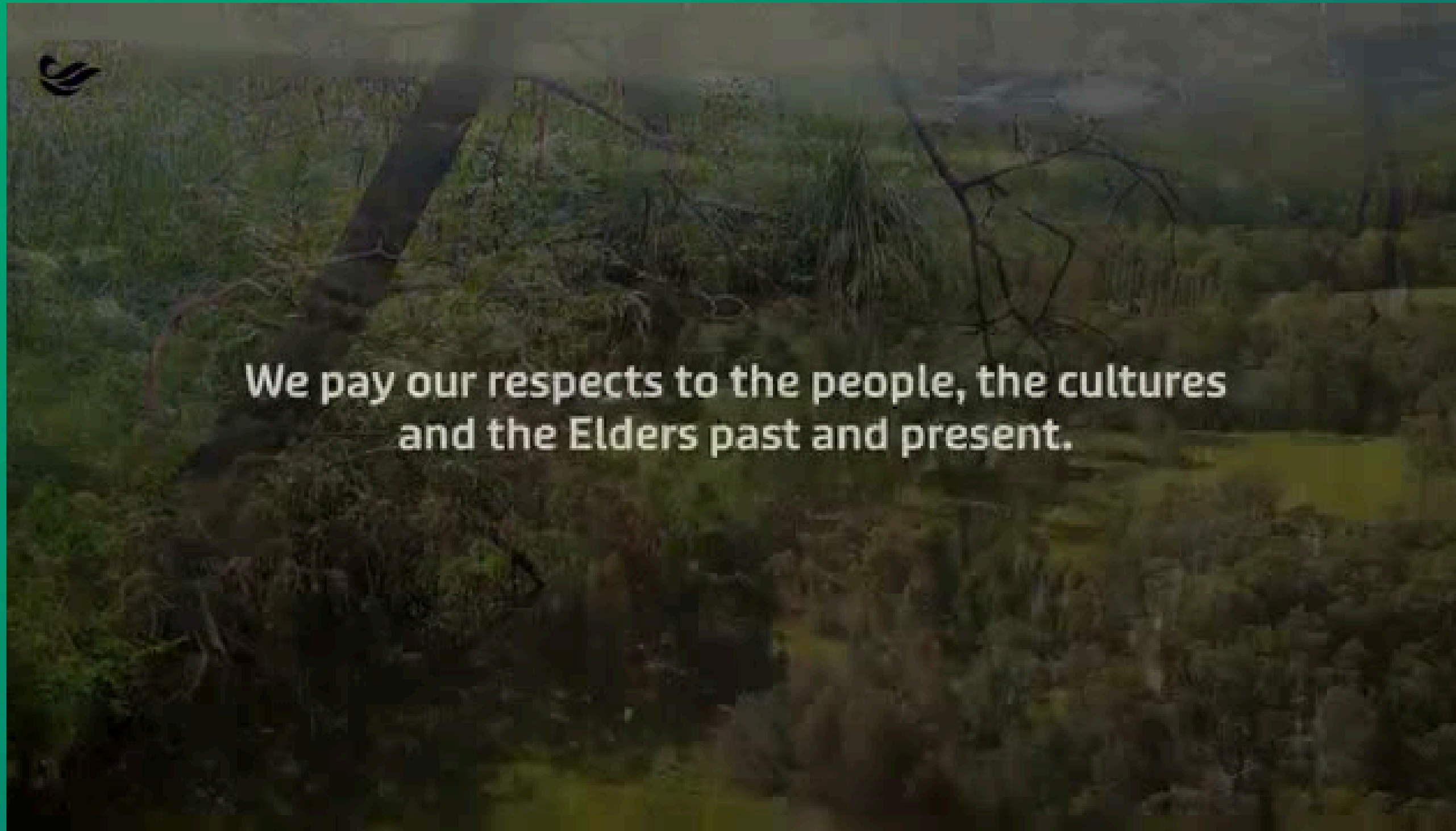
November 2025

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Birdlife Australia Video



Include A Charity Week Campaign: Story featuring a bequestor

SUCH IS BIRDLIFE

From fungi to Superb Parrots to wattle champion, long-term, loyal, BirdLife Australia donor and bequestor **MIKLA LEWIS OAM** is a passionate nature-lover who has dedicated her life to protecting the natural world.



Growing up in the 1950s on Sydney's leafy North Shore, Mikla's love of the natural world was sparked early on by her British father, who was devoted to long bushwalks and keen to share his appreciation for the environment. Her early career centred on mycology (fungi), and she was the first woman to work in the field for the South Australia National Parks and Wildlife Service in 1976.

Returning to Sydney in the early 1980s, Mikla founded WIRES (Wildlife Information Rescue and Education Service), when she saw the need for a service to help injured native animals. Forty years later, WIRES has 28 branches and coordinates 4,000 volunteers across New South Wales as the country's largest wildlife rescue service. After working full time for eight years, in 1994 Mikla stepped away from WIRES and moved to the Blue Mountains, where she adapted the concept of rescuing native animals to rescuing native plants.

"We rescued them from blocks about to be cleared for housing," Mikla explains. "I worked there until 2000, and the Blue Mountains Wildplant Rescue Service (BMWRS) is still going strong, rescuing and propagating local native plants."

In 2002, Mikla her and partner Wayne bought 'Rosemont', a 112-hectare property on the outskirts of Greenfell, in Central West New South Wales. As they worked to revegetate and restore the box-gum woodland on the property, Mikla and Wayne helped establish twice-yearly bird surveys for Birding NSW around Greenfell, in the South-West Slopes Key Biodiversity Area. One of the trigger birds for this KBA, the Superb Parrot, relies heavily on box gum woodland, an Endangered Ecological Community which includes many wattle species, making the property an important haven for the Vulnerable species. Other species listed as Vulnerable include the Spotted Harrier, Speckled Warbler, Grey-crowned Babbler, robins and raptors.

'Rosemont', which is a WIRES wildlife release site, is an exemplar of sustainable farming and regeneration. Ongoing biodiversity surveys have recorded over 220 species of native plants and 143 birds, with many reptiles, mammals, frogs and butterflies tracked as well.

Through the Birddata app, Mikla has submitted over 1,300 surveys, totalling 151 bird species, nearly all on Rosemont. The property has attracted groups carrying out field surveys, workshops and monitoring, and with over 30 species of wattle growing on the property, it is the fitting host of an annual Wattle Day celebration, a tradition that stretches back to 1910.

"In everything I've done I've promoted the use of wattles as champions of the Australian landscape," Mikla says. "Their life-giving qualities are unsurpassed by any other plant." In 2024, the Wattle Day Association honoured Mikla with the Golden Wattle Award for her outstanding work in conservation.

The list of conservation and wildlife organisations and partnerships she has founded, coordinated or worked for is long, and in 2012 Mikla was awarded an Order of Australia Medal (OAM) for Services to the environment and conservation in NSW. She remains actively involved with at least 10 wildlife and animal rights organisations, and is a Life Member of WIRES and the Blue Mountains Wildplant Rescue Service.

In 2011, with an eye for the future, Mikla and Wayne protected nearly half of Rosemont in perpetuity through a NSW National Parks and Wildlife Service Voluntary Conservation Agreement. Mikla has also provided for the birds she loves through a bequest to BirdLife Australia—ensuring her lifetime of work for nature and wildlife continues into the future.

Would you like to leave a gift for Australia's birds in your Will? Contact Lee Christian by emailing bequests@birdlife.org.au or calling 1300 730 075.

FLOCKWIZ

Enter our 'Flockwiz' competition and you could be in line to win our grand prize.



In this spring edition we're asking you to correctly identify these four species and tell us which one is the odd one out (and why). If you can, you'll go into the draw to win.

The competition will be run throughout 2025 and all correct answers will be eligible for the grand prize, which will be decided by lucky draw on 31 January 2026. Submit your answer to the spring issue by emailing magazine@birdlife.org.au by 31 October 2025. The judges' decision is final, and no correspondence will be entered into.

WINTER 2025 SOLUTION

This winter, the fashion gurus told us that under no circumstances should spots be seen together with stripes, but nevertheless, that's exactly what we did, as the birds featured in the winter edition of Flockwiz were Spotted Pardalote, Spotted Owl,

thrush, Spotted Bowerbird and Striped Honeyeater, with the 'spotless' Striped Honeyeater, of course, as the odd one out.

But the Spotted Bowerbird gave a few people pause—some guessed Bassian Thrush, Eastern Koel, Western Bowerbird and even Spotted Nightjar. And a few mistook the Striped Honeyeater for a Jacky Winter. But we couldn't fool most of you—congratulations to Sandra Berry, Dean Gilligan, Janet Chapman, Neil Humphris, Matthew Stanton, Ashley Carlson, Glen Wittick, Karen Davis, Suell Pompolo, Brett Jackson, Richard Johnson, Martin Woodward, Barb Davies, John Kooistra, Tim Anderson, Karen Hedstrom, Anthony Phelan, Andy Davis, Peter Rhodes, Colin Smyth, David Spicer, Judy Anderson, Peter Rae and Brian Firth, who are all through to the grand prize draw.

Clockwise from top left: photos by Charles J. Davis, Andrew Sitcocks, John Barkla and JJ Harrison



IAC Week

Roadshow

Thank you to our wonderful venue partners.

September

1st - 9th



IAC Week Roadshow

Thank you to our wonderful venue partners.

September
1st - 9th

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Poll
& Troubleshooting Breakout
Sessions and Conversations:
Challenges and Successes

Upcoming events:

- Where There's A Will Series Webinar - In the Know: A Managers and Finance special. Link in the chat!
- Christmas Networking events. - More to come!

Where There's a Will Webinar Series

In the Know - A Managers and Finance Special

With Morgan Koegel,
Bequest Assist



Morgan Koegel



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Thursday, November 20th

1:00 - 2:00 PM AEDT



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Thank you for being part of the Include a Charity
community.

If you are not a member and would like to know
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