

This breaks my heart <name>! →

FINZ EMERGENCY APPEAL

Mailing Date 2020

<MemberNumber>
<Mailing Name>
<Company>
<Address1>
<Address2>
<Address3>
<Suburb> <State> <Postcode>

An urgent update from your Fundraising Institute.

Only with your help and the help of fundraisers like you <Salutation> can I secure the future of our organisation.

Dear <Salutation>,

FINZ Emergency Appeal. Those are three words I never imagined I would write to you. But <Salutation>, the future of your Fundraising Institute of New Zealand is under threat. There's no sugar coating it.

As it has for so many Kiwi not-for-profits, the COVID-19 pandemic has had an extraordinary impact on FINZ, and our ability to generate income. As a member-based organisation, we rely heavily on face to face events to generate income, and we have been forced to cancel or postpone many planned events and activities.

Like <your organisation name>, your FINZ had to react swiftly to this new world of social distancing, lockdown bubbles and economic hardship for so many. Our single focus was on how best we could support YOU, our incredible fundraisers, during the ever-changing events of recent times.

Your FINZ immediately reached out to our loyal sponsors and networks to help produce webinars, surveys, advice and guidance. We quickly mobilised online resources, groups, and communities; we switched our F2F learning lunches to online events, and we postponed our conference until October 2020.

This shift in our education programme delivered exceptionally positive results. From January to April 2019 we educated 250 fundraisers. In the same period this year, we educated 1,100 fundraisers!

Great news regarding matched giving challenge. Turn over for more details. →

Phone 0508 64 FINZ
Email info@finz.org.nz
Web hereforfinz.co.nz

Location
Level 13, 57 Willis Street, Wellington 6011
PO Box 11203, Manners Street, Wellington 6142

finz FUNDRAISING
INSTITUTE OF
NEW ZEALAND
MATATIKA MĀTAURANGA KAITAUTOKO

Think about: during the global pandemic, when so many businesses were closing their doors or scaling back their services, FINZ educated and supported an additional 850 fundraisers like you.

Most of the education and resources provided during this period came at no cost to you and your fellow fundraisers, so despite a whopping 350% increase in the reach of your FINZ education programme, our income has been severely impacted.

How severely? \$70,000.

Yes: a \$70,000 shortfall of income that has the potential to cripple your Fundraising Institute, because we have very limited reserves.

I really need your help <Name>. Today, as we go to print, we have launched an urgent appeal to raise that \$70,000 shortfall. Just as we have been there for fundraisers during this crisis, we now need you to be there for us, for you and for your fellow fundraisers.

Before I tell you how you can help secure the future of FINZ, let me share some really uplifting news.

Because at FINZ we practice-what-we-preach, before launching this appeal, we engaged with some of our major corporate supporters. These are the sponsors and suppliers who support FINZ, the nation's fundraisers and all we stand for in this sector. This remarkable network of corporate friends rallied behind us and responded with incredible generosity.

Led by Precision@Soar, suppliers throughout Australasia and fundraising friends from the UK and Canada have collectively pledged more than \$20,000. This matched giving pledge is a remarkable vote of confidence in FINZ and every Kiwi fundraiser.

I really need your donation today to ensure these pledges are realised.

<Salutation>, when you donate to #saveFINZ, you will become part of fundraising history. That's right. Fundraising legend, Ken Burnett believes this collective matched giving pool is an international first.

"As far as I am aware," he told us, "there has never been an international matched funds appeal for a professional association of fundraisers. **This could be a world first.**"

So significant is this Challenge Gift, that SOFII (the Showcase of Fundraising Innovation and Inspiration) will be documenting the #SaveFINZ Appeal as a live case study as our appeal unfolds.

I really hope, <Salutation>, that you will play your part in this historic campaign by sending your donation today to #saveFINZ. Remember, your gift will be matched dollar-for-dollar by our corporate friends (up to \$XX,000).

The current \$70,000 shortfall was inevitable during this crisis and our response – to ramp up, rather than scale back our support for the sector – was a considered approach.

I really want to continue to make support available for FINZ members, but I can't without your support. As you know, FINZ plays an essential role in protecting fundraising, lobbying for government support and generally helping the sector beyond our membership.

<Name> I know you really care about FINZ because you care about being the best fundraiser YOU can be.

It's simple, really. Your cause needs you to be the best fundraiser YOU can be. The more you raise and the more you engage your wonderful donors in your work, the greater-good you and your organisation can bring into the world.

And to be the best fundraiser you can be, you need the support of the Fundraising Institute of New Zealand. Right now, FINZ needs you more than ever.

Please join me by making the most generous gift you can to help us emerge from this crisis stronger than ever... together.

Together, we can continue to change the lives of thousands of everyday Kiwis who are facing adversity and are deserving of opportunities.

The need is urgent, and real, <Name>. The very future of FINZ is in jeopardy.

It would be unimaginable that NZ could become one of the few developed fundraising nations without its own National peak body.

Please do what you can to help save the Fundraising Institute of New Zealand by donating as generously as you can to this Emergency Appeal.

Thank you: and good health to you, your colleagues and your loved ones.



Michelle Berriman

Michelle Berriman
Executive Director | FINZ

Thanks to our wonderful sponsor Precision@Soar, this appeal has been produced at no cost to FINZ.

PS: I know there is a high chance that you have had to send a letter like this to your donors. But in a crisis, you know fundraising is the key to getting out of it. Please send your donation today and give from the heart. Remember, donations will be matched by our corporate supporters up to \$XX,000.

Please display the enclosed tent desk card with pride. It distinguishes you as a passionate, professional fundraiser committed to ethical fundraising with a true commitment to your wonderful donors.



Our corporate partners who are supporting us. #hereforFINZ



FINZ EMERGENCY APPEAL



YES! I'm a proud fundraiser. I'm here for Kiwis...
and I'm **#hereforFINZ**

Please send your most generous gift to help us reach our urgent \$70,000 target.
Your generosity today will mean FINZ will be there for you tomorrow.

STEP 1. PLEASE ACCEPT MY GIFT OF

\$ _____

← Thank you for your
generous gift <name>!

MY MESSAGE OF SUPPORT TO FINZ DURING THIS CRISIS.



DON'T FORGET! Donations will be **DOUBLED!***

Please share this campaign with your colleagues and be part of securing
the future of FINZ for Kiwi fundraisers like you.

STEP 2. PAYMENT METHOD

Please find enclosed: **Cheque or** **Money Order** (made payable to 'FINZ')

OR please debit my: MasterCard VISA

Card Number:

Expiry date: /

Name on card: _____ Signature: _____

<MEMBER NUMBER>

STEP 3. RETURN THIS FORM IN THE REPLY PAID ENVELOPE PROVIDED TODAY. THANK YOU!

Or, make an instant donation now at [hereforFINZ.co.nz](https://www.hereforFINZ.co.nz)

You can also make a secure credit card donation by calling **0508 64 FINZ**

* Up to the value of \$XXXX, thanks to the pledges of our wonderful sponsors and partners.

<Name>,

you are an amazing fundraiser!
Thank you for making the world
a better place.

And thank you for supporting
this historic emergency appeal
for your FINZ.

Michelle Benniman

Executive Director
Fundraising Institute of NZ



3 easy ways to give today



Mail

Post this form in
the reply paid envelope
provided or to:
PO Box 11203,
Willis Street, Wellington 6142



Online

Make a secure donation
online by visiting
hereforFINZ.co.nz



Phone

Call 0508 64 FINZ
during business hours
to make a gift by
phone immediately.

We are proud to be the fundraising agency and partner to FINZ.

