



Fundraising: Australia vs the WORLD

Shanelle Newton Clapham + team

Digi.Raise May 2023

grand plans



First, an admission



I wanted to inspire you



I linked up with the best fundraisers across the world



- ✓ Fi McPhee
- ✓ Gareth Davies
- ✓ Rachel Hunnybun
- ✓ Steve Thomas
- ✓ Stephen George
- ✓ Jon Dawson
- ✓ Mitch Hinz

BUT ... mostly I found things that we already know

- In China, it's all about WeChat
- Indonesians don't use credit cards much
- The UK have great success with SMS giving, but the \$ amounts are low
- European countries are bolder/ braver – in many areas
- Americans still pay by cheque.



I did find *some* cool things to share

**BEST TELE-
FUNDRAISI
NG**
Japan



**BEST
ADOPTION
of
TECHNOLO
GY**
Europe



**HIGHEST
AVE. GIFT \$**
Australia



**BEST USE OF
AMBASSADO
RS**
Vietnam



**BEST
RETENTIO
N**
**New
Zealand +
Canada**



BEST ROI
**UK +
Whoever
uses Direct
Debit**



But what did
light me up was
the nuances...



So that's how I
got to this
presentation
that I'm going
to share with
you today.



People & culture are F.A.S.C.I.N.A.T.I.N.G. to me

Jordan



Mexico



Canon

Greece



Different experiences

Argentina



Mexico



As you can see, I love to travel 🌍



Mamta & I
in France

Culture & diversity of experience & thinking



Australia is multi-cultural



30% of people were born OUTSIDE Australia

48% of our parents were born overseas

17% of Australians identify as "Asian heritage"

Where do YOU think we come from?

#1 England

#2 India

#3 China



What I intended
to show you....

That digital
experiences differ due
to culture + language





Ways of giving

Channels

Messaging

payment types

UX

That the digital UX changes by country or culture



医療・健康 >

東北4県1千キロをたどって 対がん協会長ががんサバイバーらと交流

2023年5月19日 21時00分

体育祭後に500人感染...季節外れのインフル流行、コロナ対策影響か

2023年5月19日 20時30分

iPS心筋シート治療、3年8例で移植計画完了 「承認申請めざす」

2023年5月19日 20時00分

G7、国際保健を議論へ グローバルサウスと連携強化できるか

2023年5月19日 20時00分

食品衛生、水道業務を移管 厚労省、次の感染症に備え 改正法成立

2023年5月19日 19時30分

将棋・囲碁

どこまで勝ち星を伸ばすか 弟子の女流棋士たちの活躍にも期待

2023年5月19日 17時00分

将棋「達人戦」が公式戦になって復活 50歳以上、羽生善治九段ら

2023年5月19日 15時38分

藤井聡太王位への挑戦は佐々木大地七段 「プレッシャーからかない」

2023年5月18日 22時27分

美しき戦型「矢倉は終わらない」 郷田真隆九段の長考、見つめた深遠

2023年5月18日 7時30分

余正麒八段は白星先行 一方、富士田明彦七段は陥落 囲碁名人リーグ

おくやみ >

「史上最高のRB」で俳優で活動家、ジム・ブラウン氏が87歳で死去

2023年5月20日 6時05分

俳優のヘルムート・バーガーさん死去 「ルートヴィヒ」、78歳

2023年5月19日 18時30分

猿之助さん出演の舞台 夜の部は代役で上演 ファン「複雑な思い」

2023年5月18日 19時45分

猿之助さんの父、市川段四郎さん亡くなる 過去には親子共演も

2023年5月18日 16時42分

当社ウェブサイトでは、お客様の体験の向上、サイト使用状況の分析、お客様の興味・関心にマッチした広告の配信といった目的で、クッキーを使用しています。詳しくは「アクセスデータの利用について」をご覧ください。

閉じる

That the digital UX changes by country or culture

الإشتراكات | الدفع الإلكتروني | الأرشيف


دخول

الرئيسية محليات قضايا واءراء محافظات عربي ودولي اقتصاد رياضة الصحة ثقافة دروب شباب جامعات حوادث المزيد <

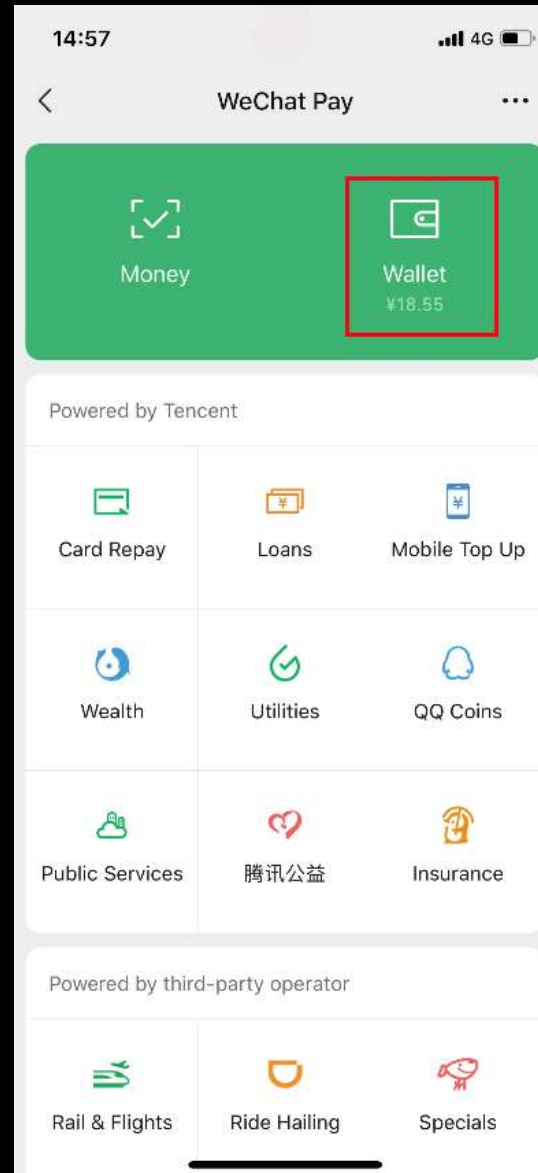
الرئيسية / محليات

شارك الخط

القادة العرب : حماية الشعب الفلسطيني وتمكينه من استرجاع حقوقه المشروعة



Different payment methods



Communication styles



**SOME PEOPLE
ARE GAY.
GET OVER IT!**



Bold messaging?... Or clear & direct



← National Centre for Domestic Violence - N...



National Centre for Domestic Violence - NCDV
If England get beaten, so will she.

#DomesticViolence increases 26% when #England play.
38% if they lose.

For help with a protective injunction text 'NCDV' to
60777 or call us on 0800 970 2070

Timeline Photos · Jun 28, 2018 · 🌐

[View Full Size](#) · [More Options](#)

What I was
hoping to
achieve....

Some insight of how
to create cultural
cross-over that raises
\$



When really, it's



Fundraising best practice is the same everywhere

Story-telling

Human connection

Need

Focus on the problem

Solution

How the donor can help

Credibility

No giving without trust

Images

Eyes looking at the donor

Urgency

Why you should give NOW

Mostly the same fundraising channels work



Direct
Mail



Face2Face



Community
Fundraising



Bequests

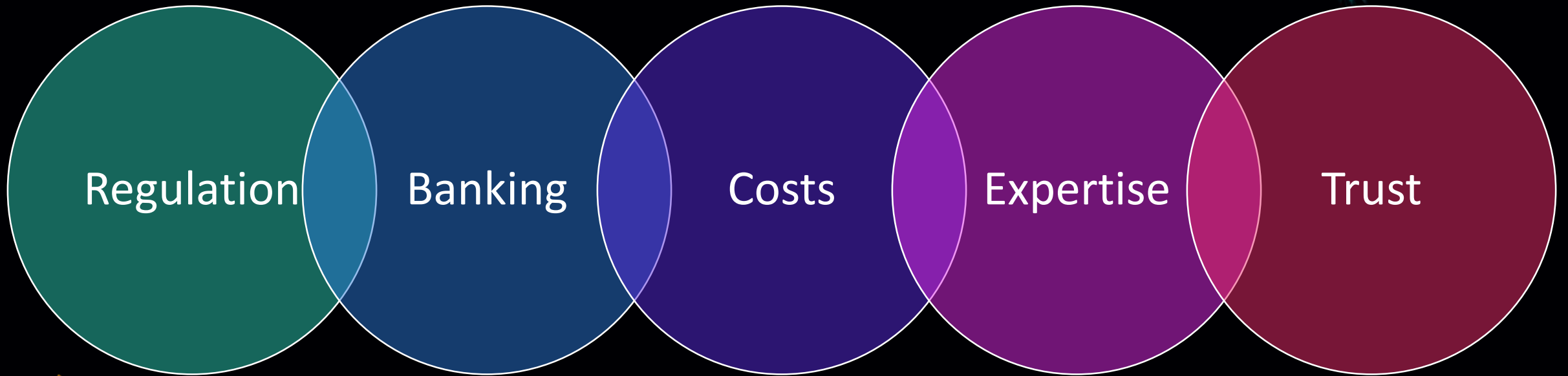


Telefund-
raising



Digital

What defines fundraising across the globe is ...



As you can see
it's much more
nuanced



The World



Insight +
lived
experience



Shuai

CHINA

Philanthropy in China very domestic focused and on CHILDREN.

Younger people (under 35) are more socially motivated.

Fundraising is usually instigated by an individual, through friends and/or community.



Marcos

ARGENTINA

Fundraising in Argentina is hard because there is so much corruption.

Most people give only to large, well-known organisations that are trusted.

They're focused almost 100% on



Son VIET NAM

There are 2 types of giving in Viet Nam:

1. In person
2. Social media

It's always paid directly into a bank account.

What defines fundraising across the world

Regulation

- GDPR (UK + Europe)
- Inheritance laws (Japan)
- No solicitation (Singapore)

Banking

- Giro (US)
- M-pesa (Africa)
- eWallets (Indonesia, China)
- NO BANK

Trust

- Corruption
- Celebrities
- Community

Costs

- Postage
- Labour
- Expertise

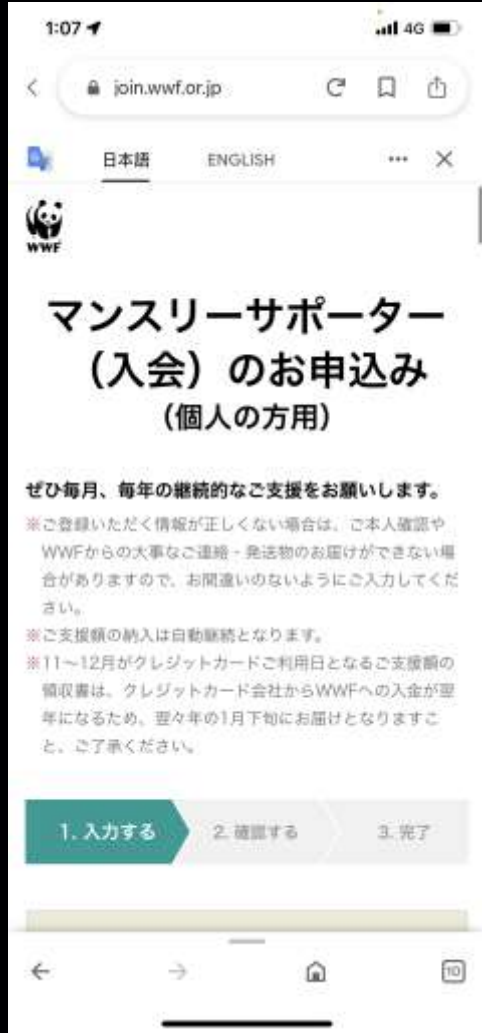
What fundraising looks like in ...



So, What else is
different?



Accepting the donation/ giving experience





Giving times - religion & traditions



In ASIA, it's ALL about the children



poverty

Hunger



potential

Education



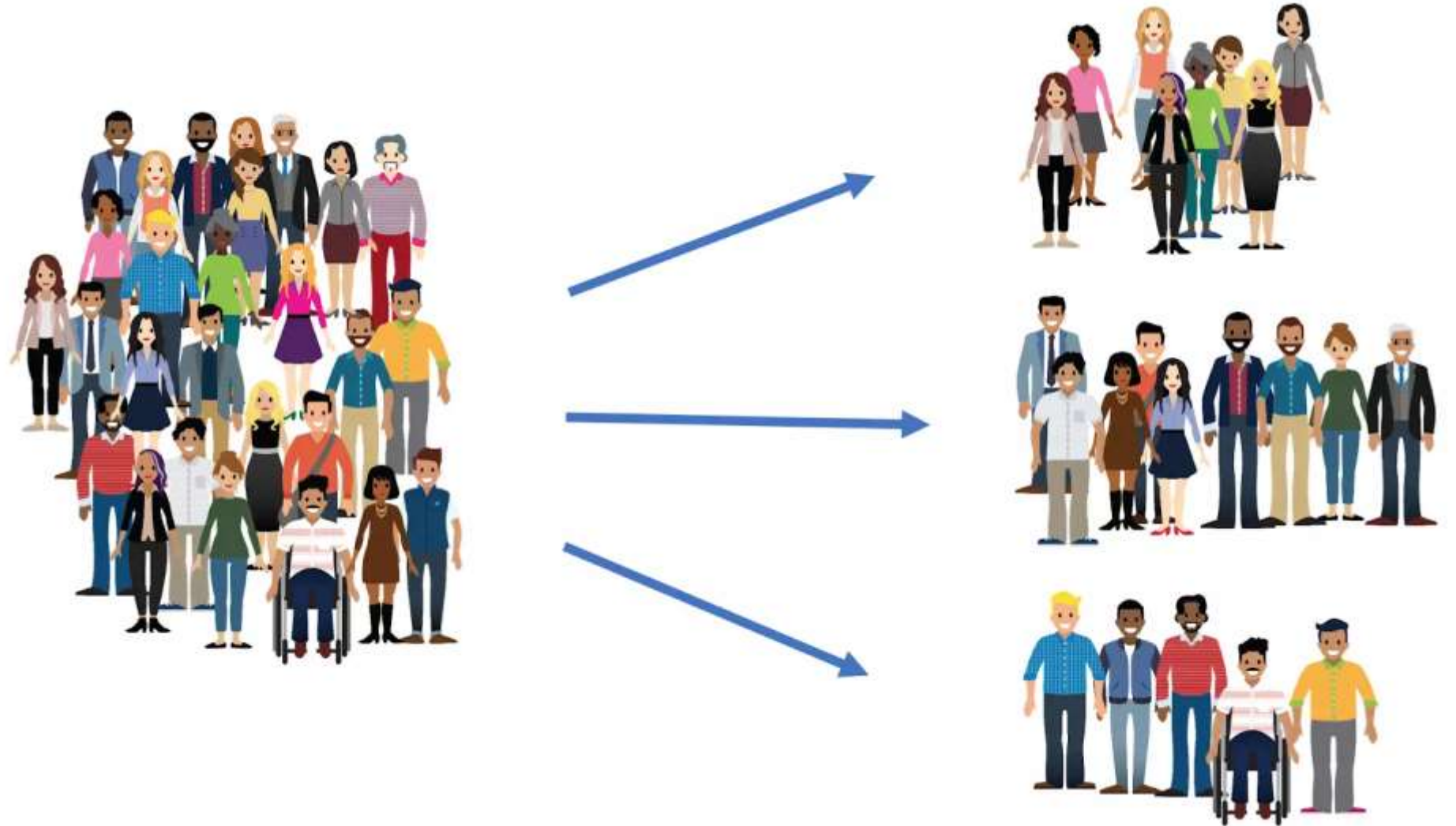
support

Disability

So, how can we
apply this to
our fundraising
in Australia?



Segment your audience & personalise



Be specific and careful

- 'Africa' is a continent, there are 54 separate countries
- Latin America spans both the north & southern hemisphere
- 'Asia' has MANY distinct cultures, languages & religions



religions




poverty

Africa



happy

Latin American



boy

Asian



WHITE

Tailor the content & donation experience



Language:

Menyumbangkan

يتبرع

寄付

Quyên tặng

捐



Be aware of their cause preferences

- Domestic / current + historical
- Emergencies
- Children 1st (people 2nd)



Safety

Africa



Violence against women

Latin American



Education

Asia

Ask at different times of year



Spring festival/
Chinese New Year/ Tet

Holi

Eid giving after Ramadan

Anniversaries of events/
Celebrations of change

Be open
Be creative
Be informed
Be brave.

But maybe no cultural
mash-ups... 🤨 ok?





Questions?

Thank you 😊

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