White paper: a new approach for Australian NFP fundraising

By Perpetual Private Insights
7 November 2019

Fundraising in Australia is changing rapidly. Mass giving is declining, while the size and frequency of major gifts is increasing. We are also about to see the largest intergenerational transfer of wealth in history.

This is both a threat and an opportunity for not-for-profits (NFPs). To survive and thrive NFP leaders need to ensure their organisations are 'future fit'. This white paper helps NFP boards and executives to improve their fundraising capability with information, advice, tools and case studies.

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To help Australian NFP leaders prepare for the future of fundraising, Perpetual has collaborated on an in-depth fundraising white paper with Melissa Smith, Director of Noble Ambition. Melissa is a former Global Fundraiser of the Year (International Fundraising Congress) and Australian Fundraiser of the Year (Fundraising Institute Australia).

The paper examines the role of NFP boards and chairs in fundraising: comparing Australia with more mature fundraising cultures (primarily North America). It draws on original research and interviews with some of Australia's most experienced NFP leaders and sector experts, as well as the expertise of Perpetual and Melissa.

In the paper: "**Jump on Board: High-performing not-for-profit Boards in fundraising"** we:

- Make the case for changing Australian NFP boards' approach to fundraising
- Suggest that fundraising is ultimately a board responsibility due to its crucial role in maintaining financial sustainability
- Outline a new approach which adapts the best of US philanthropy for an Australian context
- Give practical tools and examples that NFP boards and executive teams can repurpose for their own needs

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future performance.