

# The Funding Network Effect

Are you looking for exciting, engaging ways to refresh your fundraising strategy or CSR program?

## What is The Funding Network?

Established in 2013, The Funding Network (TFN) is the largest live collective giving model in Australia and we're pioneering an inclusive approach to philanthropy. Through our pitch coaching workshops and live crowdfunding events we build the capabilities of grassroots non-profits, enabling them to access the capital, skills, connections and resources they need to thrive.

TFN is building bridges between business, philanthropy and the social sector to transform compassion into action and unleash the vast potential of citizen support for our communities.

## We want to share our key to success

Over the past four years, we have piloted, tested and refined our pitch coaching workshops and live crowdfunding event experience, so we know what works. Now, we've launched TFN Learn to share our keys to success. Our highly-regarded pitch coaching workshops and live crowdfunding events are now available to funders, corporate foundations, non-profits and other organisations interested in building the capabilities of their staff, grantees or beneficiaries and/or raising funds in an engaging and progressive format.

## TFN PITCH COACHING WORKSHOPS – Make your story work for you

Storytelling is the most powerful way to engage listeners and inspire action. TFN has coached hundreds of grassroots non-profits in the art and science of storytelling; helping them to articulate their unique value proposition and craft a compelling narrative. So, if you're a non-profit leader or you're looking to build your grant recipients' capacity to secure funds from other sources, these workshops are for you.

## How it works

Our workshops turn organisational thinking into a logical and interesting storyline; one that can be easily understood. They step organisations through a process that helps them to clearly articulate why they exist, what they do and how communities benefit from their work. These workshops have enabled organisations to dramatically increase their ability to engage new donors to secure funding and support.

## Description and costs

Each workshop is an immersive experience for participants and works best when a diverse group practices together and learns from each other. The content features a dynamic mix of communications theory, self-evaluation, case studies, storytelling, presentation practice and a focus on 'why' people respond to a pitch. Our workshops use proven techniques and a framework that focuses on:

- A clear understanding of the organisation's story
- Audience analysis and targeted responses
- Mapping a narrative to sharpen the pitch
- Authentic storytelling for maximum impact

Pitch coaching	Cost	Detail
Half-day workshop	\$500pp +gst Min 2 people per org	One pitch coach with up to 10 participants
Full-day masterclass	\$10,000 +gst	Two pitch coaches with up to 20 participants (usually in pairs) including more in-depth coaching and action-learning

## TFN WHITE LABEL EVENTS – Make our live crowdfunding experience your own

Thousands of everyday Australians have already experienced the magic of TFN’s electrifying pitch-and-pledge events, with hundreds of grassroots non-profits receiving millions of dollars. Now, we’re sharing our IP and methodology so you can stage rewarding live crowdfunding events yourself.

Our White Label service guides you through the entire process, including event management, templates, pitch coaching, marketing, MC services, and support on the night to ensure the event is a success.

### Who is this model for?

- **Non-profits** looking for a new and exciting way to engage donors and fund innovative programs.
- **Businesses and corporates** who want to deepen their staff and clients’ involvement in CSR or workplace giving programs.
- **Charitable foundations** hoping to build the capacity and raise the profile of their grantees and leverage their support through match-funding.
- **Government entities** who want to showcase community programs and involve like-minded constituents in collective giving or participatory grantmaking.

### Description

What you do	What TFN can do
<ul style="list-style-type: none"> <li>• Secure venue for 120+ guests</li> <li>• Organise catering and AV support</li> <li>• Invite guests and handle RSVPs</li> </ul>	<ul style="list-style-type: none"> <li>• Share our IP, experience, tools and templates</li> <li>• Half day Pitch Coaching Workshop for 6 participants</li> <li>• Five days consultancy, including site visit</li> <li>• Experienced MC &amp; events manager at the event</li> <li>• Pledge facilitation and reconciliation of donations</li> <li>• Non-profit program research, due diligence &amp; sourcing</li> <li>• Donations collection &amp; grantmaking</li> <li>• Impact storytelling &amp; donor communications</li> </ul>

TFN can tailor our White Label offering to your needs.

“TFN’s pitch coaching was absolutely invaluable. It really helped us drill down into our story and get the message clear. I think it’s fair to say the confidence we got from improving our pitch has so far helped us secure up to \$100,000 in extra funding for Milk Crate.”

CATHY MURDOCH, CEO,  
MILK CRATE THEATRE

“It’s like TFN attaches a rocket ship to little non-profits. It helped us grow dramatically – we’ve achieved 150 per cent compound growth over 3 years.”

NICK HARRINGTON,  
FOUNDING DIRECTOR,  
MANJERI

“The Funding Network was fantastic to work with, guiding the researchers, voluntary organisers of the event, and administrative staff through the process of preparation and running of the night. TFN’s MC was professional, eloquent and impressive, as was the follow-up correspondence with all donors from the night. For any collaborative giving event, TFN would be the perfect partner to achieve great results.”

KATE MOHR, DIRECTOR,  
MURDOCH CHILDRENS’ RESEARCH INSTITUTE

## Get in touch to find out more about TFN Learn.

For more information, visit [thefundingnetwork.com.au](http://thefundingnetwork.com.au) or contact Julie McDonald, CEO, or Tom Hull, General Manager, at [info@thefundingnetwork.com.au](mailto:info@thefundingnetwork.com.au)

