



THE FUNDING NETWORK AUSTRALIA

Nominating Member and Advocate Guide

Who is a Nominating Member?

A TFN member who nominates a non-profit organisation to be considered for an upcoming TFN event is called a "Nominating Member". S/he cannot be a paid member of staff, nor a family member of the project or organisation, but s/he could be a voluntary board member for instance. If the organisation that they nominate is selected to pitch, then they are thanked and acknowledged by the MC before the project presents on the night.

Pre-requisite: TFN Membership

Who is an Advocate?

An Advocate ***may or may not be*** a TFN member, and they ***may or may not be*** the same person as the Nominating Member. S/he must, however, have first hand knowledge of the work undertaken by the organisation that they are advocating for. S/he cannot be a staff member or family member of the organisation.

Pre-requisite: First-hand knowledge of the organisation.

Difference between the Nominating Member and the Advocate:

TFN is a member-driven model and our members are the heart of all we do. Whilst anyone can attend public events, only members can nominate non-profit organisations to pitch.

The Nominating Member is a TFN member who believes in the power of the model and nominates a deserving organisation to be given a chance to pitch their idea at a TFN event. They are often the first point of contact between TFN and the organisation.

The Advocate has an intimate connection with the organisation and stands up to provide a strong testimonial at the TFN event, demonstrating their support both verbally and financially (by making the first pledge of \$300 or more).

The Nominating Member may choose to also serve as the Advocate for the same organisation. And vice versa: the Advocate may also serve as the Nominating Member as long as they are, or become, a TFN member first.

Role of the Advocate at the Event:

The Advocate plays an important role at a TFN event. So, once the final four organisations are selected by the TFN Selection Panel and informed by TFN, they should contact their Advocate immediately and discuss preparing for the event together.

At the event, each of the four organisations has an information table set up in the foyer whilst drinks and food are served to create a casual and friendly atmosphere. Presenters, Staff and the Advocates can use this time to meet and greet guests and discuss their work. The Advocate should agree with the presenter how they can assist during this session and be prepared to share key messages about the organisation while mingling with guests.

After drinks, guests are seated and the formalities begin, hosted by an experienced facilitator and MC. Each organisation pitches for 6 minutes and has a Q&A session with the audience for 6 minutes. Once all four presenters have finished, they are asked to leave the room temporarily.

The Advocate is now invited to stand at their seat by the MC and speaks briefly in support of their organisation, similar to their statement on your nomination form. This is a vital role as it provides independent advocacy and credibility to the audience, hearing how and why a third party supports the organisation.

The Advocate then kicks off the pledging session by making the first pledge of \$300 (or more) to your organisation. This builds the audience's confidence and sets the ball rolling towards the \$10,000 target.

After pledging for the first organisation has completed, the next Advocate is invited to stand and represent the second organisation, etc. and so on until all four are done. All the presenters are then invited back into the room to reveal the total funds raised for each.

What to speak about as an Advocate:

Advocates only have 1 minute (max) to speak, so you really need to prepare what you want to say. You can really only make a single statement in that time and we encourage you not to try to cover much more. In our experience, covering one of the following may be the best way to achieve maximum impact:

- Why you became involved in the charitable organisation.
- Any personal reasons you have for supporting this work (if you are comfortable talking about this).
- What evidence you have that the organisation will deliver the work they have outlined.