



# social venture consultants

Capital Campaigns • My Major Gift Getter • Workshops

My  
**Major Gift  
Getter**

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# Contents

Mission	3
Director's Message	4
Your Capital Campaign	5
Where to Start	5
Clients	6
Want more Major Gifts?	7
Case Studies	8
Get Bespoke Major Gift Help	12
Workshops	13
Media & Awards	15
Founder & Director	16
The Story behind the Logo	17

# Mission

“To deliver successful capital fundraising campaigns which increase the level of philanthropy in Australia.”



Globally we are in the midst of the largest inter-generational transfer of wealth ever seen. In Australia alone more than \$3.5 trillion will pass from baby boomers to younger generations over the next 20 years. A lot of this money, maybe even the majority of it, will pass between people in Sydney. An increase in philanthropy would deliver millions more to charitable organisations large and small. It's an exciting time for charities, with help from philanthropists, to significantly affect social change.

Social Venture Consultants is Mark Quigley BA FFIA – an expert in the implementation and management of capital campaigns – and provider of bespoke major gift training and workshops.

As founder and director, Mark will help you achieve fundraising success by creating a unique case for support which distinguishes your capital campaign from others.

# Director's Message



I established Social Venture Consultants some twenty years ago, because I believed then that when it came to capital campaigns and major gift appeals charities needed strategic advice, experience and training from a specialist with a track record of fundraising success. Some two decades later, I still believe this to be true! Globally we are in the midst of the largest inter-generational transfer of wealth ever seen. In Australia alone more than \$3.5 trillion will pass from one generation to another over the coming decades. A lot of this money, maybe even the majority of it, will pass between people in Sydney. If philanthropy were to increase as a result, millions of dollars will be delivered to charitable organisations large and small and the worthy causes they support. It is an exciting time for the not for profit sector, with help from philanthropists, to significantly affect social change.

This incredible transfer of wealth underway has also seen fundraising and philanthropy evolve. Terms like “corporate social responsibility”, “impact investing” and “venture philanthropy” to describe charitable giving are well established. Meanwhile successive governments continue to make giving easier and more attractive while legal and wealth management firms have widened their advice to include philanthropy.

Like I said, it is an exciting time for those in fundraising, especially major gifts.

For charities, the transfer of wealth is already providing opportunities to increase income from big gift fundraising. However, not before challenges are addressed and overcome. CEO's and Board Members of the charities I work with are increasingly seeking from their fundraising

managers a greater degree of specialist knowledge and experience in specific areas of fundraising. This is certainly true when it comes to capital fundraising.

So it made sense when establishing Social Venture Consultants to offer highly specialised expert service in the development, implementation and management of capital campaigns as well as bespoke major gift workshops. As founder and director, my approach to helping you achieve fundraising success revolves around creating a unique case for support which distinguishes your capital campaign from others.

The largest capital raising in your charity's history needs strategic advice, experience and training from a specialist with a proven track record of fundraising success. I hope you enjoy my Introduction to Services brochure.

Sincerely,

# Your Capital Campaign

Mark Quigley offers your charity highly specialised expert service in capital campaigns and major gifts. Because a highly specialised bespoke service is what your charity and campaign needs.

This approach to service delivery mirrors other professional service industries such as the financial and legal professions. For example, when your charity is seeking legal advice you find someone who specialises in the area of law you require. The same goes for financial advice. So why hire a large fundraising firm that specialises in well, everything?

Unlike large fundraising firms with offices in every state and territory and dozens of fundraising projects, Mark does not claim to be an “expert” in every area of fundraising. Some firms claim to be “experts” in all areas of fundraising; from direct mail to bequests to recruitment to capital campaigns. Logic should tell you different.



## Where to Start

Embarking on a capital campaign is the way most charities generate the revenue necessary to fund a significant capital works initiative. Capital campaigns often result from a sustained period of growth or need in which the money required couldn't be raised through other forms of fundraising. Before embarking on any capital campaign, best practice suggests a fundraising feasibility study.

This comprehensive study will ascertain if, from a fundraising perspective, the key elements required to ensure the success of a capital campaign are already present or able to be enlisted in support of the project. The findings are wide-ranging. However, significant focus is on identifying a compelling case for support, volunteer leadership, quantifying the number and gift potential of a specific prospect base and identifying organisational support and resource required to achieve campaign success. Armed with an evidence based approach; the foundation of a capital campaign can be established from which to design, develop, implement and manage a capital campaign plan to achieve, even exceed, your goals.



# Clients

Mark Quigley has raised millions for some of Australia's most iconic and lesser known charities across the areas of social welfare, medical research, health, cultural institutions and education. Below are just a few client's.

To view detailed case studies of their success visit:

[www.socialventureconsultants.com.au](http://www.socialventureconsultants.com.au)



oombarra productions



# Want more Major Gifts?

Introducing Australia's only app to help you get more major gifts!

Download the My Major Gift Getter app and:



Get a plan of what to do when that you can start today



Read loads of tips on gift-getting



Learn about the tools you need to succeed



Engage more donors, more often



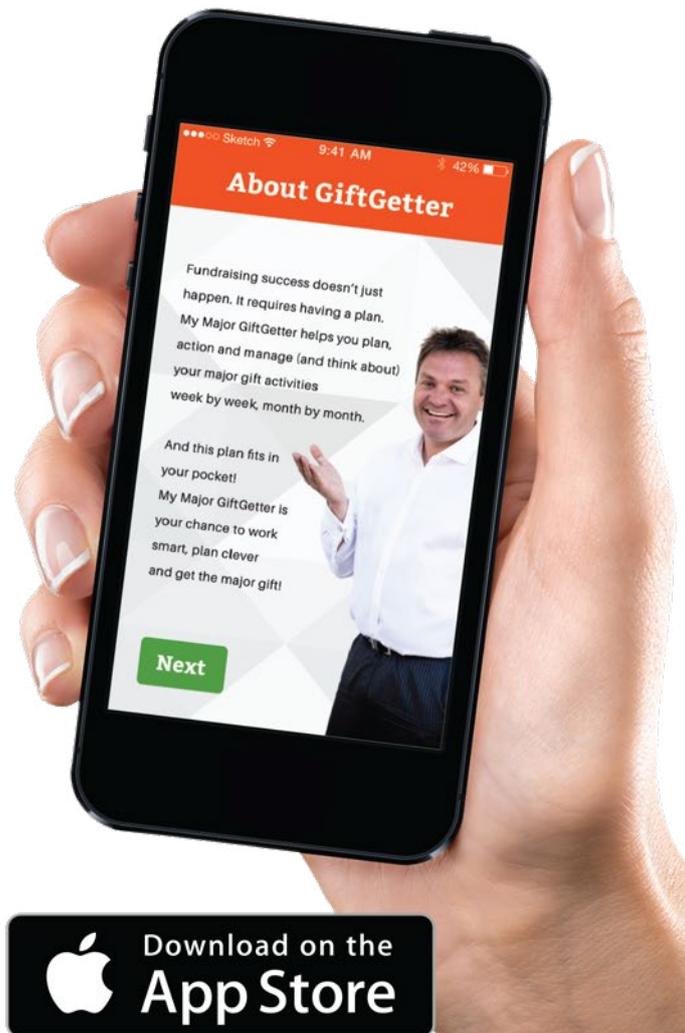
Have major gift expertise with you at the office or on the go

**...And much more! Available now on iPhone for an introductory price, for a limited time!**

“If Mark’s app helps you to get just one extra major gift, or improves your efficiency by even 1% that makes this an incredibly invaluable product”

– Harvey McKinnon, Best Selling Author ‘The 11 Questions Every Donor Asks’

## My Major Gift Getter



# Case Studies



## Cerebral Palsy Alliance

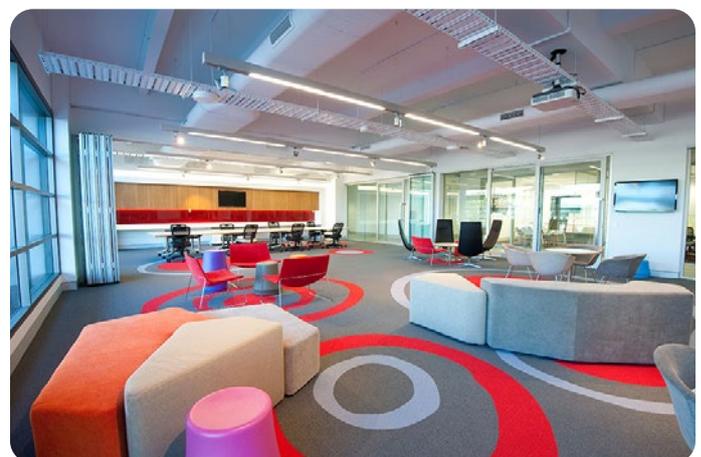
### About the campaign

Cerebral Palsy Alliance suffered a devastating fire which destroyed facilities at its Allambie Heights campus in Sydney's northern beaches. As the largest provider of support to children and adults with cerebral palsy, and their families, it was essential that facilities were rebuilt.

The capital works was estimated at \$14 million. A new facility would house client programs and services on the ground floor and support services, including administration, above. With an insurance settlement and a generous gift of \$900,000 from corporate partner, Aristocrat, The Raising the Roof Capital Campaign was launched to secure the remaining \$7 million needed.

### The results

The campaign not only achieved target while increasing annual income at the same time but was awarded National Best Capital Campaign by the Fundraising Institute of Australia and was featured in Fundraising & Philanthropy Magazine. Since the new building, Cerebral Palsy Alliance has gone from strength to strength including as a finalist in the \$50 million Macquarie Bank grants program to celebrate the bank's 50th Anniversary.



# Case Studies



## Emanuel Synagogue

### About the campaign

As campaign patron, David Gonski AC provided the leadership for a \$10 million fundraising effort in support of the redevelopment of Emanuel Synagogue in Sydney's eastern suburbs.

The capital campaign theme focused on the shared Faith, Future, and Community of potential supporters. Exceeding the fundraising target by over \$1 million, Emanuel Synagogue has now built state of the art learning spaces to facilitate dynamic, engaging study and discussion.

At the heart of the redevelopment is a library which provides access to materials to inspire and challenge as well as a dedicated purpose built place to study and learn. These new facilities provided by the capital campaign reflect the values of Emanuel Synagogue.

### The results

The success of the fundraising campaign has ensured the 80 plus year history of the organisation continues for generations to come.



# Case Studies



## Mission Australia

### About the campaign

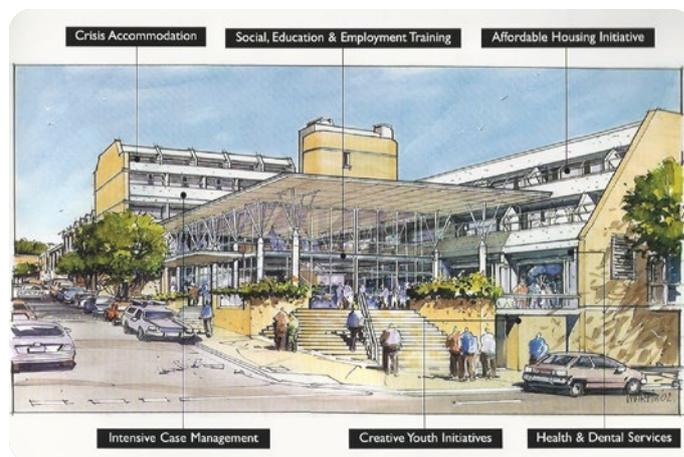
Mission Australia is one of the country's largest charities. It is also a top 500 private company. For decades Mission Australia had operated Campbell House in inner Sydney providing crisis accommodation to men who were homeless.

Changing client demographics, aging facilities and a shift in the public policy environment influenced Mission Australia to bring together a wide range of stakeholders – clients, policy makers, business people, philanthropists and the broader community – behind a new vision.

### The results

A capital campaign for \$7 million was launched and successfully completed thanks to generous support from a small group of philanthropists and corporates. Underpinning this generosity was a multi-million dollar cornerstone investment from the New South Wales government.

Renamed, Mission Australia Centre, facilities now house ground-breaking programs and services; the first of its kind in Australia, which provides a bridge to greater social and economic participation for homeless and marginalised people.



# Case Studies



## Exodus Foundation

### About the campaign

After years of reading about the lack of meaningful rise in indigenous childhood literacy Reverend Bill Crews, AM, Founder and Executive Chairman, The Exodus Foundation and the Bill Crews Charitable Trust decided to do something.

The Bill 108 Campaign was launched in support of building initiatives at Ashfield and Redfern. The campaign title “Bill” was enlisted because of the strength of the founder’s profile – voted a national living treasurer, Reverend Crews is well known for his charitable work with some of Sydney’s most disadvantaged. He chose to use the number “108” because it represented the number of additional schoolchildren new facilities would help.

### The results

The capital campaign had a target of \$4 million and was successfully achieved. The program underpinned by Macquarie University and housed the grounds of the National Centre for Indigenous Excellence attracted philanthropic support from John Singleton AM as well as backing from the NSW and Federal Governments. A compelling Case for Support focused not on the building of new facilities but rather what they would enable - a child struggling to learn, a chance to turn their schooling around.

Like other capital campaign’s by Mark Quigley, The Exodus Foundation won industry recognition from FIA and F&P Magazine.



# Get Bespoke Major Gift Help



**The Fred Hollows  
Foundation**



Fred Hollows is regarded as an Australian icon for his pioneering work in restoring eyesight for people in this country and many developing countries.

Some estimates suggest that more than one million people in the world can see today because of initiatives started by Fred. The foundation which bears his name, has grown considerably since its establishment 30 years ago.

The Foundation has an ambitious plans for the future. Momentum has been built recently by year on year growth in core fundraising activities such as direct mail appeals, bequests, popular events and Government funding. However, as it pursued growth it became apparent that increasing fundraising revenue from existing major donors (individuals, philanthropic trusts and foundations and corporates) as well as major donor prospects (those the organisation believed could make a major gift) was vital if they were to succeed. The Fred Hollows Foundation enlisted Mark Quigley to support the members of the Partnerships Team drive greater income generation in major gifts.

Mark worked in close collaboration with team members driving a suite of intensive donor engagement and relationship marketing activities with selected existing major donors and major donor prospects. The results were impressive; Major donor income increased over \$1.2 million during this period and the performance of each member at the time also improved. Mark's well-structured and disciplined approach to implementing several donor engagement strategies, including mobilising the participation of the CEO, Chairman and Board plus a commitment from each member of the Partnerships Team to accept professional development and training from Mark helped to achieve remarkable results. Those involved in asking for a major gift now have more tools, knowledge and experience from which to plan smart, work clever and get more major gifts!

**Get in touch today if you want to improve your major gift program.**

# Workshops

Professional development and training are essential to achieving fundraising success. It is particularly critical when engaging major donors, planning for a capital campaign or seeking funding from Government – the not for profit sector's single largest donor.

Mark has delivered professional development and training workshops to hundreds of people involved in gift seeking.

Bespoke workshops involve:

- ✓ Case studies from your own database
- ✓ Coaching that enhances participants existing skills and enables acquisition of new gift seeking skills
- ✓ Mentoring by real-time observation through role play
- ✓ Delivery of subject matter expertise.

## Engaging Government

Government is the single largest financial investor in the not for profit sector. And it is the one investor most often approached. But even seasoned CEO's, Board Members and fundraisers find that securing Government funding is often a strange and confusing mix of policy initiatives, money and politics.

**In this workshop you'll learn how to:**

- ✓ Craft a compelling narrative for Government
- ✓ Position your need with Minister's
- ✓ Adopt your approach to suit opportunities with Opposition;
- ✓ Understand relevant policy objectives;
- ✓ Use budget, media and political cycles to your advantage; and turn Ministerial support into bureaucratic action.

Case studies of successful funding approaches to government will help you draft, implement and manage your own plan to engage government effectively.

**COST: \$7,000 + GST**



# Workshops

## Major Gifts Training

Securing major gifts can transform an organisation. There's a great deal of strategic planning, database identification, existing donor and prospect research, not to mention having a compelling case for support before you even get to the ask.

This bespoke workshop is designed just for you. Mark will provide you with the tools, unique to your organisation, to succeed in major gifts. Mark will show you how to use technology and multi-media in your ask; manage your time during an ask; and overcome donor objections.

This is vital professional development for you to increase the likelihood of success in your major gift fundraising and critical training for any CEO and Board Members planning a capital campaign.

### In this workshop you'll learn how to:

- ✓ Case studies from your own database
- ✓ Coaching that enhances participants existing skills and enables acquisition of new gift seeking skills
- ✓ Mentoring by real-time observation through role play
- ✓ Delivery of subject matter expertise.

Mark has provided highly bespoke professional development and training to teams involved in major gifts. From one day workshops with CEO's and Board Members to weekly one to one sessions with major gift officers delivered over months, Mark can help you raise more money from major gifts.

**COST: \$7,000 + GST**

**ONE TO ONE SESSIONS: POA**



# Media & Awards

6 capital campaign and major gift awards so far...

## Awards

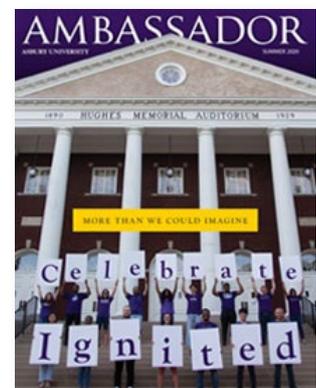
Capital campaign and major gift fundraising success has earned Mark considerable industry recognition and awards. This success has also attracted opportunities for Mark to share his insights and expertise through publication in various fundraising and philanthropy magazines and speaking invitations to Australian and international fundraising conferences.

In 2014 Social Venture Consultants founder and director Mark Quigley, was awarded the fundraising profession's highest honour and admitted as Fellow of the Fundraising Institute of Australia. The awards below are for capital campaigns and major gift appeals.



## Media

Capital campaign and major gift fundraising has appeared in several publications.



# Founder & Director



Mark is Sydney's top capital campaign consultant. His multi-award winning campaigns have for over 20 years, raised millions for iconic and lesser known charities.

“...early career highlight was directing a successful \$20 million capital campaign which achieved its goal in just three gifts ...”

Founder and director of Social Venture Consultants (SVC) Mark personally oversees each capital campaign bringing his unmatched local experience, networks and knowledge to bear for diverse causes across Sydney. Mark began his fundraising career in 1997 consulting on campaigns that raised millions.

A particular early career highlight was directing a successful \$20 million capital campaign which achieved its goal in just three gifts, including a single gift of \$10 million.

In 2001 Mark established Social Venture Consultants to focus exclusively on capital campaigns.

Now, some two decades later, Mark has built a solid track record of fundraising success as well as an unmatched level of local knowledge and network of contacts.

This enviable record of fundraising success has seen Mark become a sought after writer and presenter on capital campaigns, major gifts, government engagement and philanthropy. Mark's featured in numerous publications including: Fundraising & Philanthropy Magazine, Wealth Creator Magazine, Fundraising Journal NZ and Fundraising Success Magazine.

Mark has attended the University Of Indiana (USA) – School of Philanthropy Fundraising Course, was a Yale University (USA) Yale In Asia Program participant and holds a Bachelor of Arts degree from Carleton University (Canada). Over the years Mark has been active within the fundraising industry and particularly supportive of the Fundraising Institute of Australia (FIA) where he has been a member of the NSW Executive, delivered certificate courses, presented at national and international conferences and is a past Chairman of the FIA conference. In 2014 Mark was awarded the fundraising industry's highest honour; Fellow of the Fundraising Institute of Australia. Mark lives in Sydney with his wife and two children.

# The Story of the Logo



social venture consultants

Social Venture Consultants established itself as an innovative, unique and a results oriented consultancy. The stencils below represent strategic counsel, growth and capital works. These images contained by irregular shapes which wave back and forth represent movement while orange was chosen for its boldness.

When creating My Major GiftGetter – an app which helps fundraisers plan smart, work clever and get more major gifts, Rodin’s classic image was retained to illustrate the need for those involved in major gift fundraising to think carefully.



## The Thinker

As a key innovator in modern art, Auguste Rodin’s (1840-1917) “The Thinker” was chosen to represent a commitment to strategy, innovation and tailored solutions.



## The Vine

This stencil of a vine stretching and expanding represents growth. A stretch gift is at the heart of any capital campaign.



## The Builder

The strong figure holding a brick speaks to the human capital necessary to make any campaign a success.



## social venture consultants

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