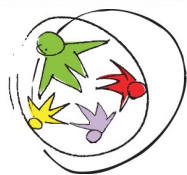


OUR COMMUNITY matters



ourcommunity.com.au
Where not-for-profits go for help

[Edition 2, 2014 – Issued May 6, 2014]

Our Community Matters is your free community sector update, brought to you by [Our Community](#) – Australia's centre for excellence for the nation's 600,000 not-for-profits and schools, providing advice, tools, resources and training. [Click here](#) to receive your free copy.



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NINE STEPS to creating a narrative

Marketing is about transmitting your vision. Whatever your message is, whatever you want the world to contribute, for your marketing to be successful you need other people to join you.

People's most powerful motivation after hunger is the wish to feel good about themselves. In your marketing, you're probably not going to provide food. But you *can* enable people to feel good about themselves. And you can use this knowledge to create narratives in which your prospects recognise themselves.

Whether you're writing a submission to a foundation, giving a short pitch to a business person in a lift, writing a brochure for a mailout, or writing *Star Wars*, the steps are much the same:

1. Start with a person.

Personalise the cause. What's wrong with the world? More specifically, who's suffering? One person, not a statistic: somebody that the prospect can feel for. **Let's call her Anna.**

2. What's the difficulty?

What obstacles need to be overcome? What's standing in the way of Anna being happy and fulfilled?

3. What's the plan?

You're the ideas person, the thinker; you've found a solution, a way through the difficulties, which can be summed up in a few words. Tell them what you're going to do about Anna's plight.

4. But you can't do it alone.

To bring the plan off you need to recruit a team of brave, strong people who believe in what they're doing. You need others to make an essential contribution.

5. This is where YOU fit.

You can show the prospect their place in the story, the part they can play. It doesn't have to be a big part, though it should have scope to expand if the opportunity arises.

6. What happens next

The prospect must feel confident that the next steps are practically in train already – and that they'll be kept informed about progress as it happens.

7. Thank you

The part the prospect played is acknowledged. They're thanked, as personally as possible. They receive their award, recognising their contribution.

8. There's going to be a sequel.

The prospect has demonstrated their ability to change the world, with your help. The first time is the hardest; and they're on your list.

9. Anna is happy.

Marketing works best when it's based on a sound foundation of proven performance. You must be able to back up your propositions with evidence – but you also have to be able to use your evidence in the service of your story.

In a prospect's own mind, he or she is the protagonist, the player, the sympathetic character. You and your organisation are only supporting players. You must tell your story with this in mind.

WHAT WE RECKON: Disbanding the ACNC [Editorial]

Here's an extract from our submission to the Senate Economics Legislation Committee on the Australian Charities and Not-for-profits Commission Repeal Bill.

General considerations

Why are we even having this discussion?

There have been at least 16 national inquiries and consultations into the Australian not-for-profit sector in the present millennium.

We are not aware of any statement in the approximately 14,000 pages of submissions expressing satisfaction with the previous Australian system of fractured and contradictory state-based not-for-profit legislation.

The proposal by the present government to return us to the previous system should not require any further investigation.

All major inquiries have favoured the institution of a national regulator.

Our view in a nutshell

1. The Australian Charities and Not-for-profits Commission (ACNC) has made a valuable and valued contribution to reducing red tape and improving oversight of the not-for-profit sector in Australia and should not be abolished.

2. If the Federal Government is determined, for political reasons or because of religious or any other affiliations, to push ahead with its plans to abolish the Australian Charities and Not-for-profits Commission then

a) The Government should not hand oversight of charity status back to the

Australian Taxation Office – this body's very reason for being makes it patently inappropriate for the task.

b) The Government should not move to implement a dumbed-down "leagues table" style of charity assessment. Implementation of a Charity Navigator-style body would be an unwelcome and unhelpful addition to the landscape.

c) The Government should ensure that any move it makes to replace the ACNC does not result in duplication of the work of Our Community, which has spent \$36 million on building a one-stop-shop

centre of excellence for charities and not-for-profit organisations.

d) The Government must ensure that the work undertaken by the ACNC to build up a reliable, accurate database of charities is preserved at all costs. In ensuring this work is not wasted, the Government should be aware of Our Community's position as the holder of the largest database of charity and not-for-profit groups data in Australia (more than 180,000 records).

You can read our full submission [here](#).



Grant Guru Tip:

There are three unbreakable rules for all grant applications.

1. Follow the guidelines.
2. Follow the guidelines *exactly*.
3. Did we mention the need to follow the guidelines *to the letter*?

Technically speaking, that's only one rule, but it's such a big one that it's worth mentioning three times.

GREAT GRANT: nib foundation Community Grants

Provider: nib foundation

Purpose: To support locally-based initiatives that will make a difference to the health and wellbeing of the communities they serve. Through the Community Grants program, nib foundation will partner with **up to 10** organisations each year. These grants will be awarded for a period of one year only.

Overview: Applications will be assessed on how well they address the criteria outlined below:

- The program must target the health and wellbeing of a well defined community within Australia, with preference given to the focal areas of young people and carers
- The program must be able to demonstrate a measurable improvement/impact on lives and health outcomes
- Preference is given to programs that address problems in a new way or address issues not currently satisfactorily addressed
- Your organisation must show capacity (skills of staff) and the capability to manage the program, including financial management
- The program must respond to identified community need based on consultation or input from the community
- The program budget must be realistic, clear and represent good value for money against comparable projects
- The program must be a well developed concept with concrete, time-limited aims and objectives, and a clearly quantified target
- The application should demonstrate how the program will be self-sustaining beyond the 12 month funding period



[Find out more](#)

Grant Guru Says: This grant doesn't open til Monday, June 2, but it's open for applications only for a short time so if you think you fit the bill, best get ready to pounce. Note also that only approved deductible gift recipient organisations are eligible to apply.

Subscribe to the Funding Centre!

Grants database access, customised grants newsletter, grant alerts, fundraising help and tools and more...

ACCESS ALL AREAS!

Search for Grants

2714 live grants

Search Grants

Login or subscribe to search the database



Fundraising access improved, **red tape cut** through new partnership

A landmark partnership between two of Australia's leading fundraising websites is set to radically increase not-for-profit organisations' access to fundraising income.

The partnership between crowdfunding website Pozible and GiveNow.com.au (part of the Our Community group of enterprises) will provide streamlined access to crowdfunding opportunities for Australia's 600,000 not-for-profits.

As a result of the partnership, not-for-profit causes registered with GiveNow.com.au are automatically approved for fundraising through Pozible without having to supply their fundraising credentials separately.

The partnership will also result in not-for-profits getting free access to information and tools to help them raise funds through crowdfunding, expanding the fundraising resources already available through GiveNow.com.au and its sister website, FundingCentre.com.au (another Our Community enterprise).

Not-for-profit organisations and charities have crowdfunded with great success on Pozible, with just over \$1.5 million raised in the "community" category to date. However, until now Australia's 600,000 not-for-profits have not been able to accept straight donations through Pozible.

By tapping into the credential checks already undertaken by GiveNow, which has collected more than \$39 million in donations for thousands of causes since it began more than a decade ago, Pozible can now provide a donations option.

People wanting to support a crowdfunding appeal can opt to provide a financial contribution in return for a reward (in line with the traditional crowdfunding model), or may give a straight donation.

"In the current climate of budget cuts, this innovative partnership radically changes the fundraising landscape for the organisations that are vital to the social fabric of the nation," Our Community founder and group managing director Denis Moriarty says.

"This partnership combats the madness of state-based government fundraising red tape – if they won't fix it, we will."

Pozible co-founder and director Alan Crabbe says he is thrilled with the new partnership. "Until now, traditional fundraising models available to charities and not-for-profits have left them behind. The new crowdfunding options will make fundraising faster, simpler and more accessible for Australia's 600,000 charities," he says.

Current project creators crowdfunding in the not-for-profit space, such as [Heaps Decent](#), will be able to benefit from the new donations option, while the Public Education Foundation will next week launch [Friends of Zainab](#), a scholarship for refugees, using the new simplified funding features.

If your organisation is already listed with GiveNow, you can start to explore the world of crowdfunding at www.pozible.com.au/givenow.

If you're not yet listed with GiveNow, you can do so at <http://registration.givenow.com.au/>. For more information, email service@givenow.com.au.



ourcommunity.com.au
Where not-for-profits go for help

Pozible
Crowdfunding Creativity

SOCIALTRADERS

Not-for-profit Skills Day:
Income generating strategies for enterprising not-for-profits
Sunday 25 May, 2014

Countdown begins to **BIGGEST EVER** Communities in Control Conference

Australia's biggest and best community sector conference is set to get under way in Melbourne on May 26.

The two-day conference, which is convened by Our Community and CatholicCare, this year features some of Australia's biggest names, including:

The Hon. Julia Gillard, former Prime Minister of Australia; Chair, Global Partnership for Education

Prof. Jon Altman, Centre for Aboriginal Economic Policy Research at Australian National University

Jane Caro, author, lecturer, social commentator, columnist, broadcaster

Dr Simon Longstaff AO, ethicist, philosopher and executive director, St James Ethics Centre

Garry Muratore, spokesperson, No McDonald's in the Dandenong Ranges campaign

The Hon Joan Kirner AC, former Premier of Victoria, Our Community Ambassador

Hugh Mackay, psychologist, social researcher extraordinaire, multi-award winning author

Peter Hartcher, award-winning journalist; political & international editor, *The Sydney Morning Herald*

Linh Do, co-founder, OurSay.org; founder, Change a Million Light Bulbs

The Hon Michael Kirby AC, CMG, former High Court Justice; human rights activist.



This year's conference also features a televised welcome from the Prime Minister of Australia, **The Hon. Tony Abbott MP**, and an appearance by **Glenn Skuthorpe**, performing 'No More Whispering', the title track of John Pilger's new film *Utopia*.

This year's Great Debate will tackle the topic of not-for-profit mergers ("Bambi v Godzilla") and will feature City of Melbourne councillor, Crikey founder, shareholder activist and transparency crusader **Cr Stephen Mayne**; executive officer – administration at the Victorian AIDS Council **Rowena Doo**; Abbotsford Convent CEO **Maggie Maguire**; and social capitalist, community enthusiast and founder and CEO of the Bank of I.D.E.A.S. **Peter Kenyon**, with facilitation by our regular host with the most, **Brett de Hoedt**, Mayor of Hootville.

This is without any doubt the best value conference in Australia: single tickets for the two-day event cost just \$350, with big discounts for groups of two or five.

Don't delay in booking – this event looks certain to sell out.

Less than three weeks to go!!!
Book at www.ourcommunity.com.au/cic2014

AROUND THE HOUSES: Our Community news



GiveNow, Help Later

Australians are always very generous in times of disaster and emergency. But what happens to those devastated communities in the months and years after the news has faded from the headlines?

GiveNow, through the Our Community Foundation, is launching a new appeal: **GiveNow Help Later**. We invite donations to this appeal to support community organisations that are helping communities ruptured by disaster long after the disaster has occurred.

Disasters require rebuilding, and that can take a very long time, requiring ongoing resourcing that continues well after the average donor has shifted attention to another cause. We believe GiveNow Help Later can make a real difference.

Through our GiveNow website and Our Community Matters, we will keep you updated on where the funds go and what benefits they bring. To find out more, go to www.givenow.com.au/givenowhelplater



Boards meet their match as vacancies spike

A free Institute of Community Directors Australia service that connects not-for-profits seeking board members with interested individuals is experiencing a spike in growth.

More than 70 vacancies are currently active on the [Board Matching Service](#), with positions available in most states and territories. The most popular fields for active vacancies include community services, health and wellbeing, and disability, followed equally by children and family, community communication and advocacy, and education, employment and training.

The service has experienced a surge since the launch of the Institute in February, receiving a steady stream of new vacancies as well as expressions of interest from a diverse range of energetic, enthusiastic and qualified individuals on a daily basis.

A total of 2270 expressions of interest in board vacancies have been received since the service began in 2005.

Our Community has also received numerous enquiries from a range of large corporate, accounting and auditing organisations wishing to promote the vacancies to their staff as part of their workplace volunteering programs, making now the perfect time to promote your vacancy.

Even if you've never served on a board before, there is a range of vacancies with various skills required, and we often receive applications from individuals seeking their first board position. And why not? While board service can be challenging, it provides an opportunity to make a difference, help shape the direction of a community group, gain new knowledge and skills, expand your networks and be inspired.

Ready to get started? [Advertise](#) a board position today or search for vacancies that match your interests and location at www.communitydirectors.com.au/icda/board/.

You can also view a selection of opportunities on [page 18](#) of this newsletter.

Showcase your cause or services at the largest community gathering in Australia

Now taking bookings for display tables at Communities in Control 2014

Our Community news [continued]



Position vacant: GiveNow assistant (volunteer)

GiveNow, our free online donations platform for community organisations, has an opening for a volunteer to work eight hours a week helping us to manage our [Community Calendar](#), ensure our database is up to date, and choose great community causes to highlight and promote.

This is a fantastic place to work – we have an ambitious agenda; we're not constrained by bureaucracy or boundaries; we're not interested in internal politics or egos, just in contributing something useful to society.

We're looking for someone who:

- Has basic computer skills with a willingness to upgrade skills
- Has good English skills – decent grammar and the ability to spell highly regarded!
- Is able to follow instructions and work independently
- Has research skills or an interest in developing them.
- Is happy to work in an informal (you don't have to dress up), open plan (no walls or dividers) office in West Melbourne (city fringe) with a team of 20+ (including Betsy, our greyhound office dog, and occasional guest pets).

For more information and to express your interest, [click here](#).



Leadership courses listing updated

While not every great leader has undertaken a course, a formal setting can be helpful for many people in helping them develop the insights and skills they need to lead in a moral, ethical and fair manner.

Our online Leadership Centre provides a comprehensive state-based listing of Australian leadership courses. The listing has recently been updated—go to www.ourcommunity.com.au/leadership.

If you know of a course that we've missed, please email the details to service@ourcommunity.com.au with "leadership" in the subject line.



Release of SmartyGrants 5.0

The latest version of the Australian Institute of Grants Management's online grants management system – SmartyGrants 5.0 – was released in early April.

SmartyGrants 5.0 features a variety of changes, upgrades and new features, including introduction of standard fields and bulk updating, changes to reporting functionality and enhancement of the contacts functionality.

Initial feedback on SmartyGrants 5.0 has been overwhelmingly positive. We're now busily plotting what's next! (If you're a user, we'd love to hear your views— fill in the survey [here](#) to have your say.)

SmartyGrants works with almost 200 grantmakers across Australia and New Zealand and is the region's leading online grants management system.

We administer more than 8700 grants programs, and have so far processed more than 205,500 grants applications.

For more information , visit www.smartygrants.com.au

FREEBIES: The default setting is discount

In previous issues of this newsletter we've covered free and discount offers available to not-for-profits in areas such as police record checks and water rates. You might be getting the impression that the discounts we specify are the only ones out there. But nothing could be further from the truth.

One of the inviolable rules of the community sector is *always ask for a discount* – and even then only after you've asked if the item or service can be donated to you. Never buy at a discount something that you might be able to get for free.

For free? Yes, that's right. The worst that can happen is that you won't get it for free, leaving you back where you started. But when a company has been softened up by this approach, it may well be more amenable to the idea of a discount – cost price, say, or wholesale price.

When you head out to the shops, take along your ABN, an annual report, a belief in your organisation, and a passion for your project.

People we know who worked at a medium-sized not-for-profit, for example, went to a large hardware store looking for a shed in which to store equipment. They looked at the sheds, examined the cheapest, and then followed the golden rule: "Can you offer a discount to not-for-profits?"

The staff responded, "No, we can't" – but then, energised by the request, they rang around other stores in the same chain until they found one with a similar shed that was an end-of-line leftover. The salesperson talked to the boss at the other store, and in the end they let the shed go at \$200 off.

That's better than a poke in the eye with a garden stake, anyway.

If asking for a discount or freebie fails:

- **Check to see if there's a discount for cash, or for prepayment or early payment.**
- **Get three quotes so you can create some competition (some companies even have a policy to match and beat any lower price).**
- **If you're dealing with a government department, make sure the person you're talking to knows enough about the business to know whether there are discounts available. If they seem uncertain, go up the line till you're dealing with someone who knows.**
- **When you pay bills, include a donations slip along with the cheque.**

You won't get anything unless you ask.

And don't be embarrassed. If you truly believe in your cause, you're offering the shop a chance to participate in something wonderful.



Clarifications

Our article in March about saving money via concession rates for police record checks stated, "Working with children laws require everybody who works with children to have a police check".

We didn't mean to imply that police checks are the only requirement for working with children, only that this is one area where you might be able to make a saving.

Working with children certification requirements vary from state to state, and you'll need to observe your state's criteria in full.

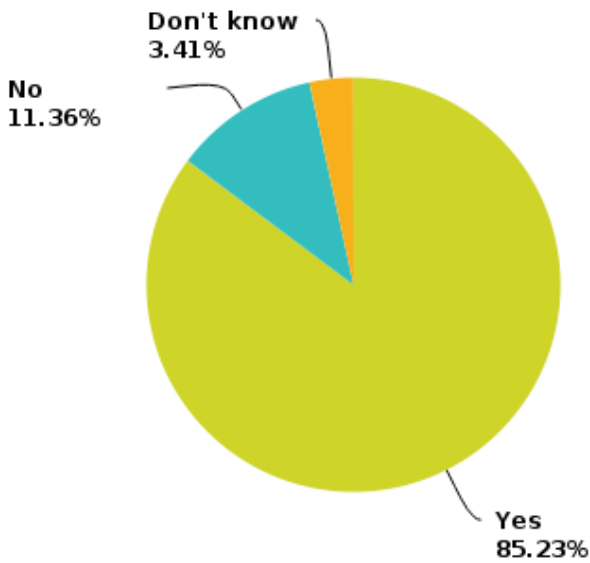
The good news is that the good folk at [Volunteering WA](#) have told us that WA does now have the very Police Check subsidy scheme that we were pushing for; the Department of Local Government and Communities is [subsidising community groups](#) to receive a National Police Check for \$15.10 (rather than more than \$60). And volunteers who already have a Working With Children Check can obtain their National Police Check at no cost.

See the [March edition](#) for more info about police check concessions.

PULSE POLL: Taking the pulse of the NFP sector

Last month's poll:

Are you worried about funding losses as a result of Federal Government budget cuts?



Latest poll:

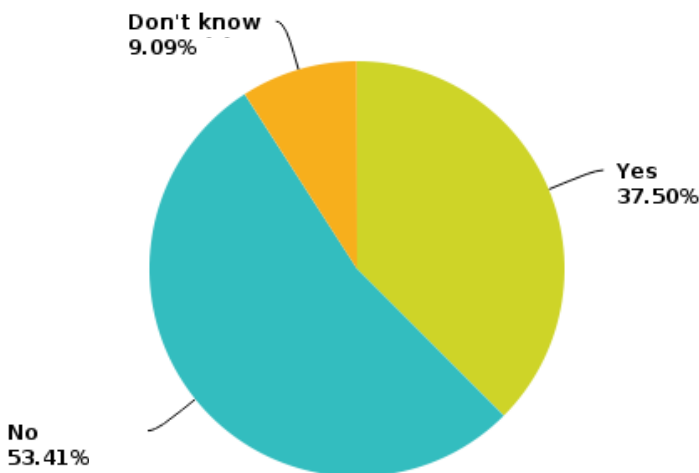
Anecdotal evidence suggests that more and more not-for-profits are coming under pressure to merge.

What's your experience?

Take the Poll

(We'll be discussing this topic in depth during our [Communities in Control Debate](#) in Melbourne on May 26.)

Has your funding already been reduced as a result of Federal Government budget cuts?



NEED TO KNOW: Not-for-profit news as we saw it

FUNDING

“The reality is that the US SIB [Social Impact Bond] market is untested, with plenty of potential pitfalls and much work to be done before a stable and efficient market is in place.”

- Tracy Palandjian & Jane Hughes

The *Stanford Social Innovation Review* contributors present three possible scenarios for the future of the Social Impact Bond market, ranging from boom-bubble-bust to total success story. [>Full story](#)

GIVING

“It’s a sad fact that our generosity can at times be misplaced and unintentionally undermine recovery efforts and community resilience.”

-Kylie Cirak

The GiveNow executive director launches the online donations facility’s new ‘GiveNow Help Later’ appeal, which will provide an injection of funds to not-for-profits working in disaster-affected regions long after the tragedy has occurred in order to aid their recovery. [>Full story](#)

RED TAPE

“We commend this to you as one matter about which the sector could express a united view – irrespective of the different views which may be held generally.”

-Moore

The not-for-profit legal advisers argue there’s a need for a regulator independent of the Australian Taxation Office to determine the charitable status of not-for-profit organisations. The firm made the call in its practical guide to the issues surrounding the future of the Australian Charities and Not-for-profits Commission (ACNC). [>Full story](#)

FUNDING

“It's time the government put an end to all this uncertainty and immediately signal its ongoing commitment to funding these crucial services.”

-Cassandra Goldie

The Australian Council of Social Service chief executive calls on the Federal Government to end the funding uncertainty resulting from its budget cuts, after a survey found 87% of not-for-profit organisations had no guarantee of funding for services beyond June 2014. [>Full story](#)

BOARDS

“We are, however, seeing an increase in appointed directors who are recruited to the board based on skills and experience.”

-Emma Sherry

The La Trobe University senior lecturer says there’s been an incremental change towards gender parity on the boards of sporting organisations in recent years, despite figures showing only 29% of board members of national sporting organisations in Australia are women. [>Full story](#)

Continued ...

Not-for-profit news as we saw it [continued]

GOVERNANCE

"We know that good governance can be the 'unsung hero' of great organisation and projects, but it often goes unacknowledged as the 'boring stuff' people want to leave to others."

-Australian Indigenous Governance Initiative

The AIGI says good governance, while not necessarily exciting, is the foundation of the success of many Indigenous organisations. There's still time to [nominate](#) for the awards, with applications closing on May 30. [>Full story](#)

FUNDRAISING

"We're in awe of how quickly this has taken off in Australia."

-Australian Cancer Research Foundation

A cancer charity reacts to the recent #nomakeupselfie trend, which raised more than £8 million in donations in just six days for Cancer Research UK and later reached Australian shores. [>Full story](#)

TAX

"If we do not hear from these charities by 23 June 2014 we will assume they have stopped operating and we will revoke their registration as charities with the ACNC."

-Australian Charities and Not-for-profits Commission

The ACNC urges charities to update their contact details and confirm they are still operating. 'Lost' charities will no longer have access to their charity tax concessions after the cut-off date. [>Full story](#)

TRUST

"Australians' level of trust in non-government organisations (NGOs) – including groups in the community and not-for-profit sectors – remains far higher than trust in business, government or the media."

-Our Community

The latest edition of Edelman's Trust Barometer showed the percentage of Australians who expressed "total trust" in NGOs rose from 64% in 2013 to 70% this year. [>Full story](#)

TECH

"The .ngo / .ong domains will help NFPs gain recognition internationally as genuine NGOs"

-Public Interest Registry

The Registry readies for the launch of ".ngo" and ".ong" web domains in October by calling for expressions of interest. [>Full story](#)

TECH

"Detail and analysis of poor or unfavourable performance were often lacking, or avoided."

-PricewaterhouseCoopers

The professional services firm comments after announcing winners of the PwC Transparency Awards [>Full story](#)

DULL BUT IMPORTANT: Changes to our Privacy Policy

Privacy is a bit like a security door. No one's really that interested in it until suddenly you find yours has been breached.

Recent changes to the Commonwealth Privacy Act have brought privacy into the spotlight for all of us. Any organisation that deals with the private details of any individuals (and that's surely got to be any community group – you have membership and donor lists, right?) needs to be aware of what the law now says about what you can do with such information.

The Privacy Act now consists of 13 “privacy principles” that regulate the handling of personal information – see the Office of the Australian Information Commissioner’s [fact sheet](#) or the Justice Connect [Privacy Guide](#) for the lowdown.

At Our Community we've updated our own privacy policy in line with the new principles – you can read the full policy at www.ourcommunity.com.au/privacy, but we've also produced this handy summary of the key points:

Key Privacy Points: The Stuff You Really Care About

- **This policy applies to all Our Community enterprises**, including Our Community, the Funding Centre, the Australian Institute of Grants Management (though please see the [SmartyGrants website](#) for additional privacy details relating to operation of that service), GiveNow, the Australian Institute for Community Directors, the Australian Institute for Corporate Responsibility, and Our Consumer Place.
- **We don't sell your data to third parties.** Our Community Pty Ltd (Our Community) treats all information collected as if it were private. We don't sell the information to anyone and we don't use your data for our own purposes, except as outlined in this policy.
- **We may share some data with trusted service providers.** In order to manage and improve our services we may from time to time use a number of third party service providers; for example, we may use [Google Analytics](#) to track visits to our websites, [Formstack](#) to collect information via an online form, or [Survey Monkey](#) to collect survey responses. A number of these service providers are located outside Australia and therefore the data we pass to them will be processed outside Australia.
- **Most data is stored on servers located in Australia.** Except in the circumstances described in point 3 above, all data collected by us is stored on servers located in Australia.
- **We will comply with all Australian laws.** If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond. We may also need to access data to prevent potentially illegal activities and to screen for undesirable or abusive activity. For example, we have an automated virus scan that checks all file attachments.
- **Our Community: ethical, efficient, effective (and human).** We do our utmost to make sure Our Community is an organisation which is highly valued by staff, the community, our members and all of our stakeholders, but being human, occasionally we make a mistake. On the rare occasion where we do slip up, we assure you that we will attend to the issue as soon as it is drawn to our attention, remedy the problem and advise you of the outcome.

We reckon with privacy, as with most things, there's one simple mantra you should follow: do unto others as you would have done unto you.

Personal information is precious. Handle it with care.

UPSKILL: Upcoming Training & Events

What

Where

When

Communities in Control Conference 2014	Melbourne	25-27 May
Diploma of Business (Governance)	Perth	From 5 May
Diploma of Business (Governance)	Brisbane	From 19 May
Diploma of Business (Governance)	Darwin	From 19 May
Diploma of Business (Governance)	Adelaide	From 23 June

HOT OFF THE PRESSES!

Our Community's new training calendar is currently being locked down.

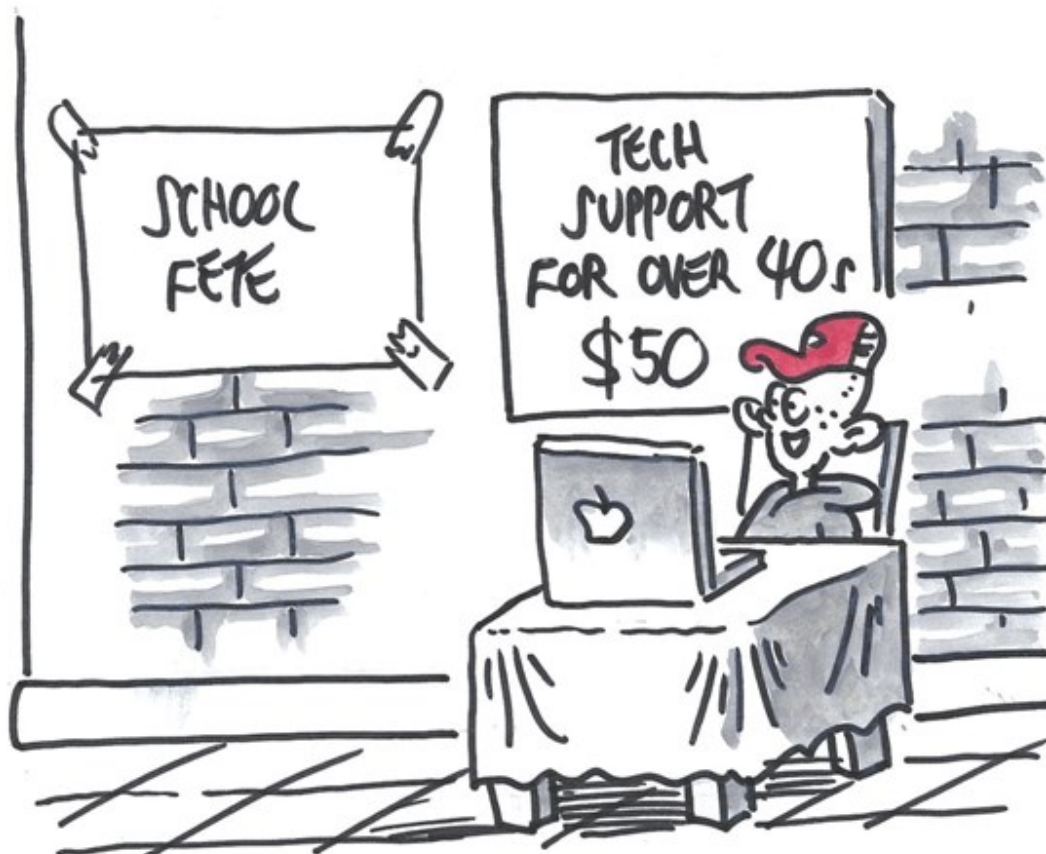
Visit our website to view the latest grants, fundraising and governance training dates.

 [Click Here](#)

 [View the entire Our Community training calendar here](#)

Fundraiser Funnies

(With thanks to Mark Cornwall)



IN BRIEF

Student consultants bring fresh ideas to Victorian not-for-profits

The Monash University branch of 180 Degrees Consulting is offering free consultancy services to Victorian not-for-profits. The world's largest student-run consultancy, 180 Degrees offers:

- **New ideas:** Consultant teams work to develop creative ways organisations can overcome obstacles.
- **Relevant expertise:** 180 Degrees matches students with particular expertise to organisations in need of that knowledge.
- **Research:** 180 Degrees can provide talented and coached students to take on your research and problem solving needs.

Organisations are under no obligation to adopt the consultancy's recommendations. Hop online for [more information](#) or to [register your interest](#).

Almanac available now

The latest edition of *The Australian Nonprofit Sector Legal and Accounting Almanac* has been released.

The almanac is compiled annually by the Queensland University of Technology's Australian Centre for Philanthropy and Nonprofit Studies and contains a summary of legislative changes and significant legal cases relevant to not-for-profit organisations, as well as international trends and predictions for the remainder of this year.

The 2013 edition is available for free [here](#).

Energy-saving ideas for bright sparks

Join community sector leaders and change agents to explore the benefits and opportunities of energy-efficient practices for your community organisation at a series of seminars, workshops and lunches around the country.

Presented by the [National Energy Efficiency Network](#), the activities kick off in Melbourne on May 9 and extend to Hobart (May 21), Adelaide (June 5), Perth (June 12) and Brisbane (June 18), with Sydney and Darwin events in the pipeline.

Rant against racism and win

Two anti-racism campaigns have joined forces to promote the good stuff people do to show they don't accept racism in the community.

Share your story, video or photos showing how you've stood up to racist behaviour using wit, humour, anger or just by quietly making your point and you'll be in the running to win a prize.

All entries will be posted online at antihate.vic.gov.au and itstopswithme.humanrights.gov.au and the five entries judged the best will each receive a \$100 JB HiFi voucher. [Enter](#) by June 21 for your chance to win.



Got an outstanding project? Time to nominate

The Australian Civic Trust is calling for nominations for the 2014 Civic Trust Awards & Brickbats program, which aims to highlight outstanding urban, environmental and social projects.

Chairman Darian Hiles said the awards also encouraged public discussion of the civic environment by identifying good civic projects and future opportunities. "The designs of our social, health and general living environments are important ... and NGOs are in a key position to identify these," he said.

To apply, or for more information, [click here](#).

THE TOP FIVE:

Top five tips for using evidence in grant applications

Reputable statistics and other hard evidence can take your grant application to the next level by establishing a need and adding authority to your case. Successful grant applications communicate evidence succinctly, meaningfully, and in a way that makes clear its relevance to your problem and proposed solution. Here are our top five tips on how to do it.



1) Be accurate.

Don't overstate the problem or use overly emotional appeals. State the facts and let the funding organisation come to its own conclusions. When your evidence is relevant, clear and concise, understatement can be a powerful tool.

2) Be relevant:

Ensure the evidence you provide has clear and direct links with both the problem you express and the solution you put forward. While it is important to research widely, simply dumping all the data you've ever found that might relate to the problem in some way is not a good idea. Make the links so clear that anyone, even a person completely unfamiliar with your proposal, can see that your case is compelling.

3) Attribute your evidence:

Whether it is quantitative data drawn from your own surveying, Census data, qualitative evidence derived from interviews, or a portfolio of media reports supporting your case, it is important to cite the sources so grantmakers know your evidence is well documented, accurate and authoritative.

4) Stay local:

Highlight the geographical area your organisation serves, and provide evidence for this specific area. Statistics that are too broad or generic will not help your case. Demographic data is available for most local government areas and even some suburbs and towns. For example, our [list of statistical tools to assist in fundraising submissions](#) contains a link to [Community Indicators Victoria](#) which provides social and wellbeing statistics for non-metropolitan and metropolitan [local government areas](#) in Victoria. Comparing local data to state and national averages may help strengthen your argument too.

5) Combine both types of evidence:

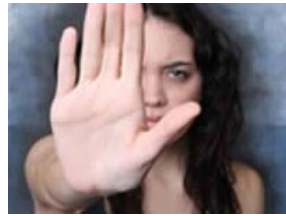
Adding stories or case studies to hard data can be an effective combination, so aim for a well-rounded outline of evidence encompassing both qualitative and quantitative evidence. Use both to tell a complete, all-inclusive story to the grantmaker, picking and choosing the best evidence to use to illustrate each individual point. Bring in the human aspect wherever possible to add a personal touch to your grant application.



[More tips](#)

COMMUNITY CALENDAR: What's on in the NFP sector

GiveNow's online [What's On Calendar](#) features nationally significant events that centre on major community, advocacy and awareness issues in Australia. Events taking place in the next month include:



[Domestic and Family Violence Prevention Month: 1-31 May](#)
Domestic and Family Violence Prevention Month aims to raise community awareness and promote a clear message that domestic and family violence will not be tolerated in our communities.



[International Composting Awareness Week: 5-11 May](#)
This week of activities, events and publicity aims to improve awareness about the importance of this valuable organic resource and to promote compost use, knowledge and products.



[National Volunteer Week: 12-18 May](#)
Volunteering Australia this week highlights the role of volunteers in our communities and says thank you to the more than 6 million Australians who volunteer.



[International Day Against Homophobia: 17 May](#)
Rally together today in an effort to help push for a world free of prejudice.



[Australia's Biggest Morning Tea: 22 May](#)
May is Australia's Biggest Morning Tea month. Thursday May 22 is the official day but you can host an event anytime throughout May or June to raise money to help support the fight against cancer.



[National Walk Safely To School Day: 23 May](#)
Parents and carers are encouraged to walk their primary-age children to school today, promoting better attitudes to road safety, health, public transport and the environment.



[National Palliative Care Week: 25-31 May](#)
Palliative care is about living well at the end of life – it's for you, your carers and your family.

Good moves: Not-for-profit jobs

NSW

Administration Officer
(part time), **CPSA
NSW Inc.**

Victoria

Senior Custodian,
**Shrine of Remem-
brance**

Coordinator, Kerrie
**Neighbourhood
House Inc**

Administration Officer
(Receptionist),
Doncare

General Manager, **The
Village Festival**

Treasurer / Non-
Executive Director,
Creativity Australia

Director, **The Duldig
Studio**

Administration
Officer, **Seniors'
Rights at COTA VIC**

Executive Officer,
**Glen Eira Adult Learn-
ing Centre**

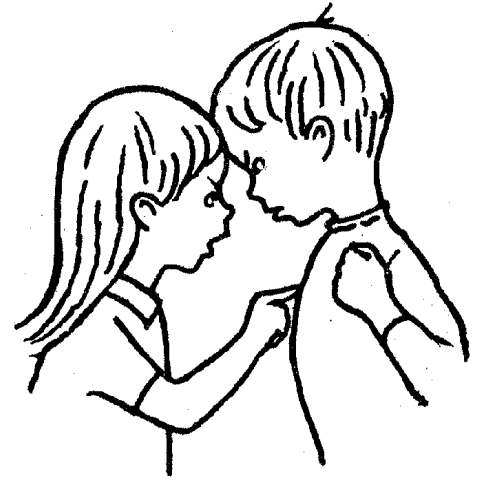
Fundraising Manager,
**Asha Global Develop-
ment Organisation
Limited**

[> VIEW ALL](#)

And the winner is ...

Email versus social media

Social media is new and sexy, eMarketing is old and familiar – but it should be your priority, says communications specialist and Hootville mayor Brett de Hoedt.



Clients across Australia regularly ask me to train them in social media – but they should really make a broader request:

“Train us to use whatever means are at our disposal to best drive traffic to our website, build relationships with stakeholders, alert and inform people and look important. Most of all we want to convert as many people as possible into taking some form of action with minimal effort.”

That, dear Citizen, would be email.

In most cases, for most organisations in most situations... email beats the tight hipster jeans off social media. It ain't even close, as a study conducted by Monetate and reviewed by blog Convince and Convert shows. It is based on 500,000,000 website visits to e-commerce sites. Only 0.71% of people who came to a site via social media were converted into buyers. Email converted four times more. Only 1.55% of visits to e-commerce sites were delivered via social media. Email accounted for 2.82%.

The study investigates e-commerce sites but the goal in e-commerce is exactly the same as in the non-profit world: conversion. By “conversion” we mean inspiring people who see your message to take an action such as visiting your site, donating, buying or booking a ticket.

Why email wins

Potential audience: Aside from using the internet to search websites, email is still the second most common use of the worldwide web. As you move from using websites and email to Facebook and Twitter, your potential audience shrinks dramatically. At the end of this journey are Google +, Pinterest, Instagram and the like. Would you use mail to reach audiences if only 20% of people had addresses?

Building your base: Want to dramatically boost the size of your database? Of course you do. (If you don't, please resign.) Well, that boost is easier said than done for social media, which is usually slow to build. There are lots of ways to dramatically increase your email database.

Response: This is where email destroys the competition. Simply put – nothing beats email for driving traffic to your website. A benchmark for the open rate to an email is 25%. The equivalent to open rates on Facebook is “virality”. If your Facebook posts scored 25% virality you would be on the board of Facebook. A 1.5%–2% virality percentage is typical.

Segmentation: Do you segment your Twitter followers or Facebook friends? With email this is standard operating procedure and a smart and easy move.

Automation: email can be set-up to automatically send emails based on time—e.g. seven days after subscribing you can send a thankyou and a list of seven articles to read.

Portability: email is just as omnipresent as social media on smartphones and tablets.

To read the full text of Brett's article, including the case for the defence of social media, [click here](#).

How to be a better copy writer

Hootville's **Copy Savvy 101** is a fun, challenging copywriting workshop in Melbourne for anyone who writes as part of their job.

This one-day copywriting course is backed up by comprehensive notes and on-demand follow-up coaching.

Trainer Brett de Hoedt is a former print journalist turned marketer with some of the [glowingest reviews](#) you'll ever read.

> [Find out more](#)

BOARD MATCHING SERVICE: NFP board vacancies

NSW

General Board Member	NSW Wildlife Information Rescue & Education Service Inc
Secretary, General Board Member	Kogarah Community Services Inc
General Board Member	Coastwide Child and Family Services Inc
Treasurer	Project Youth
General Board Member	Speld NSW
General Board Member	Intereach
General Board Member	ASCA
Treasurer, General Board Member	New Horizons Enterprises Limited
General Board Member	Albury Wodonga Community Network
General Board Member, chair finance sub-committee	Blue Mountains World Heritage Institute
General Board Member	Bedside to Bench
General Board Member	Blacktown Community Transport
General Board Member	Manly Warringah Pittwater Community Aid Service Inc
General Board Member	NSW Gay and Lesbian Rights Lobby
Secretary, General Board Member	New Deal Association Incorporated
Chair, Treasurer, Secretary, General Board Member	Maggie's Rescue Cooperative Ltd

Northern Territory

Treasurer, Secretary, General Board Member	Darwin Community Arts
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Queensland

General Board Member	Help Enterprises
Treasurer	ASD Kidz & Familyz Inc
Treasurer, Secretary, General Board Member, Vice President	Khaidyns Hearing Cause
Chair	Caboolture Kilcoy Bribie Area Mental Health Support Service
Secretary	Nundah Activity Centre
General Board Member	Arafmi Queensland Inc (Mental Health Carers)
Treasurer	SWARA
Treasurer	RiSE QLD
General Board Members and office bearers	Moreton Bay Birali Steiner School Association Inc
General Board Member	139 Club Inc
General Board Member	Central Highlands Regional Resources Use Planning Coop

South Australia

Treasurer, General Board Member	Seaton Community Childrens Centre
General Board Member	Girl Guides SA Inc

Continues ...

BOARD VACANCIES [continued]

Victoria

Treasurer, General Board Member	Iramoo Community Centre
General Board Member	Uniting Church Schools
Chair, Treasurer, Secretary, General Board Member	Boccia Victoria
General Board Member	Victorian Indigenous Nurseries Co-operative
General Board Member	Household Relief Fund
General Board Member	Sunbury Neighbourhood House
Marketing & Communications Director	Pink Cross Foundation Australia
General Board Member	BirdLife Australia
Secretary, General Board Member	UnitingCare Harrison
Treasurer	Arts Access Victoria
General Board Member	BioAutism Limited
General Board Member	Hope For Tomorrow Inc
General Board Member	Humanitarian Crisis Hub
Treasurer, General Board Member	Just Change
General Board Member	Volunteering Geelong Inc
Treasurer	SPAN Community House Inc
General Board Member	Williamstown Community and Education Centre Inc
Treasurer, General Board Member	Glen Eira Adult Learning Centre
General Board Member	Multicultural Centre for Women's Health
General Board Member	Melbourne Airport Community Aviation Consultation Group
Treasurer, General Board Member	Women's Health in the South East
General Board Member	YWCA Victoria
General Board Member	Music Broadcasting Society of Victoria Limited (3MBS)
General Board Member	Mental Health First Aid Australia
General Board Member	Cara
General Board Member	Arts Access Victoria
General Board Member	Cambodian Kids Can
General Board Member	Music Broadcasting Society of Victoria Limited (3MBS)
General Board Member	South Western Melbourne Medicare Local

Western Australia

General Board Member	Peel Community Development Group
General Board Member	Bamboo Micro Credit Inc
Treasurer	Karratha Community House Inc
General Board Member	SMP lifeskills2work
General Board Member	Ability Focus Wheatbelt
Chair, Treasurer	Malleefowl Preservation Group
Treasurer, Secretary, General Board Member	Perth Mobile GP Services Ltd
Treasurer	Museums Australia Western Australia Branch

[> POST A VACANCY](#)

Do you sit on a Community Board?

YES

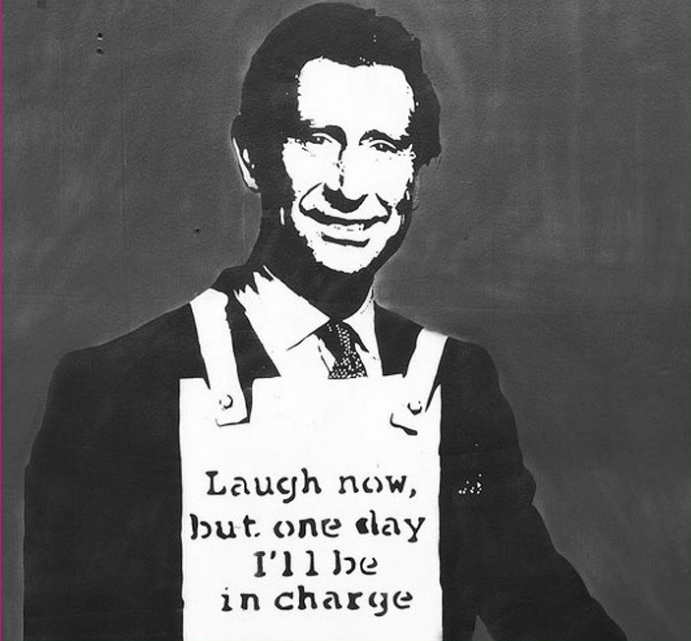
NO

Would you like to gain the skills to sit on a Community Board?

YES

NO

Accept: It's time for change!




Laugh now,
but one day
I'll be
in charge


While some things go backwards, you need to go forwards

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