



## **PRESS RELEASE**

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### **RESULTS OF ONLINE POLL GIVE SPEAKERS AT THE INTERNATIONAL FUNDRAISING CONGRESS 2011 SOMETHING TO THINK ABOUT**

The results of an online poll allowing fundraisers from around the world to shape sessions at the International Fundraising Congress (IFC) have been announced, giving the Resource Alliance, which organises the IFC, a fascinating insight into the views of the fundraising community. Fundraisers were asked to share their opinions on issues which will form the basis of sessions at the IFC delivered by six well-known speakers – Karen Osborne, Stephen George, Anne-Marie Grey, Fiona Duncan, AJ Leon and Nick Allen.

The questions explored a range of subjects, including legacies, women in philanthropy and integrating social media and mobile into fundraising programmes. When asked why all fundraisers do not also promote legacies, 38% of respondents cited a lack of information as the main reason, with 12% pointing the finger at not knowing how to ask for a legacy. Karen Osborne's assertion that women drive philanthropy globally divided opinion with 47% of respondents agreeing, whilst 33% of respondents disagreed. The results also showed that amongst those who completed the survey, a lack of budget and resource was the top barrier to implementing social media within their organisations, with 40% identifying this as the single biggest hurdle they face. Use of SMS and social media to raise money was rare amongst those who completed the survey, with 57% of respondents admitting to not raising any money through SMS, and a massive 59% of respondents never having raised any revenue directly from Facebook or Twitter.

These results show that a startling amount of fundraisers either do not know how to raise money through SMS or social media, or have never used these fundraising channels. Luckily at the IFC there are two sessions which will show fundraisers how to do just this. Nick Allen and Roland Csaki's workshop – Fundraising on mobile – will give delegates the skills and knowledge they need to make mobile fundraising work for them, highlighting case studies from Central and Eastern Europe and Asia. Those new to fundraising using social media will benefit from Beate

Sørum's workshop which will show delegates how to enhance online relationships with donors, encourage engagement of Facebook fans and bloggers and convert Twitter followers into donors, demonstrating how this untapped fundraising channel can be used by charities around the world.

The results of this poll will shape many of the sessions at this year's IFC. On announcing the results of the poll, Neelam Makhijani, Chief Executive of the Resource Alliance, said: "We're delighted with the response to this poll, the results of which have given us an invaluable insight into the views and experience of the fundraising community and which will be used to tailor speakers' sessions to ensure they meet the needs of our delegates. As the first woman to hold the position of Chief Executive of the Resource Alliance, I was delighted to see that there is recognition of the role of women in philanthropy amongst respondents, and look forward to seeing these speakers in action at the IFC in October. If you have yet to book your ticket for the IFC, there are still places available – we hope to see you there!"

For further information about the International Fundraising Congress or to register, simply visit [www.resource-alliance.org/ifc](http://www.resource-alliance.org/ifc).

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## Notes to Editors

### About the Resource Alliance

- Established in 1981, the Resource Alliance is an international charity headquartered in London whose mission is to be the global network for fundraising, resource mobilisation and philanthropy, building skills and knowledge and promoting excellence within civil society
- With sister offices/branches in Asia (India), South America (Brazil) and Africa (Uganda), the Resource Alliance's vision is a strong and sustainable worldwide civil society
- The Resource Alliance organises and runs the annual International Fundraising Congress (IFC), now in its 31<sup>st</sup> year, which brings together fundraising professionals from around the world
- To help organisations increase their fundraising capabilities, the Resource Alliance provides a range of services and resources, including conferences, international and regional workshops, accredited in-depth courses in Fundraising and Communications, tailor-made training and mentoring, research, publications and newsletters and award programmes
- These courses and events help to fund the work of the Resource Alliance which is also supported by many institutional agencies, INGOs and corporates, as well as by the income generated by its tailored training and mentoring services
- Working closely with its regional centres, the Resource Alliance also runs two events to help raise fundraising capabilities in the global south – an International Workshop on Resource Mobilisation and the NGO Awards
- The Resource Alliance is led by Chief Executive, Neelam Makhijani, who was appointed in April 2010 having worked for the organisation for over six years
- **To find out more about the work of the Resource Alliance, visit [www.resource-alliance.org](http://www.resource-alliance.org)**

### About the International Fundraising Congress (IFC)

- Established in 1981, the International Fundraising Congress regularly attracts close to 1,000 participants from over 60 countries

- Bringing together fundraising professionals from all over the world, the IFC is renowned for its outstanding learning and networking opportunities, and is recognised as the world's leading fundraising congress
- The IFC 2011 will take place in The Netherlands on 18-21 October
- The IFC is organised and run by the Resource Alliance, an international charity whose vision is a strong and sustainable civil society
- **To find out more about the IFC, visit [www.resource-alliance.org/ifc](http://www.resource-alliance.org/ifc)**

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