



# CASE STUDY GIVING DAY 2021

Hands Across Canberra is Canberra's independent community foundation, founded in 2010, it works with more than 250 local community organisations.

In February 2020, they engaged Catalyst Management to run the first ever capital city giving day for a community foundation in Australia, and raised \$135,420 on a target of \$100,000.

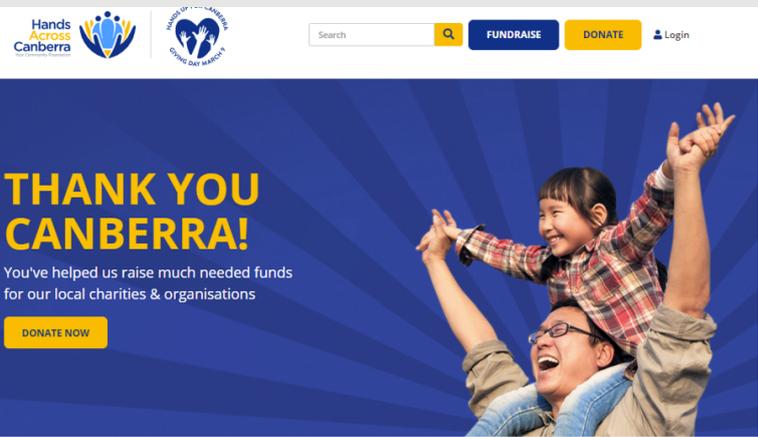
The goal in 2021 was to take the appeal to the next level with an ambitious new target of **\$500,000** and 62 member charities participating.



## What did we change?

With more time to strategise and refine the campaign, HAC and Catalyst Management focused on:

- increasing the capability of the member charities to raise funds with training, advice, collateral kits, fundraising tips.
- extending from 24-hour to 48-hour window.
- enhancing the creative design and collateral.
- improved digital platform capability and design.
- further development of gamification to motivate member charities and individual fundraisers.
- proactive fundraising by local 'champions'.
- in person event and corporate challenges.
- media sponsorship, and earned media across press, TV, radio.
- increasing social media reach and engagement.



### Key Metrics

- \$643,000 raised**
- \$500,000 target**
- 68.5% donations online**
- \$263.18 median donation**
- \$250,000 matched funds**



Click image to view webpage and campaign video



Peter Gordon, CEO  
Hands Across Canberra

“ We were delighted to work with Catalyst Management team once again on our second annual Canberra city and surrounding region giving day. Having helped us develop and pilot the concept last year, they were there again to guide us through the important second year of development and growth. And grow we did with our gross income more than quadrupling, and the number of participating member charities increasing from 24 to 66. Not only did the Catalyst team assist us with ways to optimise income this year, but they helped us to develop the internal skills, capacity and know-how to become very fluent in digital fundraising, and this is something we would not have achieved easily, if at all, without them. ”



### CONTACT

**Lawrence Jackson**  
**Juliana Payne**

**ljackson@catalystmanagement.com.au**  
**jpayne@catalystmanagement.com.au**