



Building a community using

ALL.THE.TOOLS



WordCamp Brisbane 2018

Mandy Weidmann - The Fundraising Directory

Paul Dunstone - OSE Digital



Building a community using **ALL.THE.TOOLS**

Mandy Weidmann aka the Fundraising Whisperer

- Who the hell am I?
- The community I have built
- Giving away free schtuff
- FUNNEL RANT
- My fave tools I use on my WP site
- BONUS non-WP Content - My Unsolicited Advice

Paul Dunstone - OSE Digital

- Who the hell am I?
- Working with Mandy aka the app addict - The Hell, The Glory
- My approach to building solutions using WP



The Problem

School and club fundraising organisers eg:

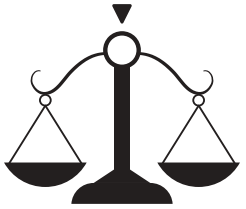
- P&C/ P&F Committees
- sporting clubs
- fete organisers
- kindy fundraisers
- scouts and guides)

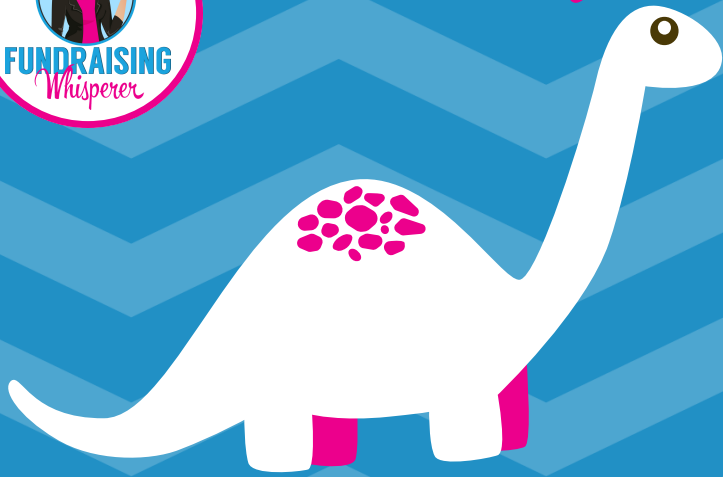
were time-poor **volunteers** with a high turnover and not much handover or guidance. They were **reinventing the wheel** all of the time and didn't know where to look for help!!



Our Solution

- Created a supplier directory
- Developed a massive library of resources
- Built an amazing community of school and club volunteers





Print
Publication





The 2019 Fundraising Directory Planner will now be sent **FREE** directly to our members!!!

NEWSFLASH

[Read More](#)

[Fundraising Suppliers](#) 

[Fete Suppliers](#) 

[Free Resources](#) 

Popular Ideas



CRAZY Camel Fundraising
Fundraising Families Love

Calendars • Pillowcases
Cards • Family Planners
Tea Towels • Tote Bags
Diaries • Notebooks • Sketch Pads



Request your free fundraising kit today!



CHOCOLATE fundraiser

Nestle

Smarties



BENSONSTRADING.COM.AU

AUSTRALIA'S GREATEST SHOWBAGS AND TOYS

MEGA LOLLY RANGE

PRE PACKED READY TO SELL

SLIME ZONE

Bensons TRADING

FUN TOYS FOR ALL AGES



SIGNATURE ENGRAVING

MATTEO

CREATE LARGER PROFITS FOR YOUR FUNDRAISER WITH SIGNATURE ENGRAVING BRICKS AND PAVERS



The Fundraising Whisperer
@fundraisingwhisperer

- Home
- Posts
- Groups
- Shop
- Email Signup
- Events
- Instagram
- About
- Videos
- Photos
- Community
- Reviews
- Info and ads
- Create a Page



👍 Liked
📡 Following
➦ Share
⋮



FUNDRAISING
Whisperer

Learn More

Send Message

Create post

Write a post...

📷 Photo/Video
👤 Tag friends
📍 Check in
⋮

4.9 out of 5 · Based on the opinion of 33 people



The Fundraising Directory Story

It all started when I met Helen. It was late 2005. Helen ran the 'Fundraising Ideas' website which wa...
See more

Posts

The Fundraising Whisperer
1 hr · 🌐

This is a fascinating idea, particularly for those schools that have edible gardens!



ECHO.NET.AU
Farmers Market school challenge – Echonetdaily

Community

See all

Zara Oxborough and 8 other friends like this



Invite Friends

👍 35,095 people like this

📡 34,516 people follow this

35,095

The Fundraising
Whisperer VIP group

Closed group

Small Schools: A
Fundraising
Whisperer
Community

Fete Convenors: A
Fundraising
Whisperer
Community



Groups

3,308

The Fundraising Whisperer VIP group

Small Schools: A Fundraising Whisperer Community

Fete Convenors: A Fundraising Whisperer Community

Groups

3,308



Free Resources

NO MORE REINVENTING THE WHEEL!

XYZ Primary School
Sausage sizzle summary

Date of BBQ: _____ Event: _____

Item	Number/kg's bought	Number/kg's sold	How much donated?	Profit
Sausages	Eg. 50kg	45kg	10kg	\$xxx.xx
Burgers				
Onions				
Loaves of Bread				
Bread Rolls				
Coke				
Diet Coke				
Fanta				
Lemonade				
Water				
Tomato Sauce				
BBQ Sauce				
Mustard				
GROSS TOTAL AMOUNT:				\$xxx.xx
LESS TOTAL EXPENSES:				\$ _____
TOTAL NET PROFIT:				\$ _____

Name: _____ Signature: _____

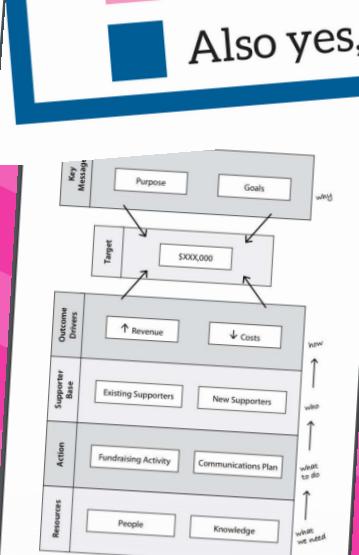
Should I help out at the Fete?

■ Yes
■ Also yes, but in blue

THAT FEELING OF BEING A DRUG LORD WHEN YOU COUNT YOUR FUNDRAISER MONEY \$\$\$

101 Fete Stall Ideas Mega Guide

FETES Festivals Fundraising Directory



“The most powerful leadership tool you have is your own personal example.”

- John Wooden

OUR P&C WHAT WE DO

Our P&C has been our school biggest supporter for XXX years! We have meetings on the first Monday of every month and would love for you to join us! Don't have time to attend? Did you know you can get a link to watch it live from home! If you would like to register your interest or if you have any questions please contact us: email@school.com www.schoolP&C.com www.facebook.com/school

- SERVICES**: in charge of rostering 'staff', ordering, stock take, serving and maintaining the uniform shop, tuckshop and book shop.
- FUNDRAISING**: Helps raise much needed funds for the school by organising events eg Fete, Trivia Night, Movie night, product fundraisers.
- SUSTAINABILITY**: Help teach our kids about the importance of recycling and the environment. Organise garden clubs, permaculture rosters, speciality lessons etc.
- COMMUNICATION**: Work with the P&C and share important information to the Parents and the school community via websites, Facebook Page, Emails, Flyers etc.
- AFTER SCHOOL CARE**: The staffing, rostering, organising of our after school care program and vacation care.
- SWIM CLUB**: Weekly swimming lessons, parent communication, swimming carnivals, staffing the carnival.



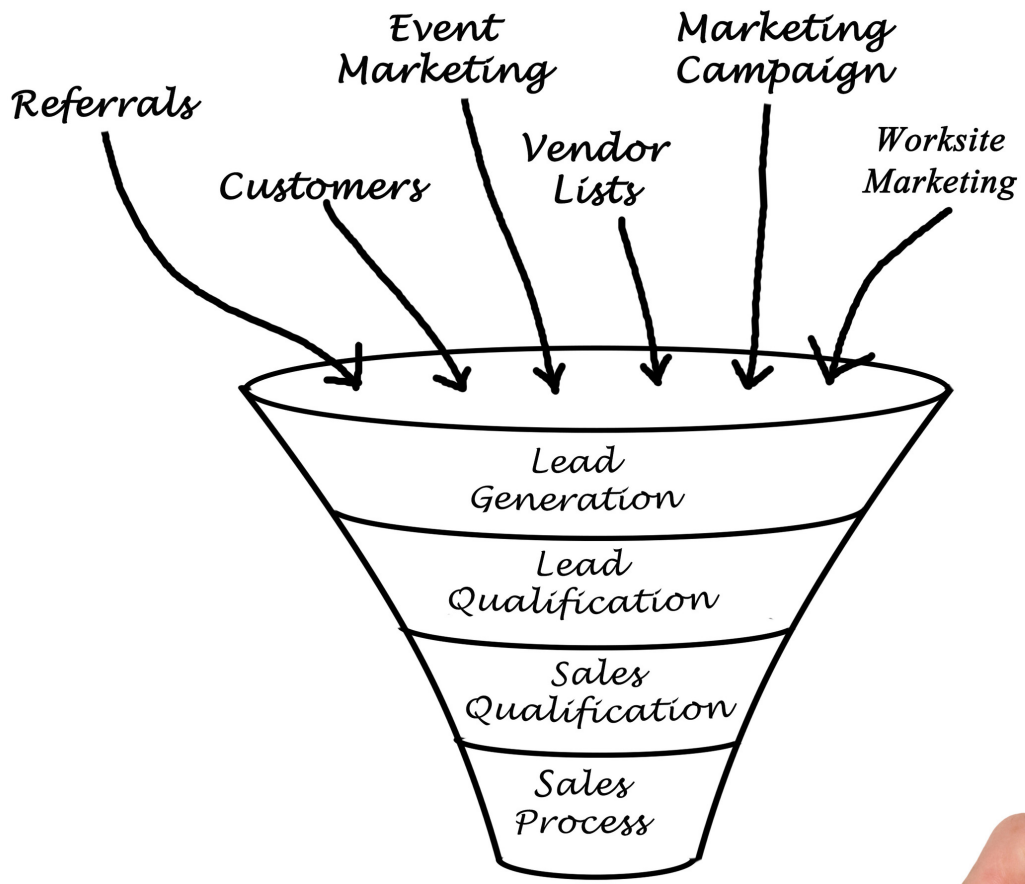
Build Your Fundraising Business eBook

This 27 page guide has been put together to share years worth of experience working with fundraising suppliers across Australia.

Topics include:

- Do I have the right product for fundraising?
- What profit margins do I need to offer?
- How do I structure my offer?
- What support can I give?
- How do I test my offer?
- How do I market my offer?

[Download eBook here](#)



↓
PROFIT



FUNNEL

RANT

1



FETE in a box



Mailchimp.com



3 months to go



< 4 Months To Go | Fete in a Box Home | 2 Months To Go >

Hello Fete Warriors!
It's 3 months to go - I hope you're still breathing!!! You're really in power-mode now, and a lot of important work will be done over the coming month to get things organised. Luckily, you don't have to do it all on your own, and we hope the checklists below help you figure out what to get help in with! It's a good idea between now and your event to try and keep other forms of fundraising at a minimum, otherwise, parents may feel overloaded.
In case nobody else is saying it to you, you're doing an awesome job! Hang in there, it will all be worth it 😊
xMandy aka the Fundraising whisperer
[PS Send us your ideas!!!](#)



Fete in a Box is a 'living' project built with contributions from the fete organisers of Australia! It includes a mega fete countdown and downloadable templates, and it's FREE!

- Rule 1: Sign up to our emails
- Rule 2: Tell our advertisers we sent you
- Rule 3: Send us your stuff



3 Months to Go! It's time for:

- Convenor**
 - Order Stall/Convenor ID Badges or team T-shirts
- Logistics**
 - Insurance - check when and who needs what
 - Confirm External Stall/Food operators and check insurance



FUNDRAISING
Whisperer

2



Hi there, it's the Fundraising Whisperbot here 😊



Can I help you at all?

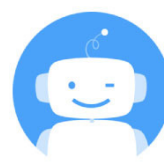
Oooh yes please!

No thanks

Can I help you?



Launch Whisperbot!



Quriobot

Quriobot.com



FUNDRAISING
Whisperer



<https://fundraisingwhisperer.typeform.com/to/TqeSGB?name=Mandy&business=Best-Fundraiser>

1 → How do you typically start your day?

Type your answer here...

SHIFT + ENTER to make a line break

2 → What's the first thing you do when you start your work day at Best-Fundraiser?

Type your answer here...

SHIFT + ENTER to make a line break

3 → What is one thing that can happen that is sure to bring a smile

0 of 5 answered



FUNDRAISING SUPPLIERS FETE SUPPLIERS FREE RESOURCES ARTICLES WHAT'S NEW

A Day in the Life of Mandy from Best Fundraiser

October 25, 2018 in [A Day in the Life...](#)



Welcome to Mandy from Best-Fundraiser! We're delighted to have this opportunity to get to know you and your business better!

How do you typically start your day?
Strong coffee

What's the first thing you do when you start your work day at Best-Fundraiser?
Open emails

What is one thing that can happen that is sure to bring a smile to your face?
Good reviews!

If a volunteers were to phone in asking for advice on how to run a fundraiser, what is the number one thing you would tell them?
Start early

What is your vision for the future of Best-Fundraiser?



Typeform + zapier

Typeform.com



FUNDRAISING Directory

WHAT'S NEW

4



FUNDRAISING SUPPLIERS FETE SUPPLIERS FREE RESOURCE

Log In/Register

Search

Fundraising Suppliers

Fete Suppliers



NEWSFLASH



Read More

<> View All

Popular Ideas

CRAZY Camel Fundraising
Fundraising Families Love

Calendars • Pillowcases
Cards • Family Planners
Tea Towels • Tote Bags
Diaries • Notebooks • Sketch Pads

Request your free fundraising kit today!

CHOCOLATE
Nestle fundraiser

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AUSTRALIA'S GREATEST SHOWBAGS AND TOYS

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FUN TOYS FOR ALL AGES

SIGNATURE ENGRAVING

CREATE LARGER PROFITS FOR YOUR FUNDRAISER WITH SIGNATURE ENGRAVING BRICKS AND PAVERS



beamer.

getbeamer.com

5

The Fundraising Whisperer / Posting / View Your Next Posts

View Your Next Posts

View your next 100 scheduled posts.

Thursday, October 25th 2018

Memes and Fun

There's no use trying to hide it, this is your true volunteering personality :)

14:45 (Australia/Brisbane) via Web

Friday, October 26th 2018

Crowdsourced from our community

You guys asked... "How does your P&C manage bookkeeping and inventory?"

For answers crowdsourced from our community, click here:
www.fundraisingdirectory.com.au/pc-bookkeeping

09:00 (Australia/Brisbane) via Web

Monday, October 29th 2018

Evergreen Content

We've given you some ideas to get you started with your badge making fundraiser but I'm sure once you get started, you'll probably come up with even more ways to use badges around your school or club for fundraising:

<https://www.fundraisingdirectory.com.au/badge-making-fundraiser/>

13:40 (Australia/Brisbane) via Web

Tuesday, October 30th 2018

Notifications 8

The Fundraising Whisperer
Published by SocialBee [?] · 4 October at 14:45 ·

Volunteering is an amazing experience whichever way you look at it...

VOLUNTEERING

What people see: community engagement, fun, happy children, profit, persistence, failure & disappointment, planning, paperwork & emails, many hours of dedication.

What people don't see: people & conflict management, lots of hard work, sacrificing family time, new friendships & skills.

0 People reached 0 Engagements

Orlando Alvarez, Heyzel Jeyd and 1K others 81 Comments 3,747 shares

Like Comment Share

SocialBee

socialbee.com



FUNDRAISING
Whisperer

Unsolicited Advice

- Don't listen to unsolicited advice
- A 'business' is just a clever idea until someone hands over money
- Stay fun!
- Persistence overcomes resistance



Working on this project

- Complex scope of work >> four revisions before kick-off
- Complete backend re-build and data migration process
- Migration of system management to WordPress
- AWS Hosting including staging setup
- Regular catch-ups to discuss project progress and deliverables



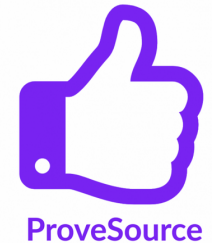
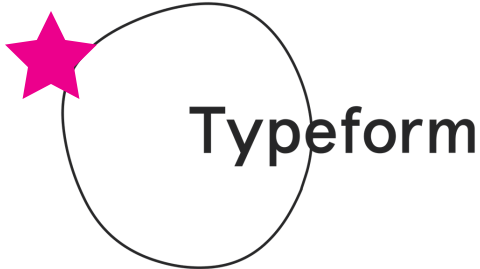
Working with Mandy's enthusiasm, our approach was to...

- Largely humour her
- Educate her on the value of site speed vs. app funkiness, and
- Always consider maintenance costs and the longer term plays



As a WordPress builder, this is our advice to you:

- Keep the plugins to a minimum (or at least use them on a page-by-page basis)
- Back-up your site every night (especially if you're an eCommerce merchant)
- Understand that WordPress has its limitations, but is extremely powerful if you take the time to weigh up the areas of strength, weaknesses and where you may choose to go custom in places





FUNDRAISING
Whisperer

**Thank
You!!!**