

**FLINDERS QUARTET INC.**  
**DEVELOPMENT REPORT**  
 prepared by Zoe Knighton  
 5 December 2022

**2022 DONOR TARGETS AND RESULTS**

Revised private donation target: \$173,000  
 Current at December 5, 2022: \$158,675

Patron data:

| <b>DONOR RETENTION</b>                  | 2018      | 2019      | 2020       | 2021      | 2022      |
|---|-----------|-----------|------------|-----------|-----------|
| <b>Total number of donors</b>           | <b>66</b> | <b>69</b> | <b>158</b> | <b>97</b> | <b>73</b> |
| Overall Donor retention                 |           | 104%      | 228%       | 139%      | 75%       |
| Major Donors (10K+)                     |           | 300%      | 33%        | 250%      | 80%       |
| Mid Level (\$1000+)                     |           | 100%      | 86%        | 152%      | 96%       |
| Leadership pledges + multi year pledges |           | 100%      | 100%       | 200%      | 150%      |
| Monthly recurring donors                |           |           |            | 100%      | 150%      |
| Repeat donors                           |           | 117%      | 88%        | 113%      | 72%       |
| First time donors                       |           | 47%       | 840%       | 20%       | 100%      |
|   |           |           |            |           |           |
| Major donors                            |           | 6         | 2          | 5         | 4         |
| Mid level donors                        |           | 22        | 19         | 29        | 28        |

Key findings from data

- Total number of donors is up from 2019 and will hopefully be higher by year's end
- Mid level donors stable with anticipated additions before year's end
- 100% more first time donors to 2021
- Repeat donor % hopefully increased before year's end
- Concerning that 2022 could be the first time we have fallen below 100% total donor retention
- 2020 and 2021 figures (which include cancelled ticket donations) make trends hard to gauge

## Raising the last \$10,000

Over the next week, Zoe is reaching out personally to all remaining donors who have not yet renewed with special updates and a video content showcasing our work as Artistic Patrons of John Noble's Itet program. In an audit of 2022 donors and those yet to renew their support, we have calculated a likely \$10,100. The final 2022 EDM to be sent week-commencing December 5 will also have a giving focus.

There are currently two campaigns:

FQ Syndicate #5 (for donations \$500+) <https://drct-flindersquartet.prod.supporterhub.net/donations/fq-syndicate-5>

FQ 2023 education campaign (for donations \$2+) <https://drct-flindersquartet.prod.supporterhub.net/donations/fq-music-literacy>

## 2023 DONOR TARGET

In 2023, our private donation target increases by \$30,000 (compared to the current 2022 target). To achieve this, we will implement:

- Targeted campaigns to match specific activity: regional mentoring, composer programs, FQ commission syndicates, touring
- Major Donor portfolio to track donor possibilities and engagement more accurately
- Maximise use of SupporterHub database and tracking, including calendar of engagement with mid-high level donors
- Research and connect with regional donors to support regional work
- Campaign to encourage increased level of giving (FQ Syndicate \$500+ to Fifth String \$1,000+, and Fifth String to increase in levels)
- Possible new donors: Zoe to discuss possible new donors with current major donors in one-on-one conversations

## 2023 DEVELOPMENT CALENDAR

### *Jan-March*

FQ Syndicate campaign (\$500+)

Regional mentoring and touring campaign (\$2+)

### *April-June*

Composer program campaign (\$2+)

### *July-September*

Fifth String recruitment campaign (\$1000+)

### *September-December*

General campaign (\$2+)

## **ENGAGEMENT WITH DONORS**

In 2023, we will commence a program of more considered donor engagement using the Tammy Zonker model (as learned through Creative Partnerships Australia masterclasses).

This involves a full audit of past donor engagement and implementing a complete strategic plan for donor development in 2023. The campaigns will have targets with a Gift Range Chart which will greatly aid a more focussed and successful approach.

## **TRUSTS AND FOUNDATIONS**

Betty Amsden Foundation  
Applying March 2023

Balnaves Foundation  
EOI to be submitted Mid Jan 2023

Cybec Foundation  
Application for funding renewal February 2023

Robert Salzer Foundation  
Application for funding renewal Feb 2023

Canny Quine  
Private foundation with pledged annual renewal