

# **Creating an innovative culture for your organisation to support fundraising.**

Fraser Carson



**FINZ**  
**360 Degree Not-for-Profit**  
**Training Day**



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# Why do we need an innovative culture?

# Choice













## South Africa:



Institute for the Blind  
INSTITUTE FOR THE BLIND



SANDTON & EASTERN METRO SPCA



Afrika Tikkun  
Developing Communities  
in South Africa

## Switzerland:



## United Kingdom:



## Canada:











# Promote innovation

- Change = Progress
- Make it okay to have ideas
- Identify the people
- Adopt good ideas
- Look outside of the organisation
- Keep current
- Turn challenges into missions

# The innovative culture

- Disciplined, focused and systematic
- Imaginative and thinking
- Dynamic, open and flexible to keep up
- Committed



# The innovative culture

- Knows the difference between management and governance
- Encourages and respects individuality and creativity
- Has a quality improvement culture
- Enshrines all of the above

# What it is not

- A few managers who always know best
- Board members who think they're managers
- Poor internal communications processes with little listening
- People working in isolation from each other
- An ill-defined and negative culture
- Mistrust of experts



# Innovative culture

Set a big, hairy goal  
and allow it to challenge and  
stretch your team.





# Innovative culture

Innovation works by  
being disciplined and committed,  
not loose and flaky.







# Innovative culture

Start small with some important  
but small creative challenges.

# Help me solve a problem?

- Most fundraising targets older people because they traditionally give more.
- In the future, where will fundraising come from?
- Do we know how to fundraise from younger people?
- Would younger people be a useful new target?





# Your mission



Simple birthing kits and basic medical tools would help an undersupplied, understaffed maternity clinic in sub-Saharan Africa save mothers from dying in childbirth.



# Your mission



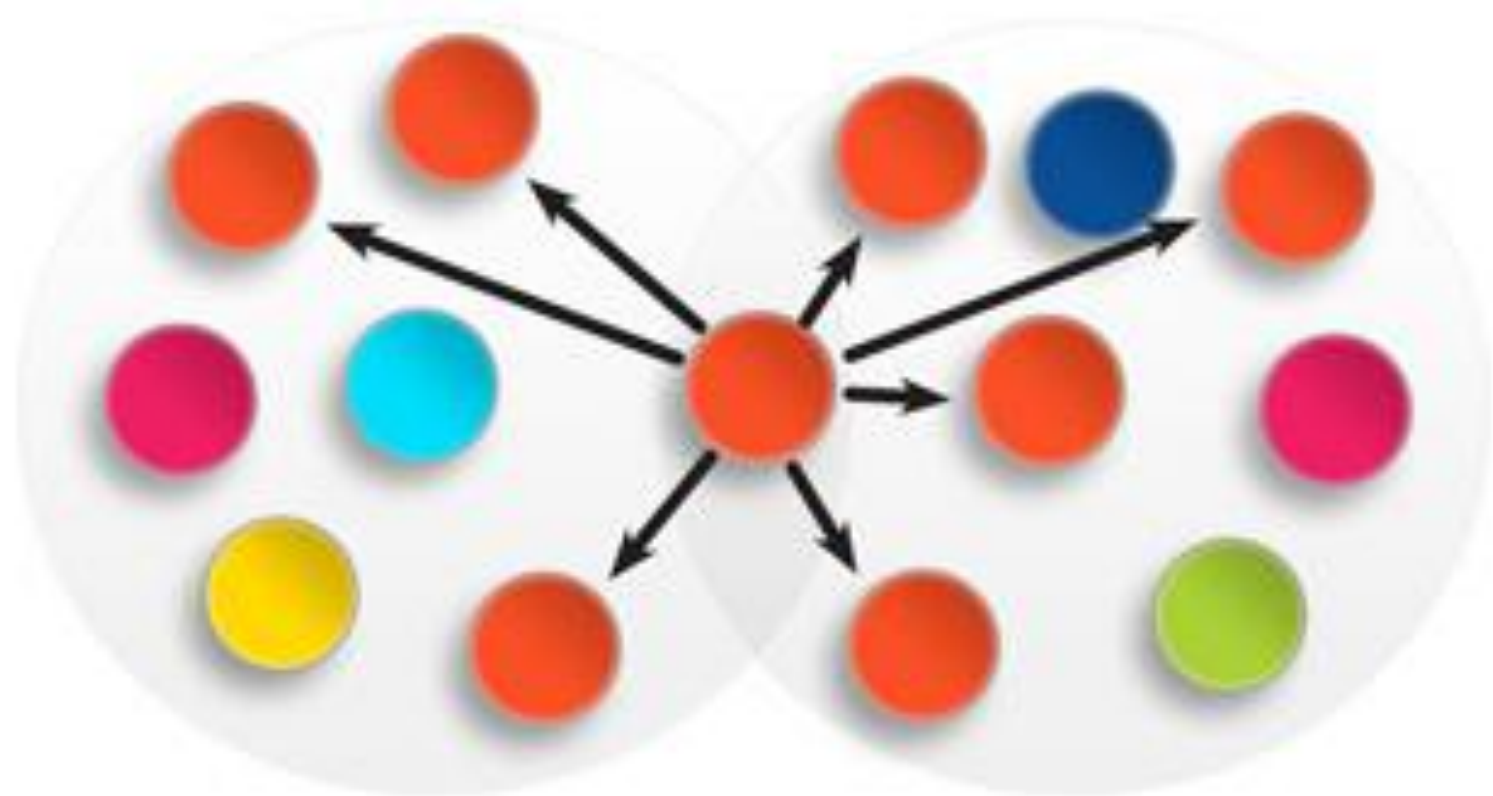
You are targeting young New Zealanders.

# Your mission



Define the problem (cause)?

What's the story?



# Websites in groups and communities

Communities and organisations are stronger when we share knowledge and ideas to collaborate, innovate and build something better



## Answering your community needs

Exposing communities and group's to easier interconnection, using real websites, is transforming not just communications but the way we work together for a common purpose. Sharing information and ideas advances understandings and promotes sustainable action for town communities, member organisations and common interest groups.

## How groups work

Flightdec websites can apply to operate groups, or belong to groups managed by other websites. Websites network in small groups and in large communities within which website content can be selectively shared according to content topic. Websites originating content for sharing manage the content, while each receiving website fully controls content receipt.

## Join and participate

Communities are built through active engagement. Not only can Flightdec provide you with a new website, you can also participate in dynamic online groups and communities. Login access operates at a number of levels from a website administrator managing a group, down to a casual website visitor commenting or uploading content for approval.



Creekfest bouncy castle action on Saturday 8 March 2014.



Creekfest was on Saturday, 8 March at Cannons Creek Park.

#### Get involved

If you've got a commitment to Porirua and want to be involved with OurPoirua.com, [read more here](#).

#### Get in behind Porirua on #GigatownPorirua

Let's see how Porirua can punch above its weight in the Gigatown competition. Find out how you can help [right here](#).

## Promoting your Porirua events online is now only a click away

Now you can enter your event directly into the Our Porirua website or any number of other websites participating in the Our Porirua Online Community. Our Porirua is gradually building a reputation as a central hub for the community's news, views and information, and this site aims to be the go-to place for what's happening in and around Porirua. Take a look at the [Events Section here](#).



### RECEIVE OUR E-Newsletter

### FIND AN Event

### PROMOTE AN Event

Key websites forming an early partnership in the Our Porirua Online Community ↴







The community led initiative to help the Wellington region shape a prosperous future.



BUSINESS



DESIGN



PEOPLE



PROJECT

## The launch of Technology Valley Online



The launch of Technology Valley Online (this website) is officially happening on the evening of Wednesday 3 April, at Lower Hutt's Dowse. Hosted by the Technology Valley Working Group and supported by Hutt City Council, with Mayor Ray Wallace officiating at a ribbon cutting, it's part of Technology Valley's regular Meetup series of events.

Technology Valley Online is delivered by a radical new website platform developed by Wellington online strategy company, FRESCO.

This Technology Valley website, together with a handful of supporting websites, is the first of a number of online communities to be launched on FRESCO's [Flightdec Communities platform](#).

Technology Valley Online will progressively create an internet community. [Keep reading >>](#)

"No problem can be solved from the same level of consciousness that created it."

ALBERT EINSTEIN



**Technology Valley mission and purpose:** Building a proud and actively engaged community. [Keep reading >>](#)



**Business questionnaire:** A few questions will help us all identify the issues and build connections. [Answer here >>](#)



**Connect with Technology Valley:** Mission to shape a prosperous future through

Interview with Melissa Yiannoutsos:

New Zealand. From cowshed to





## Supporting members to be better fundraisers

"Fundraising reflects, learns and leaves the world a better place"

*Steve Tollestrup*

The Fundraising Institute of New Zealand (FINZ) is the professional body for fundraisers and organisations involved with charities and not-for-profits in New Zealand. We're working with members from over 500 charities and not-for-profit organisations, helping them fundraise professionally, ethically and sustainably.



### Be part of New Zealand's Premier Event for Fundraisers

Learn from the best and develop razor-sharp

skills. The FINZ 2014 Conference is an extraordinary fundraising learning opportunity like no other to help you become an even more effective fundraiser. [Register Now](#)



### Build and grow your bequest programme for success

Whether you're starting



### Fast forward your career with this sector-recognised qualification

New Zealand's most

comprehensive course for professional fundraisers. Available exclusively to FINZ Members. Learn new skills, be inspired and go to the next level. [Register Now](#)



### Yes, Join Us! And we'll help you make a difference.

Our members provide





Ad Template  
300 x 250px

#### Tweets



FINZ @FINZnewzealand  
Cheers for the follow @melleyjane !

5h



FINZ @FINZnewzealand  
#Charities: What to know why #donors

21h

> [How to leave a gift in your will](#)

> [About include a charity](#)



Include A Charity is designed to raise awareness of the ease and effectiveness of leaving a gift in your will. It encourages people to consider leaving a gift to charities after considering family and friends.

Include A Charity is the result of many New Zealand charities working together to do what no single charity has ever been able to achieve on its own - change the way New Zealanders think about including charities in their will.

Gifts in wills form the foundation of many New Zealand charities. Without them, many charities simply would not exist.

The first Include a Charity week will be 9 – 15 September, 2013.

Please check back with us in the coming months for more information about how you can be involved.

SUPPORTED BY



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[Leaving A Gift To Charity](#)

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# Supporting your community, simple.



## How to give

We make it easy to express your passion and support for the cause or project you care about in your community.

[Learn more](#)



## Apply for grants

Help for your community cause or project may be just a grant application away. See how we can help you take that step.

[Learn more](#)



## Your community

Communities matter. We know that resources are what helps communities function, especially when the need is great.

[Learn more](#)



## Working in Dance

### Dance in Schools

CAFE  
(Com Artists for Ed)

Dance Subject  
Association

Primary & Second  
School LEOTC

Teacher Resources

### Training & Development

### Operating a Dance Business

### Suppliers and Partners

### Jobs & Opportunities

## Where to see Dance

## Where you can Dance

## News & Reviews

## Blog

## Articles

## Publications & Links



## DANZ - Dance Aotearoa New Zealand


We work for the success and health of New Zealand dance through

- education
- development and support of the industry
- promotion and visibility of dance
- and all New Zealanders having a chance to dance

We support people involved in dance; students, teachers, choreographers, performers, presenters, researchers and writers. We make connections, plant seeds, offer options, identify possibilities, advocate, broker and suggest directions. Our role is in stimulating and empowering people for the creation and presentation of dance.

 [JOIN DANZ](#)

 [SHOP](#)

 [DONATE](#)

**NEW  
ZEALAND  
SCHOOL  
OF**



# E Tu Whānau!

*Te Mana Kaha o te Whānau*

LEAVE BIG FOOTPRINTS  
FOR YOUR CHILDREN TO FOLLOW

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whānau / hapū

iwi / communities

rangatahi

Kia ora whānau! Welcome to the E Tu Whānau website. E Tu Whānau is a movement for positive change developed by Māori for Māori. It's about taking responsibility and action in your community and supporting whānau to thrive. [Read more](#)

SEARCH SITE



## Talented rangatahi film makers recognised

**AROHA**

*Giving with no expectation of return.*

**WHĀNAUNGATANGA**

*It's about being connected.*

**WHAKAPAPA**

*Knowing who you are and where you belong.*

**MANA / MANAAKI**

*Building the mana of others, through nurturing, growing and challenging.*

**KŌRERO AWHI**

*Positive communication and actions.*

**TIKANGA**

*Doing things the right way,  
according to our values.*





