

Impact Report

IFC Pop Ups 2018 - South Africa

Executive Summary

Following the outstanding success of the first IFC Pop Ups in 2017, the Resource Alliance in partnership with Nedbank Private Wealth, University of Stellenbosch Business School (USB) and Gordon Institute of Business Science (GIBS), brought the IFC Pop Ups back to South Africa in 2018.

The primary objective of these virtual fundraising conferences was to help more social impact organisations of every size and type, access world-class thinking, tips, tools and ideas so as to help local NPOs take their fundraising to new heights.

The three IFC Pop Ups were held in Cape Town, Durban and Johannesburg during March 2018. The programme was made up of a selection of workshop and plenary sessions filmed at IFC Holland and IFC Asia in 2017. The selection of sessions was informed by the feedback we received after the 2017 IFC Pop Ups and for the first time a live presentation was added to the programme, which proved to be hugely popular with the delegates in all three cities.

In total 375 delegates attended the three events, (383 attended in 2017) and the overall approval rating was 89% (83% in 2017).

Dates and Venues

- 8 March:- Cape Town at USB
- 15 March:- Durban at Durban ICC
- 28 March:- Johannesburg at GIBS

Our partners:- The Resource Alliance was enormously proud to partner with the following institutions:-

- **Nedbank Private Wealth** – anchor partner at all three events, Nedbank Private Wealth sponsored the delegate catering at all three venues and assisted by promoting the event to their network. They also provided intense social media support for the IFC Pop Up in Johannesburg.
- **Gordon Institute of Business Science (GIBS), University of Pretoria** – Johannesburg venue partner.
- **University of Stellenbosch and USB** – Cape Town venue partner.

Partner logos were included in all promotion materials; on the event registration pages; and partners were mentioned in our media releases. Partner representatives were invited to attend the events and as in 2017 we provided exhibition space for Nedbank's Master Pass team to share details of their online payment platform and we ran their promo video during breaks.

The programme:- The final programme, which was repeated in each city, opened with a video of the Opening Plenary from IFC 2017 followed by 12 video workshop sessions of either 30 or 45 minutes long. As in 2017, two sessions ran concurrently throughout the day. Where possible, speakers answered questions live via Skype and where they were not available, a facilitated question and answer session took place. The Closing Plenary was a live presentation, presented by Louise Driver and/or Chantel Cooper from the Children's Hospital Trust. A copy of the final programme is attached.

Marketing and promotion:- Marketing of the IFC Pop Ups began in late 2017 with ticket sales opening early December 2017. We used multiple channels to promote ticket sales – i.e. email; social media; online advertising on a local NGO community website (SANGONET); partner endorsements and promotion (i.e. using sector influencers to promote the event to their networks on our behalf); publicity; telephone marketing; and promotion of the event at other NPO workshops and networking events.

Delegate cost:- Two ticket prices were offered:- early bird rate of R882 (R550 in 2017) and standard rate of R990 (R750 in 2017).

Results:- All three events took place as planned and in total we had 374 delegates attend, broken down as follows:-

- Cape Town: USB – 157 (2017:-164)
- Durban: Durban ICC – 67 (2017:- 94)
- Johannesburg: GIBS – 150 (2017:-125)

Whilst most of the delegates were from South Africa, we also had delegates attend from Zimbabwe, Namibia and Kenya. We also made ten bursary tickets available across the three events, with a focus on enabling delegates from disadvantaged communities to attend.

Of the three, Durban under-performed compared to 2017 and price seems to have been the main contributing factor, although this didn't impact on Cape Town where numbers were close to 2017 and grew in Johannesburg.

Monitoring and Evaluation:-

At all three events we collected delegate feedback through an evaluation form (see attached copy) with over 80% of delegates completing and handing in their form. In addition we received emails from delegates thanking us for bringing the IFC to South Africa.

Results:-

The overall approval rating for the IFC Pop Ups (all three events) was an impressive 89%. There were very few negative comments and only one person who complained (we reimbursed her ticket). Here's what some delegates had to say:-

“Thank you for a well-coordinated day that stayed to designated times and provided rich content.”

“I loved the sessions that combined practical application with a positive approach and proven track record.”

The opening plenary was really powerful and confirmed the importance of the work we are doing as non-profit organisations.”

“The topics were extremely interesting and gave new insight into fundraising.”

“I loved the skype sessions at the end - really great to have access to the speakers directly.”

“Exposure to excellently curated content from around the world. Exciting and inspiring speakers, who are incredibly generous with their time and contact information.”

“I really appreciated having a South African speaker included! Very inspirational.”

The following feedback was shared via email:-

‘This was my second year attending the IFC Pop Up in Johannesburg and right from my first experience it has become an unmissable event in my calendar and one that I cannot recommend highly enough to other practitioners in our field. To have access to so much pertinent and cutting-edge information directly relevant to my field, plus the opportunity to engage with the inspirational international presenters via Skype or via email after the IFC Pop Up, is an opportunity worth its weight in gold. The IFC Pop Up gives me an affirming day of encouragement and solidarity where I can take a step back to reflect on my own fundraising strategy and development plans through the insights delivered in the various sessions, attend sessions particularly pertinent to new directions that I’m wishing to explore and have the opportunity to network, engage and share successes and challenges with fellow delegates.’

Fiona Budd (Foundation Manager) St David’s Marist Foundation

“Thank you for an awesome, energising and inspiring day at the IFC Pop Up last week! I found the information transmitted very meaningful and appropriate to our needs at this point in time. “ **Robyn Whittaker, Symphonia**

“Thanks for a really insightful event yesterday – it was very inspiring.” **Bridget Jonker, EWT**

“Thank you so much for giving me the opportunity to attend the Durban IFC Pop Up. It was inspirational and encouraging and I really enjoyed it. It gave us some much needed motivation to keep going and do better, and I hope to attend more in the future. Thank you! **Suzy Stapleton, Lily of the Valley Children's Village**

“What an exceptional informative day, a lot of work ahead of us to implement the knowledge we gained. I was truly blown away by the quality of presentations, the continuous conversations of sharing ideas and knowledge. It was great seeing everyone and knowing that we all face similar challenges. Over and above that I am

glad the ideology of its OKAY to ASK was reinforced.” **Siyabonga Khoza, YMCA PMB**

“I absolutely loved the IFC Pop Up and found it possibly one of the most inspiring sessions I’ve been in within the NPO / fundraising space. It’s given us great tools to implement new and sharpen our already in place systems. Thank you for all the effort to make it a greatly inspiring day.” **Taryn Stevens, Domino**

“I found the event very encouraging, inspiring and worthwhile. There are points that I took away with me that can be integrated into our fundraising immediately and others that can help me to start conversations and for this I am most grateful.” **Linda Hill, Singakwenza**

Thank you so much, once again, for a wonderful event. I thoroughly enjoyed it and it gave me “energy” to tackle the task of fundraising once more. I especially enjoyed the sessions that provided **very practical steps that were easy to implement with a small team** (a common issue in South African fundraising departments). **Lindsay Pietersen, SANCCOB**

“Best IFC I’ve been to! Every session was relatable and provided something I could apply in my work.” **Cheryl Benadie, Stellenbosch University Development and Alumni Relations**

“A big thank you for the well-organized, informative event yesterday. I met extraordinary people, who have inspired me to keep on going.” **Rushana Davids, Little Mermaids**

Evaluation scores:-

The following table provides a summary of the scores achieved:-

IFC Pop up 2018 South Africa Summary of Evaluation Data

Session title	Cape Town	Durban	Jo'burg	Collective
IFC POP UP QUALITY	89%	95%	83%	89%
Who’s got the power?	90%	89%	85%	88%
Fundraising strategy in 7 steps	81%	85%	84%	83%
Use your data to drive results	75%	84%	68%	76%
Fundraising with our thumbs	84%	90%	79%	84%
Building a legacy programme from scratch	79%	85%	77%	80%
The essentials of major gift fundraising	84%	84%	88%	85%
The big (little) difference: Writing for digital	89%	90%	84%	88%
How Philanthropy is changing in Europe	73%	86%	79%	79%
Building then board you dream of	84%	81%	78%	81%
Fundraising from US foundations	79%	84%	80%	81%
How journey mapping can modernise your engagement, communication and	81%	85%	76%	81%

- The University venues (i.e. tiered lecture theatres) worked well although a dedicate conference venue like the ICC is just as good (very professional support);
- Shorter sessions work better than longer ones – this year other than the plenaries all the sessions were 45 minutes or under.
- Mix international with local - at least find one but perhaps more if we can.

Conclusion

The Resource Alliance is thrilled that the second IFC Pop Ups were so well received and that they have proved so useful and practical in helping Southern Africa fundraisers and change-makers.

As a result plans are underway to repeat the IFC Pop Ups in 2019 and to take it to Kenya in early 2019.

Without doubt the success of this conference would not have been possible was it not for the incredible support of the following, to whom The Resource Alliance is enormously grateful:-

Noxolo Hlongwane of Nedbank Private Wealth; Robert Thompson and Vivienne Clark at GIBS; Prof Arnold Smit, Christelle Cronje, Lizelle Kannemeyer from USB; IFC South Africa Ambassador, Colin Habberton of Relativ; Wendy McLeod and Jenni McLeod from Downes Murray International; Karen Pilling and Nicole Roberts and the amazing IFC 2017 speakers, who allowed us to use their sessions and made time to answer questions via Skype; and the whole Resource Alliance team.

Sarah Scarth – Resource Alliance Africa

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