

IFC Pop Ups: South Africa - Impact Report

May 2017

Introduction

The Resource Alliance works globally to strengthen the social impact sector, by helping organisations of every size and type develop the critical human, financial and intellectual resources necessary to build a better world.

We do this by bringing together the very best thinking and curating the knowledge, tools and connections most vital to help social impact organisations succeed.

International Fundraising Congress (IFC)

Every October in The Netherlands, hundreds of fundraisers and change-makers come together for the Resource Alliance's premier learning and inspiration event, the IFC. They converge from all corners of the globe to spend four days sharing knowledge and learnings, inspiring one another and cross-fertilising thinking and ideas, with the goal of finding new, creative and innovative ways to build stronger, more resilient and effective social impact organisations. Delivered through a richly curated programme, the IFC is a hub for unparalleled learning, innovation, networking and opportunities.

Notwithstanding its value, the cost of attending this event (ticket price plus international travel) puts it out of reach for the majority of social impact organisations in Southern Africa.

IFC Pop Ups: South Africa

To help more social impact organisations of every size and type access this world-class content, for the first time the Resource Alliance filmed a selection of IFC 2016 workshop and big room sessions with the intention to delivering them through virtual IFC Pop Up events. The first of these were planned for South Africa in February and March 2017:-

- 16 February:- Johannesburg at GIBS
- 9 March:- Cape Town at USB
- 22 March:- Durban at UKZN GSB

Our partners:-

In order to make the cost of attending the IFC Pop Up as affordable as possible for local delegates, we secured partnerships with the following institutions:-

- **Nedbank Private Wealth** – anchor sponsor for all three events, Nedbank Private Wealth sponsored the delegate catering at all three venues and

assisted by promoting the event to their network.

- **Gordon Institute of Business Science (GIBS), University of Pretoria** – Johannesburg venue partner.
- **University of Stellenbosch and USB** – Cape Town venue partner.
- **University of Kwa-Zulu Natal Foundation and GSB** – Durban 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 we also provided time and space for Nedbank's Master Pass team to share details of their new, safe online payment platform.

The programme:- In the months preceding the IFC 2016 we selected those workshop sessions we felt would most benefit and meet the needs of local organisations. The speakers were then filmed presenting their sessions and our media team edited the videos with the accompanying Point Point presentations into single videos.

The final programme comprised of 12 sessions for delegates to choose from (two sessions ran concurrently with a joint opening and closing session). The same programme was repeated in all three venues and included live Q&A via Skype with some speakers. A copy of the final programme is attached.

Marketing and promotion:- We began marketing the IFC Pop Ups in early January 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:- Thanks to the collective support of our partners, we were able to keep the delegate fee to under R1000 per delegate. We offered an early bird rate (which expired at the end of February) of R550 and a standard rate of R750. We also had two sponsored delegates attend thanks to the support of fellow delegates – e.g. one delegate paid for two places and offered the second to deserving organisation and the second was made available by a delegate who paid but was unable to attend.

Results:- All three events took place as planned and in total we had 383 delegates attend the three events, broken down as follows:-

- Johannesburg: GIBS - 125
- Cape Town: USB - 164

- Durban: UKZN - 94

Whilst most of the delegates were from South Africa, we also had delegates attend from Zimbabwe, Botswana, Swaziland and Lesotho.

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 83%. There were very few negative comments and in general the feedback was extremely positive and encouraging. Here's what some delegates had to say:-

"This is an incredibly valuable conference for fundraisers and seeing that everybody can't attend overseas, it would be great to make this an annual event in South Africa."

"Skyping in the speakers after the sessions was excellent and truly added value to the content, thank you!"

"Thank you for bringing this to SA - feels like we were at the conference. Definitely do it again."

The following feedback was shared via email:-

"It was fascinating, inspiring, invigorating and gave me so many new ideas and thoughts on how not only to do things differently in our fundraising but also how to change my way of thinking to achieve more in my role." **Louise Driver**, CEO Children's Hospital Trust.

"The sessions yesterday we're really interesting and had the idea juices flowing. Thank you to Resource Alliance for creating this space." **Jasmine Erasmus**, University of Stellenbosch.

"It was so awesome inspiring to have an opportunity to listen to those presentations from experienced people across the globe. At our organisation people were so inspired such that they would love to attend the one coming in March. It was my desire to let them go through those videos so if possible can you send me the links so that I would be able to share with them as well. Once again congratulations to IFC team and yourself in particular for making it possible to attend such a workshop. How I would love it to be held in my country in the coming years." **Allan from Connect in Zimbabwe**. *(He convinced his Director to attend the IFC Pop Up in Durban and after the event he concurred with Allan that it was very worthwhile and would like to work with us to bring the IFC Pop Up to Zimbabwe in 2019 post their next elections)*

“I just wanted to say thank you for a fantastic event yesterday at GIBS. I gained so much knowledge and insight which will assist me greatly in my role as a fundraiser at my NPO. I hope that the Resource Alliance might have another event here in South Africa later in the year.” **Nobulawu Twala** Business Development Manager Maths Centre Incorporating Sciences

“Thank you so much to you and the Resource Alliance for the first-ever IFC Pop-up yesterday! I have received the IFC Conference information for several years now and been so keen to attend but haven’t been able to yet for practical reasons so it was a real gift to be able to experience some of the sessions and presentations, and also to have the added bonus of a Skype question time with some of the presenters.” **Fiona Budd**, St David’s Marist Inanda

Evaluation scores:-

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

| | Johannesburg | Durban | Cape Town | Average |
|---|--------------|--------|-----------|------------|
| Overall Rate | 81% | 82% | 85% | 83% |
| Net Promotors Score | 25 | 25 | 41 | 30 |
| Met Expectations | 78% | 60% | 78% | 72% |
| How did we do at: | | | | |
| Presenting diverse examples | 85% | 80% | 82% | 82% |
| Changing mindsets | 80% | 75% | 75% | 77% |
| Presenting new models | 80% | 78% | 75% | 78% |
| What did you get out of the event: | | | | |
| New Ideas | 80% | 55% | 78% | 71% |
| Re-energised | 51% | 39% | 58% | 49% |
| New connections | 29% | 21% | 27% | 26% |
| New leadership skills | 18% | 11% | 10% | 13% |
| Change in mindset | 41% | 31% | 30% | 34% |

| Session Ratings | Johannesburg | Durban | Cape Town | Average |
|--|--------------|--------|-----------|------------|
| Inspiration Imperative | 95% | 94% | 96% | 95% |
| Partnerships | 91% | 86% | 89% | 89% |
| Writing what the funder wants to read | 88% | 80% | 85% | 84% |
| Opening Plenary | 85% | 88% | 82% | 85% |

| | | | | |
|--|-----|-----|-----|------------|
| Putting your supporter in the story | 86% | 90% | 83% | 86% |
| Legacies | 82% | 79% | 73% | 78% |
| F2F | 80% | 76% | 84% | 80% |
| Innovation | 78% | 70% | 64% | 71% |
| Impact reporting | 74% | 69% | 63% | 69% |
| Convergence Emergence | 71% | 67% | 75% | 71% |
| New rules for revolutionaries | 69% | 71% | 72% | 71% |
| Relationship Fundraising | 62% | 62% | 55% | 60% |

In addition we asked delegates to share their **main reasons for attending** and here's what they said:-

Johannesburg:-

- To learn what is new in the fundraising world;
- Networking;
- Couldn't be at IFC 2016;
- Refresh existing skills;
- To be inspired to think differently;
- Gain access to international experts;
- Learn what is new in the fundraising world.

Durban:-

- Fundamentals of fundraising;
- Looking for guidance from experts;
- Exposure to international trends/methods/ideas;
- IFC proper has an excellent reputation international. I have always wanted to find out more and get a glimpse of what happens there;
- Much cheaper than going to Amsterdam!
- Stay up to date with new developments;
- Networking

Cape Town:-

- To get latest thinking and examples;
- Stay up to date with the latest developments;
- Training in the fundamentals of fundraising;
- To have an opportunity to get an international perspective;
- New initiatives are always of interest and the opportunity to network;
- To energise our management team around fundraising;
- Because I loved the IFC conferences; having access to new presenters; talking about new ways of looking at things.

Where can we improve?

Johannesburg:-

- Catering
- More of the shorter sessions with Skype Q&A
- More local speakers
- Make slides/presentations available
- Bring one live speaker

Durban:-

- Could be a little more interactive between delegates and subjects/speakers/topics;
- Also include the African context – not just Western context;
- More local/regional experts to present and provide local context;
- More opportunity to network;
- Be intentional about catering choices (carbs = sleepy participants)
- Participants should be encouraged to share how their learnings have impacted their work – these will become your stories;
- Need for smaller group discussions.

Cape Town:-

- Make it longer and a little more spaced out;
- Please keep the tickets as affordable as possible so NPOs can keep attending;
- Can future events please have some notes with every lecture?
- More longer Q&A because we learn from others' questions;
- Maybe have some local success stories and knowledge sharing with SA fundraisers what work in this context;
- More time for networking.

Summary Learnings:-

The following were our key takeaways and learnings from the event:-

- Using technology (i.e. video + skype) to connect people with new, latest thinking and trends works just as well as a live session;
- The University venues (i.e. tiered lecture theatres) worked well and most venues had excellent AV with good technical support;
- Overall the catering was good but going forward we just need to ensure we order sufficient quantities and variety;
- Less is more – i.e. more time for networking between sessions and over lunch and with one another after sessions;
- Mix international with local – include at least find one great local case study/speaker to present.

- Timing – start of the year work well and time between events enable those who had missed the first or second to catch the third.

Conclusion

The Resource Alliance is very pleased with the impact these first IFC Pop Ups have achieved in helping so many Southern Africa fundraisers and change-makers access world-class fundraising advice, knowledge and inspiration to help transform and accelerate their fundraising practice to enable their organisations to do and achieve more.

As a result plans are underway to repeat these virtual conferences in other countries and to make this an annual event in South Africa.

The success of this event 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 and Xolile Mokoena of Nedbank Private Wealth; Robert Thompson and Vivienne Clark at GIBS; Vera Adams, Lizelle Kannemeyer, Christelle Cronje and Prof Arnold Smit from USB; Prof Anesh Singh and Perine Leonard of the UKZN Foundation; UKZN USB; IFC South Africa Ambassador, Colin Habberton of Relativ; Wendy McLeod, Jenni McLeod, Marisol Gutierrez and Richard Solomon from Downes Murray International; Jill Ritchie from Papillon Press; Jannie Smit and Marius Maré from GivenGain; Carol-Ann Brand; Karen Pilling; the amazing IFC 2016 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 Southern Africa