



At the risk of jumping on the bandwagon, our hearts go out to those in earthquake-affected Christchurch. The earthquake hit Christchurch during the afternoon of the 22 February - at the same time we held the Marketing byAssociation inaugural conference based in Auckland. We had a number of delegates who needed to attend to a more pressing need to contact family, friends and colleagues. Our thoughts are with you.

NZARC Trustees

In This Issue

Stop Press - get your social enterprise or for-profit project off the ground!

Great feedback from delegates

Governance implementation critical

Focus on – membership acquisition tools

How do New Zealanders Give?

Final word about sponsors

Charities Commission calls for candidates

Stop Press - get your social enterprise or for-profit project off the ground!

[Back to Top](#)



Who couldn't do with the opportunity to launch their social enterprise idea with \$5,000 cash and professional support towards getting a social loan.

The HotHouse is an idea derived by NZFVWO in association with the forthcoming CED conference from the reality television series 'Dragon's Den' and will be run as part of the conference programme on **April 19 2011** at the Trust Stadium Waitakere.

Whether rough and ready or well polished - if you have an idea that combines making a profit with community benefits, enter now (www.ced.org.nz) and click on the hothouse tab for more details.

We look forward to seeing the ideas flow.

Great feedback from delegates

[Back to Top](#)



The inaugural Marketing byAssociation Conference brought to market by the New Zealand Association Resource Centre Trust received great feedback from delegates. The Trust was encouraged and applauded by the 80 delegates who came along to the Auckland one-day event which focussed primarily on creating a platform for better

marketing communications and breakthrough messaging.

Overall, over 85% of delegates were satisfied or highly satisfied with both content, length of sessions, programming, speakers, the organisation of the event and the venue – 86% were 'likely to recommend this conference to others'. We found the feedback very valuable and will be contacting delegates to 'buddy up' with information implementation – and will use feedback to craft future events. Specific feedback was both congratulatory and constructive – such examples include:

- Very practical, has set out the basic framework that I really needed to get started. Eye opening to realise that organisational plan is separate to marketing plan.
- Very practical and hands-on sessions at a level that the audience could relate to and apply to their organisation. Thank you for the opportunity.
- Mix of topics and timing very good for our institution

'As one of the Trustees (of the NZARC) I would like to record our thanks and appreciation for a well organised, enjoyable and educational conference, even an " old dog " like me learned some new ideas! It was a wonderful selection of speakers who dovetailed with each other as the topics were well aligned. You all were working as a synchronised team and anyone who went away dissatisfied will have only themselves to blame!'

We will, from time to time, share insights from attendees and keep you informed about our next events.

Governance implementation critical

[Back to Top](#)



Did you realise that in New Zealand we have one volunteer-driven entity for every 50 people? It has been suggested by law specialist Mark von Fadelsen in NZ Lawyer that there be a rewrite of both the Incorporated Societies Act (1908) and the Charitable Trusts Act (1957) to bring them in line with current needs and practices – especially given the number of local non-profit entities. The ultimate aim would be to ensure adequate standards of governance and management in legally constituted entities – some of which handle substantial assets and receive sizable funds from government. We agree with this proposal, especially in light of widely publicised legal action regarding non-profits. We also would be interested in a recommendation that promotes the requirement of a trust to have a registered trustee on the board once a certain level of asset or funds under administration is reached.

If you would like a second opinion or to talk with someone regarding these issues and other challenges you may be facing, the NZARC can provide access to competent advice to staff, elected committees and trustees on most matters affecting their organisation – in a confidential manner.

Focus on – membership acquisition tools

[Back to Top](#)

One of the topics of our recent conference was membership acquisition and retention. Most charities and associations we talk to



find it time consuming and 'painful' to process payments for new members or donors, with some finding it increasingly difficult to keep track of payments.

Debitsuccess provides a solution to managing your memberships and donor payments easily and effectively through their full-service offering which incorporates billing, customer service and credit control. This removes the pressure from your staff, allowing you to focus on managing your core business. Debitsuccess is not a debt collector; it is a billing management specialist.

Debitsuccess enables you to offer flexible payment options, allowing members or donors to pay on any day and at any frequency. Payment dates can be aligned with the days your members or donors receive money - improving the chances of successful collection. Payments can be broken down to easily manageable weekly, fortnightly or monthly instalments. Unless otherwise specified by the client, collections also continue for an indefinite period of time without the need for initiating renewals.

If your organization is dependent on large one-off payments you could be very vulnerable should these slow down for whatever reason. By spreading your payments into regular instalments you can flatten out the "highs" and "lows" and be able to project your future cashflows enabling you to make key decisions.

For more information call Rosemary Mahoney at NZARC or Karl Margain at Debitsuccess 09 481 0498

How do New Zealanders Give?

[Back to Top](#)

The Office for the Community and Voluntary Sector (OCVS) has been conducting some interesting research around 'Generosity indicators'. These indicators outline results around volunteering, what percentage of people donated, median dollars donated and donated goods. The results demonstrated a stable environment in the middle of last year. There are also some very interesting links to lifestyle, attitudes and consumer preferences for example:

* Compared to the average person, the estimated 1,035,000 people who volunteered in the June quarter 2010 were:

- 20 percent more likely to go to the gym at least twice a week
- 47 percent more likely to have at least one cup of fresh coffee per day
- 23 percent more likely to buy New Zealand made products

We suggest there are opportunities in linking such preferences and lifestyle choices to align non-profit entities with donor market segments. OCVS are looking to be able to release the latest data to the market within the next couple of months and we will provide an update as it comes to hand. If you would like an update on the full results of the survey click [here](#)

Also you can contact us at NZARC for more information about potential uses for this information.

The Marketing by Association conference would not have been possible if it were not for the support of our sponsors. We would like to thank them again for their contribution. Please take the time to find out who they are and how they can help your non-profit organisation. Please call us for any further information about any of these providers.

- Debitsuccess www.debitsuccess.co.nz
- Twiik Website www.twiik.co.nz
- Radio Network www.radionetwork.co.nz
- Display Works www.displayworks.co.nz
- BPS www.bpsl.co.nz

Charities Commission calls for candidates

We have been advised that candidates are being sought for The Charities Commission. The Commission candidate positions have a number of functions that are intended to promote public trust and confidence in the Charitable sector including registration, education, and monitoring and investigations.

Comprising between 5 and 7 members, The Minister is seeking candidates who possess indepth legal knowledge with particular emphasis on trust law. Candidates are also sought with:

- leadership and strong governance skills;
- experience in public administration especially in respect to regulatory policy;
- knowledge and first hand experience of the charitable sector.

Terms are for up to three years and members may be reappointed.

Candidates that are early in their career, and /or reside in the South Island are particularly welcomed.

Nominations are to be sent to Minister Turia's office, or emailed to Kathryn.Paton@parliament.govt.nz no later than Wed 30 March 2011.