

## Module Two References

The following references are a list of resources used in the recorded tutorial.

- 🕒 Australian Charities Report 2016, ACNC:  
<https://www.dropbox.com/s/t28yghe8h07ezcx/Australian-Charities-Report-2016-FINAL-20171203.pdf?dl=0>
- 🕒 Why do people donate? Association of Fundraising Professionals (AFP) – Fundraising Effectiveness Project June 2016: <http://afpfep.org/blog/>
- 🕒 Why people give – some common themes: The Guardian  
<https://www.theguardian.com/voluntary-sector-network/2015/mar/23/the-science-behind-why-people-give-money-to-charity>
- 🕒 Case for support definition: Association of Fundraising Professionals  
<http://www.afpnet.org/ResourceCenter/ArticleDetail.cfm?ItemNumber=3351>
- 🕒 Why have a case for support: Stone Soup – A non-profit blog  
<https://ascendnonprofits.wordpress.com/2013/03/19/fundraising-success-developing-your-case-for-support/>
- 🕒 Storytelling example from Save the Children Australia:  
[https://www.youtube.com/watch?v=Zst4sVf\\_yuQ](https://www.youtube.com/watch?v=Zst4sVf_yuQ)
- 🕒 Storytelling example from Off-the-Street Club:  
<https://www.dropbox.com/s/b1i5uqpi0a7r3zg/The%20Toughest%20Letter.mp4?dl=0>
- 🕒 Average donor value by gift category: Pareto Fundraising Benchmark Report 2017

