



Our Community Insurance Week 2024

*Fundraising for NFP's:
Prize Indemnity Insurance & How it
can help raise funds for your organisation*

AON

Acknowledgement of Country

We begin today by acknowledging the Traditional Custodians of the land on which we all meet today, and pay my respects to their Elders past and present.



General Advice Warning

The information provided to you may be general advice. In preparing the information, no account was taken of your own personal objectives, financial situations, or needs.

Accordingly, you should take into account the appropriateness of any general advice or information we have given having regard to your own objectives, financial situation and needs before acting on it. Where the information relates to a particular financial product, you should obtain and consider the relevant Product Disclosure Statement before making any decision to acquire that financial product. Please feel free to contact your nearest Aon branch for further information and assistance.

Aon NFP

- ⑤ Aon is one of the largest providers of NFP Insurance in Australia with over 40 years experience
- ⑤ NFP specific wording, developed with consultation through Our Community
- ⑤ Dedicated team of brokers to provide technical expertise
- ⑤ Approved as Our Community's preferred broker
- ⑤ More information can be sourced from aon.com.au/oc

What is Prize Indemnity?

- ④ Insurance Policy that aims to promote your product or service by offering a larger prize without the risk of the NFP having to pay the value should the prize be won
- ④ As an example, Aon and Our Community are running a draw this week to show how this can work for you also
- ④ To enter the draw:
 - Complete a proposal form for your NFP and receive an indicative insurance quotation from Aon
 - On Friday 22nd a random name will be selected from those in the draw and have the opportunity to win \$25,000 for their NFP
 - Selected person will be asked to select 1 envelope from 100
 - 1 envelope contains the \$25,000 major prize; 4 envelopes contain a \$10,000 minor prize; the remaining envelopes contain tickets to the Communities in Control conference hosted by Our Community

How can it help you

- ④ Alternative promotional tool other than media adds, banners, flyers etc
- ④ A cost-effective, and exciting promotion to help deliver your message to your target audience whether it be:
 - Raise awareness of your brand or cause
 - Increase membership / customers
 - Assists with your own fundraising initiative
 - Or just to simply have some fun

Types of promotions

⑤ Subjective / Skill Based

An activity where the chances of winning are based on the individual's ability to complete the task For example:

- Hole in one golf shot
- Half court basketball shot
- Make a paper aeroplane and fly it 20 meters

⑤ Numerical

Odds based activity where the chances of winning are based directly upon the odds presented

- Picking an envelope from 100 envelopes
- Pick a key to open a treasure chest
- Odds can be 1:100, 1:50 etc

Promotion Examples

④ Hole in One Golf Shot

- Past examples have seen NFP's partner with local law firms or accounting firms
- The law firm sponsors the Hole in One event and pays for the coverage, Raffle tickets sold for \$2 a ticket for entry into the draw, with 3 tickets selected randomly
- 165m hole with a \$50,000 prize
- One of the selected contestants hit the hole in one and received half of the winnings with their charity hosting the event winning the other half

④ Benefits

- The law firm received all day advertising at the event in front of over 100 attendees
- The NFP was able to raise upwards of an extra \$500 of donations
- The winner won \$25,000 and the charity received the other \$25,000

Promotion Examples

④ Highest Donor

- 50km walk sponsored by a local travel agent
- Travel agent paid for a prize of a luxury weekend retreat in the Blue Mountains to the highest donator, and the winner also had the chance to win \$50,000
- 1:50 envelope draw, half the prize to the winner with the other half to the charity hosting

④ Benefits

- The travel agent received all day advertising at the event and was able to front their prize for minimal costs due to their relationship with the resort
- The NFP was able to raise and upwards of extra \$1,000 of donations
- The winner won \$25,000 and the charity received the other \$25,000

Promotion Examples

④ Tipping Competition

- Simple idea to grow membership and community involvement
- People who take membership or volunteer can enter
- Run through the ESPN site - free to enter / personalize competition, set rules etc
- At the end of the season the winner won a signed sporting jersey for their team, paid for by the charity, and the chance for a 1:50 prize envelope draw
- Prize split 50/50 with the charity

④ Benefits

- Everybody involved and talking for a longer period of time, keeping the charity front of mind
- Increases long term engagement rather than a one off
- Very little admin involved

Prizes

- ② Its not all about cash!
- ② Insurers will offer the major prize of cash however this can be used to purchase or promote other prizes
 - Car
 - Appliances
 - Experiences
 - Holidays
- ② Uninsured minor prizes can be:
 - Vouchers
 - Free consultancy or services
 - Tickets to a sporting event
 - Sponsor related prizes

Other Considerations

- ④ Loss adjustor to monitor the event
- ④ Public Liability to extend to the activity
- ④ Legality/Licensing – gaming authority legislation
- ④ The cost of the insurance depends primarily on the prize value you would like, and the activity in order to win the prize
 - Odds based draws are calculated more simply on the chance of winning
 - Skill based games are subjective and as such conditions may apply to the terms and conditions
 - Insurance tends to start at around \$1,500

QUESTIONS?

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