Fundraiser Benefits Framework

Tier:	Wombat protectors	Wombat champions	Wombat guardians	Wombat heroes
Logo:				
Donation:	Up to $500	$500-$999	$1,000 - $4999	$5000+
Annual Impact:	Treat 3 wombats suffering mange	Monitor a wombat family for 1 year	Protect 10 wombat habitats	Maintain 1 wombat zone for 1 year
Brand access and storytelling:	Templated support materials	Protector benefits	Champion benefits	Guardian benefits
	Shared video content	Personalised thank you materials	Guardian incentives	Heroes incentives
	Shared images	Champion incentive package	Personalised promo graphics	Personalised videos
Account Management:	Shared fundraising coach	Shared fundraising coach, access to fundraiser hub	Shared fundraising manager, access to hub.	Dedicated manager.

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Recognition channel:	Tier: Wombat protectors	Wombat champions	Wombat guardians	Wombat heroes
Facebook			1 organic post	3 x organic posts
Tik Tok		1 shared post	1 organic post 2 shared posts	2 organic posts 3 shared posts
Email			3 shared email	1 dedicated email 2 x shared email
Printed Newsletter		1 x Acknowledgement	Shared profile	Dedicated profile
Website	1 x Acknowledgment	1 x linked acknowledgement	Shared bio and link	1 x webpage with links and personalised content