

Appendix to SOFII's strategy 2009

Some of the nice things SOFII users have said recently

(just in case we should ever falter in our belief that what we are doing with SOFII is worthwhile.)

'We LOVE SOFII! You are our secret weapon for ideas.'
Karen, CEO, United Way chapter, USA.

'Thanks for your great work on SOFII. It is a basic idea that seems obvious, but didn't exist before. I've already found one historical appeal concept at SOFII that adapted perfectly to a new appeal (with the permission of its originators), and it was very successful.'
Ken, welfare and research charity, Australia.

'Thank you. It's a great site, and I appreciate that you are doing this.'
Claire, family and children's services nonprofit, USA.

'I have found some great pieces on your site. Is it OK to print some of these off?'
Carol, Research Institute, Australia.

'Since recently discovering SOFII, I have become a big fan. I've been sending my clients and students (I teach fundraising at New York University and some other venues) to check it out.'
Ruthellen, consultant, USA.

'Thank you for all the great exhibits on SOFII this year – it has helped me put together my very first appeal for our charity so here's to even more inspiring exhibits in 2009!'
Sophie, adoption charity, UK.

'Thanks for the update - everyone I've shown to the SOFII website thinks it's fantastic.'
Paul, health care charity, UK.

'As usual I found the new items on the website quite fascinating. I have passed the one on the Innovative Annual Report to the person who normally does this for us. Thanks for this wonderful website. Keep it up!'
Luis, University, Kenya.

'I can't believe how fast SOFII is growing! It's an incredible resource even now, and the exciting thing is that it's getting better every day. Thank you for all your hard work and passion and the difference that you are making for our good.'
Esther, foundation helping sick children, New Zealand.

'I believe what you are doing is an incredible resource to those of us in the fundraising world.'
Erika, disability nonprofit, USA.

'I just discovered SOFII so I plan to keep on exploring it – it has tons of great ideas.'

Shelley, public library service, Canada.

'I love the idea of this website! I can't wait to get registered and explore it.'

Bethany, family services organisation, UK.

'Went to SOFII after many months not going there. What a great site!!! Well done SOFII team.'

PeeBee, charity for blind people, France/ International.

'Thanks for this update...the search opportunities are fantastic – you are doing a great job in sharing the best of the fundraising world!'

Wyn, consultant, Ontario.

'I am going to introduce SOFII to over 250 delegates at the South Asian International Fundraising Workshop in Agra, for there is immense treasure there and many of the budding fundraisers ought to know of this. Hope this will reach you to many more SOFII activists. Congratulations once again for the tremendous work.'

Surat, South Asia Fundraising Group, India.

'I absolutely ADORE your site!

Pamela, grants writer, USA.

'I would like to register to SOFII portal, I would like to use your knowledge for fundraising for a Czech foundation, founded a few months ago.'

Stanislav, Czech Republic.

'I recommend SOFII at every opportunity to the members in Scotland and Northern Ireland and I know at least a few of them have subscribed and use it regularly.'

Kate, Fundraising Standards Board, UK.

'My name is Rachel and I'm a student at Eastern Kentucky University. I am not with an organization, but I am taking a fundraising class and have to write a paper about fundraising. I thought your website would be helpful to me. Thank you.'

'Your website is amazing, incredible, fascinating. If you haven't won an award yet, you will soon.'

Barbara, supplier, USA.

'Thank You SOFII for providing us fundraisers with a fabulous archive/resource of information and news.'

Fiona, child protection charity, UK.

'The site is looking great, every time I go onto it I find something fascinating or inspiring, and usually both.'

Beth, university research centre, UK.

'Well done on the site, I really like it – hopefully we'll generate some more Irish case studies that will be inspiring enough to go up!'
Ruth, children's support charity, Northern Ireland.

'I am HOOKED on SOFII. What would be the best way for me to donate and join from the US? – I've just got to let you know of something that came about because of SOFII. (Great but long story about connecting with a Norwegian fundraising organisation, to mutual advantage). All because I stumbled across SOFII a few months ago. That's some kind of amazing.'
Leanne, USA.

'I'm looking for a campaign where I invite individuals and firms to give a donation to our organization instead of spending for Christmas presents for their clients and/or suppliers. Do you have something of this theme where I can get an inspiration?'
Ileana, social change foundation, Mexico.

'We trust you SOFII is our source and our future'.
S K, Myanmar.

'I know I will be getting back to SOFII quite often. I head this organization and need to get abreast with proper fundraising skills.'
Tom, children's aid NGO, Kenya

'I definitely (and many with me, they say) want to be kept updated on SOFII.'
Svein Åge, supplier, Norway.

'I think your website would be a great resource for the classes I teach in the Fundraising & Resource Development program at a college in Canada. May I pass along the Username and Password to my students so they can check out SOFII?'
Kim, university, Canada.

'Just had to write and say how utterly brilliant SOFII is. Thank you from the bottom of my heart for this wonderful site!'
Alison, children's services charity, UK.

Please let Carolina at SOFII know your views, particularly if SOFII has helped you in your work. A selection of recent editorial articles about SOFII is available on request.

SOFII
Our history · Our future

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