



Fundraising Strategy

Pulling it all together

WHY HAVE A FUNDING STRATEGY?

To provide a framework for co-ordinated fundraising

To establish fundraising priorities

To ensure the effective allocation of resources

To ensure that we are building for the future

To provide an Action Plan



Low morale

Fire fighting

Not enough money

Lack of focus

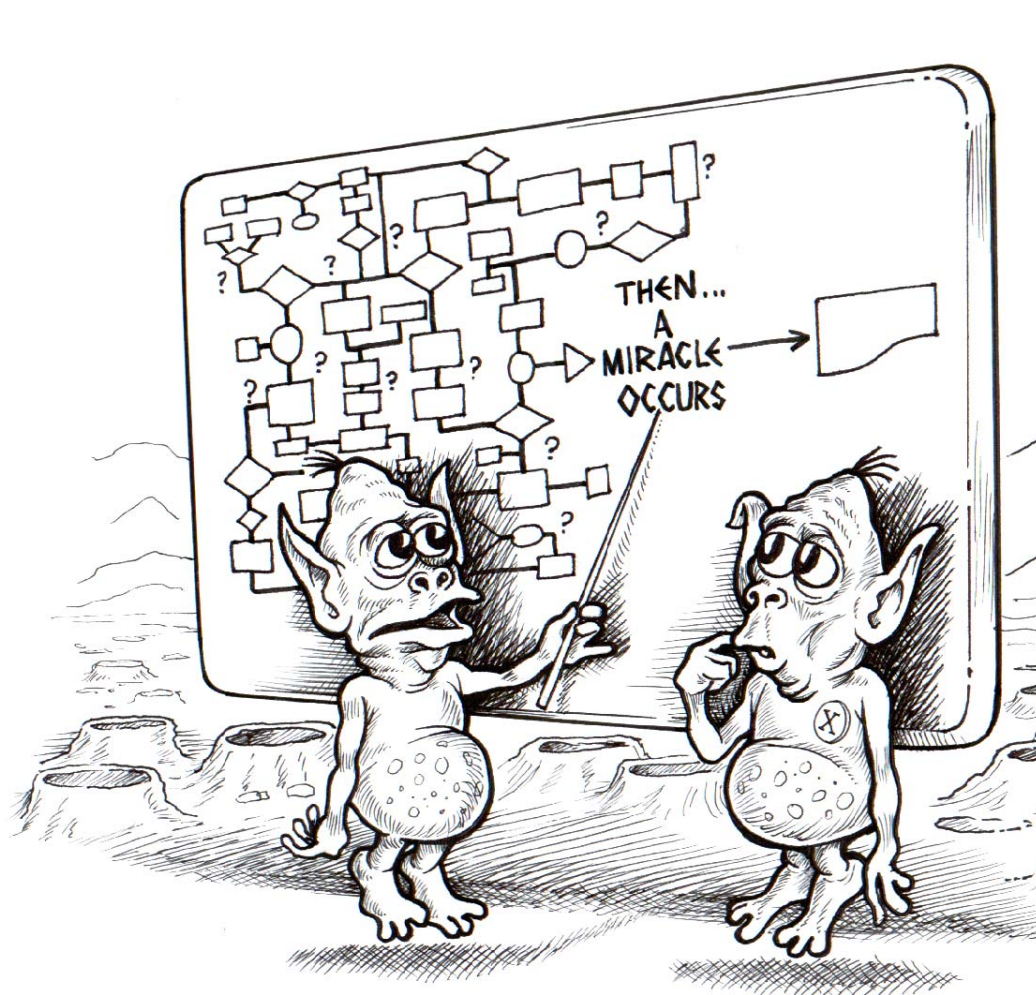
Too many priorities

Ineffective meetings

Board out of touch, or interfering, or both

At risk due to narrow funding base

Unclear what to do next



COULD YOU AMPLIFY THIS A LITTLE?

Understanding the relationship between Fundraising Strategy and Organisational Strategy

VALUES

VISION

MISSION

STRATEGIC OBJECTIVES

RESEARCH
ORGANISATIONAL CONTEXT

MARKETING STRATEGY

OPERATIONS PLAN

STRUCTURE AND MANAGEMENT

SUPPORT FUNCTIONS – IT, HR,
PREMISES, OTHER FACILITIES

FINANCE STRATEGY

FUNDRAISING STRATEGY

KEY PERFORMANCE INDICATORS – THE DASHBOARD

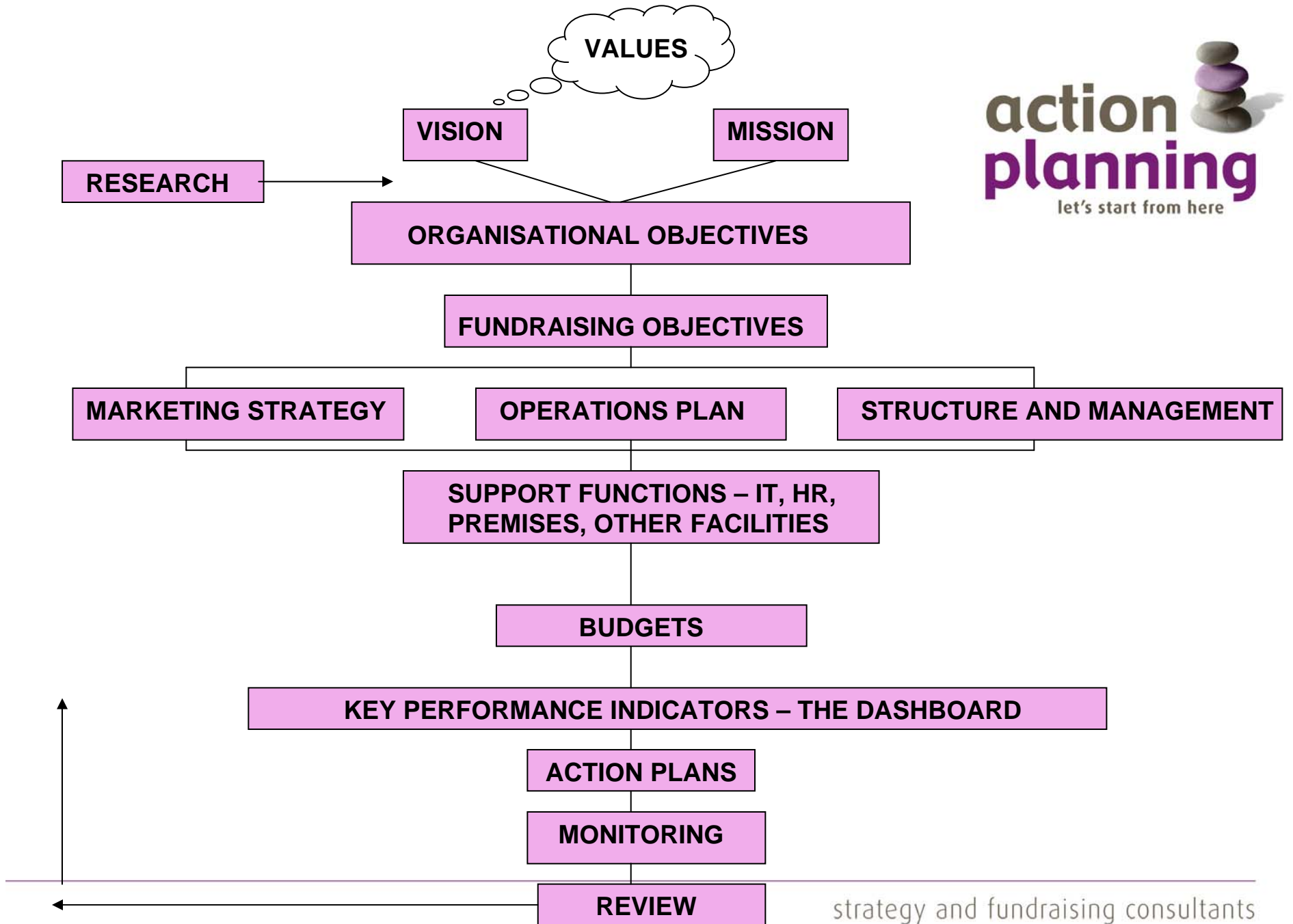
ACTION PLANS

MONITORING

REVIEW



strategy and fundraising consultants

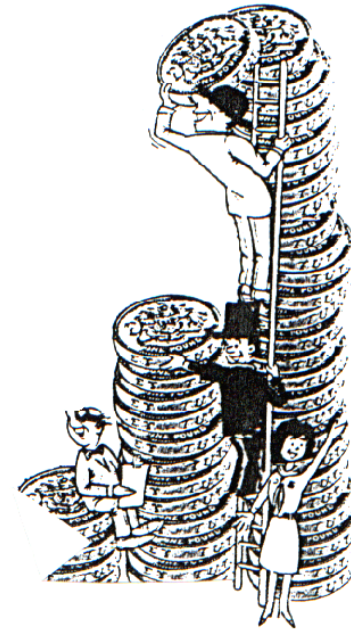




An overview of fundraising sources

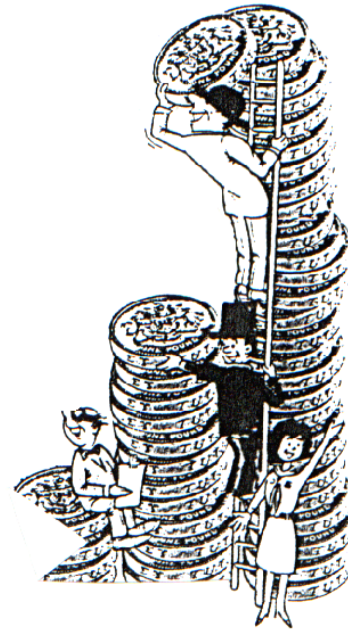
Types of approach

- **Grant/Donation seeking**
- **Offering goods and services**

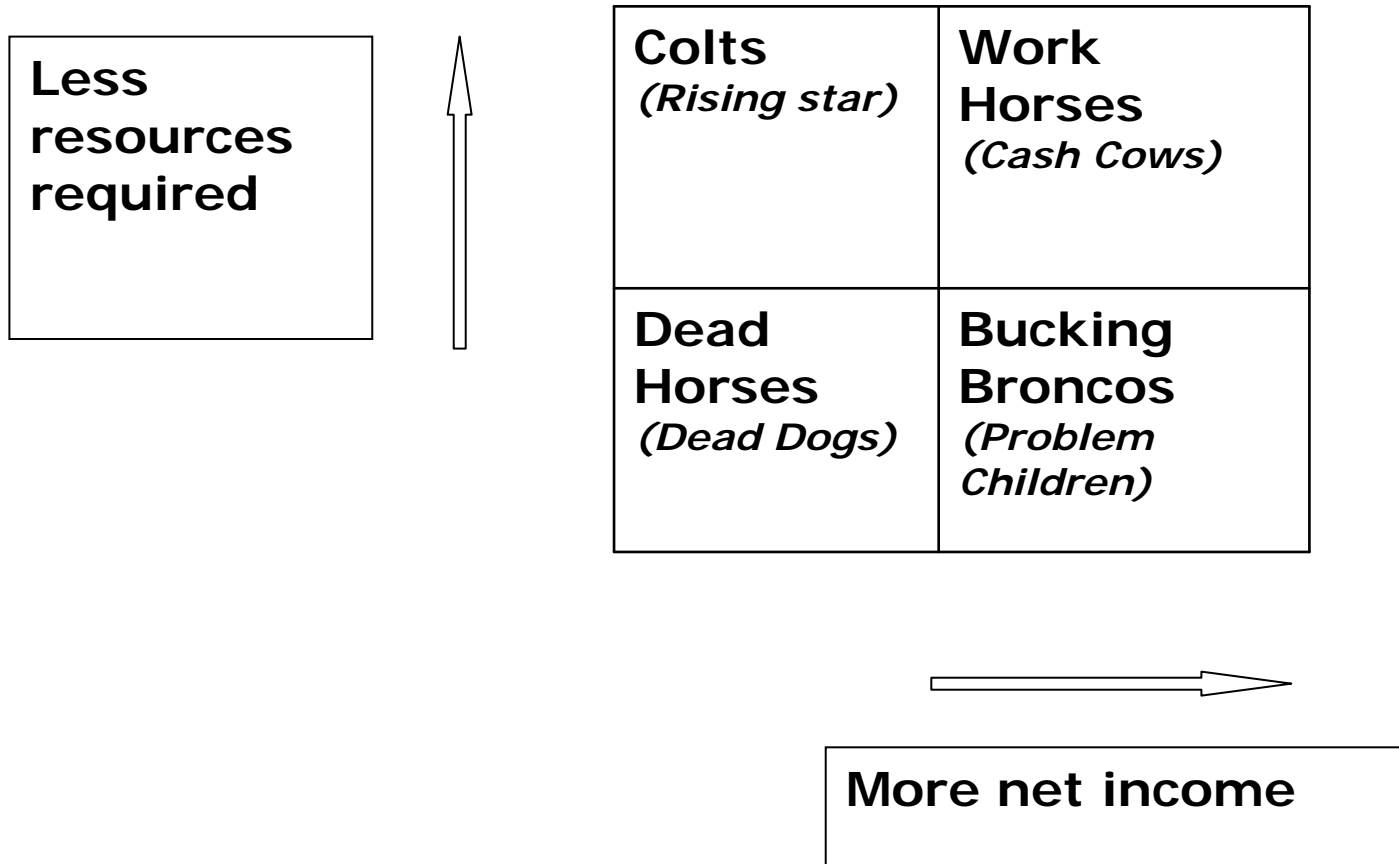


The fundraising mix - sources:

- **Statutory bodies**
- **Trusts**
- **Companies**
- **Other organisations**
- **Individuals**



Boston Matrix Retooled



**How much do you need
to raise?**

**How much is it
possible to raise?**

**Are these sums
compatible?**

**Differentiate between
revenue and capital
requirements**



On average, across the UK

67% of vol income is given by Individuals

30% of vol income is given by Trusts + lottery

3% of vol income is given by Companies

in an average campaign....



20% of Donors will provide 80% of the total

Of these 1 Donor will usually provide 10% of the total



and

**2 or 3 Donors will provide
another 10% of the total**

A Rock and a Hard Place



SIZE OF GIFT	NUMBER OF GIFTS	TOTAL VALUE	STATUTORY	TRUSTS	COS.	OTHER ORGS	INDIVIDUALS	EVENTS

Why do people give?



- To feel good**
- To gain approval**
- To reinforce self images**
- Connection with the cause**
- Moral obligation**
- To achieve personal objectives**
- but most of all..**

....because
somebody asks



A guide to asking

Know exactly what you want

Ask the people most likely to give

Present the case from their point of view

Remember you have the right to ask



ASK



Make it easy to respond

Follow up