

FUNDRAISING HINTS AND TIPS

Factsheet 4



Fundraising can be a tough and challenging discipline and its not for everyone or every organisation. If you are thinking of Fundraising here are some simple Hints and Tips which might work.

Make it interesting and think outside the box ✓

This is probably the most basic yet the most important piece of advice.

The success of your Fundraising campaign or sponsored event depends largely on how much attention you can generate. Try to capture people's imaginations: the more people who are interested in what you are doing, the more sponsorships, income, or Gifts in Kind you can generate.

You do not have to ask your Staff or Volunteers to climb Everest blindfolded or paraglide over a volcano (although that would probably work): Just be original and think of a unique angle that will draw the interest of the wider public: Keep it relevant to your core mission position though, else people will become confused and will not donate on that basis. The Donkey Sanctuary raises a considerable amount of income each year for the care and support of Donkeys across the world. The key here is the animal (The Donkey) and how they support such animals. If they were to Fundraise for a different animal people could become confused and would not donate perhaps in the way that they normally would. The Donkey Sanctuary know a thing or two about Fundraising, so heed the advice.

Pick a cause that people can relate to ✓

As Voluntary Sector Organisations we are involved in numerous activities and projects. Some are more interesting than others, yet all are vitally important: To raise awareness of what you are doing and why, you need to communicate effectively and passionately: You will therefore need to give careful thought to which project is likely to resonate most with the wider public. In this way they are more likely to donate to the cause. In other words:

PICK THE CAUSE THAT SPEAKS TO THEM.

Relish the challenge ✓

Whilst the thought of Fundraising may be frightening or challenging for some organisations, relish that challenge. This is a way in which you can motivate yourself and others around you: Be excited about communicating your cause, raising the organisational profile, and supporting more beneficiaries simply because you have raised the money to do so.

Keep it simple ✓

Being ambitious is one thing, but over complicating your Fundraising idea or challenge could be its downfall. If you cannot explain the concept easily in one or two lines of text then do not be tempted to go there: And in Fundraising terms never bite off more than you can chew.

Always think ahead ✓

Forward planning is key to the success of your Fundraising initiative: Make sure you have a budget and are satisfied that your initiative will raise more than you expend in organising it. Make sure that you have enough volunteers to help and assist your organisation, and that you have planned for weather and other eventualities. Make sure you communicate your initiative in advance but strike the balance between just too early and far too late.

Stay focused and have fun ✓

Never take your eye from the prize in Fundraising terms. If you have gone to the trouble of compiling a Fundraising plan for your initiative, then revisit this regularly and stay focussed: Remember also that Fundraising is supposed to be fun (the clue is in the title) so keep smiling and enjoy the ride.

Some smaller organisations find the process of Fundraising so daunting that they never actually deliver any Fundraising initiatives. This is a mistake. The key is always to start small, never overstretch the organisation or its Staff or Volunteers and learn from each experience. Many smaller organisations partner with companies who are skilled in all the various forms of Fundraising on offer (Digital and Challenge events being prime examples) but these come at a cost. If you are considering this as an option, then ensure you have undertaken an analysis of cost against likely income receivable and make a sound decision based on that. There is a risk to every form of Fundraising initiative, but it might on occasions be worth taking that risk.

Another way of easing the burden of Fundraising is to work in partnership with other like-minded organisations. In this way you can pool your resource, but also your capacity and knowledge: If you are considering this as an option ensure that a MOU exists (Memorandum of Understanding) which details how the partnership will, work and more importantly how any income receivable will be dispersed.

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Voluntary Impact Northamptonshire also provides a range of bespoke services at a cost: For more information visit our website -

<http://www.voluntaryimpact.org.uk/community/consultancy-packages/>

Voluntary Impact Northamptonshire can provide detailed advice on any aspect of Fundraising should it be required. However, due to the constraints of current Funding more detailed analysis is a costed service, with prices on application. For more information contact: info@voluntaryimpact.org.uk in the first instance.



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