

WHAT IS FUNDRAISING?

Factsheet 1

Fundraising is the process of collecting money (or income) for a cause. The person that raises income is known as a Fundraiser. Fundraising is now one of the most regulated disciplines within the Voluntary Sector, and therefore much thought and care must be exercised in the Fundraising process. Charities across the UK rely heavily on different forms of Fundraising to survive and deliver a service to their beneficiaries.



Types of Fundraising

Fundraising is a challenging role. While some organisations (especially those larger voluntary organisations) are fortunate enough to resource either an internal or consultant Fundraiser, most smaller organisations will have to fundraise as an extra activity to their day job. As a result, choosing the right route to Market is an imperative.

There are many types of Fundraising. These include:

Capital campaigns or Appeals

These are limited campaigns which are bound by time for a particular project. As these are time-specific, they require a good amount of preparation and clever execution, but that's exactly the reason why many community-based organisations take on this type of activity.

Corporate Support

As the name suggests, this is philanthropic giving by a corporate company to an organisation. The organisation must pitch to a corporate to win that support. This often manifests itself in Charity of the Year Partnerships (COTYS) which generally last for a period of 12 months, but sometimes longer.

Digital Fundraising

This method is one of the easiest ways to raise funds for a cause. As it is online, it can reach a larger audience which might ordinarily be physically impossible. Most Digital Fundraising requires the use of tailored Platforms which come at a cost. It therefore stands to reason that working through the cost of using such Platforms against the level of Income to be gained is an imperative.

Grants from Trusts or Foundations

The Voluntary Sector traditionally relies upon Grants to compete its valuable work. Applications are considered against pre-defined criteria. Grants can be both short and long term.

Membership

This is one effective way of gathering people together to learn more about your organisation and as a result pay a Membership fee to receive services or information.

Events

Running a Fundraising event is a traditional approach to raising income for Voluntary Sector Organisations. Event Fundraising requires planning though, as its an imperative that more Income is gained than expended in running the event. Most of the larger National Charities within the UK use Volunteers to run their Event Programmes.

Earned Income

Earned Income is often classed as Fundraising, but technically speaking it is slightly different and more generally falls under the heading of Social Enterprise. Regardless of terminology though, earning income from room hire or delivering services is an important and valuable tool in the toolkit of most Voluntary Sector Organisations.

This is a Free Factsheet. This and others are available for reading and downloading by any organisation without charge. Further diagnostic tools are available from our Members Area only. There is a yearly charge to access this information. To join visit our website -

<http://www.voluntaryimpact.org.uk/membership>

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/>

Deciding on the right approach to Fundraising is crucial. Whilst fundraising has the potential to raise income for organisations, it is never risk free. Selecting the right approach for your organisation is important. Further advice can be obtained from the Institute of Fundraising or from National Infrastructure Organisations such as NCVO (The National Council for Voluntary Organisations). More locally, Voluntary Impact Northamptonshire can assist you with a Fundraised Approach.

Due to the current constraints on funding however, this is a costed service with prices on application:

Contact info@voluntaryimpact.org.uk in the first instance.



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