



# DEVELOPING A FUNDRAISING STRATEGY

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# TODAY'S SESSION

Why bother having a written fundraising strategy!

Taking a step back to look at where you're currently at, and some tools to help you review the situation

Starting to assess which fundraising options you'll pursue when time and resources are limited

A brief look at turning your ideas into action

# HOUSEKEEPING

10am - 1pm, break at 11.20ish

Group exercises

Worksheets

Evaluation form

1:1s

# SO, WHY BOTHER?

Plan ahead – get off the hamster wheel

Gets everyone on the same page

Identify and prioritise opportunities

Be realistic

Track progress

Give confidence internally and externally



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# WHERE DOES IT SIT?



# WHAT DOES IT LOOK LIKE?

No right or wrong way

Make it as complex or simple as you need

Involve other people - RASCI

Do some research but get to the action

Always leave room for flexibility and learning

Make it actionable and don't leave it in a drawer

# SOME QUESTIONS TO START WITH

What are you actually fundraising for?

- Ongoing projects
- New projects
- Capital costs and equipment
- Capacity building and organisational development
- Staffing
- Wish list things

Are there other strategic considerations?

- Build up reserves
- Reduce reliance on one funder
- Raise profile
- More unrestricted income
- More independence

**Your turn in breakout groups (10 mins)**

# ASSESS WHERE YOU ARE NOW

## Internal review

- Fundraising history
- Skills in the team
- Networks
- Financial assessment
- Risk and need

## External review

- Competitor analysis
- Benchmarking
- PESTLE analysis



# PESTLE Analysis

**Political**

**Economic**

**Social**

**Technological**

**Legal**

**Environmental/Ethical**

Can you think of a few examples?

# SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

# YOUR TURN

EITHER

1. Start to write out your Strengths and Weaknesses when it comes to fundraising
2. Think about at least 5 other organisations that you'd be interested to research and learn from - what would you be interested to know?

**Breakout groups (10 mins)**

Break

# POTENTIAL SOURCES OF INCOME

- Statutory contracts
- Grants from trusts and foundations
- Monthly donors
- One-off donations
- Social media donations
- Legacy gifts
- Major donors
- Corporate partnerships
- Community fundraising
- Fundraising events
- Earned and trading income

# DECIDING WHAT OPTIONS TO PURSUE

Risk

Timescales

Return on investment

Capacity and skills

Networks

Track record

Fundraising readiness

Strategic considerations

# DECIDING WHAT OPTIONS TO PURSUE

Funding type	Pros	Cons	Our experience	Decision
Trusts and foundations	Large sums, good ROI Can be multi year	Often restricted to a project/item Competitive Takes a lot of time to submit	We've had some success and built good relationships e.g. Garfield Weston. We've not done well with smaller grants but could do with better applications.	Focus on big grants and relationship building. Keep improving our impact measurement. Refresh our application template for small grants but reduce time spent.
Fundraising events	High profile Fun for attendees Can educate public	Hard work Low ROI Takes time away from other things	These have worked well where we got in-kind support, and fundraising wasn't the only goal e.g. Christmas fete	Do one a year as a community event with a fundraising element. Encourage volunteers/board to run their own

# TURNING THIS INTO A PLAN

Set SMART objectives for each area

Identify tactics for each objective

Design a realistic work plan

Work out the costs and make sure the budget is realistic

Ethical fundraising and Code of Fundraising Practice

Risks

Monitoring progress and learning



# WORKPLAN

Income stream	Target this year	Tactics	Who	When	Progress
Trusts and foundations	£50,000	Submit Garfield Weston (£30k) PHF (£50k) and ACE (£35k)	Fundraiser and CEO	By March 2024	Amber – GW done, PHF drafted, ACE not eligible
		Submit 2x small apps a month	Fundraiser	Monthly	Green – on track
		Improve case studies	Fundraiser and project manager	Oct - Dec	Red – vacancy in project team
Individual donors	£10,000	Create and implement stewardship plan	Fundraiser	Nov	Green – on track
		Do a newsletter appeal 2x year	Marketing manager	December and May	Amber – need upskilling

# TOP TIPS

- Celebrate successes
- Connect with other fundraisers
- Get others involved in creating the strategy
- Be realistic and keep learning
- Keep your values and heart in mind
- Collaborate don't compete

Q&A



# Further resources

[Code of Fundraising Practice](#)

[Community Centric Fundraising Principles](#)

[Money4You Non-profit support](#)

[Charity Excellence Framework](#)

[Chartered Institute of Fundraising Resources](#)

[LarkOwl Benchmarking](#)

[Ubele Initiative](#)

[Fundraising Chat Facebook Forum](#)

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Equality & Diversity  
Monitoring Form



THANK YOU!

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