



Chartered
Institute of
Fundraising



Essential Fundraising for Small Charities

Fundraising Readiness

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NOVA
FUNDRAISING



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IS YOUR ORGANISATION FUNDRAISING READY?

What does a well set-up fundraising organisation look like?

How to prepare and develop your organisation's culture, capacity and resources

What changes can you make to improve your chances of fundraising success?

WHY FUNDRAISING READY?

Evidence suggests the environment and culture is vital to fundraising success

Create an environment where fundraisers can flourish and thrive

Set your organisation up for success

At a glance - have you got the following in place?

- ✓ An organisational strategy
- ✓ Clarity on your services and the impact they make?
- ✓ Past income source analysis
- ✓ A clear ask
- ✓ Everyone is brought into fundraising
- ✓ Fundraising is seen as a vital part of the organisation and not a dirty word
- ✓ Internal stakeholders understand what fundraising is
- ✓ Realistic expectations of fundraising
- ✓ You've thought about data protection and marketing consent.
- ✓ Messaging and communications are donor focused, as opposed to organisation focused?
- ✓ A clearly designated 'fundraiser' (voluntary or paid)
- ✓ Consistent fundraising activity with follow up?

DON'T PANIC

WHAT DOES A FUNDRAISING READY ORGANISATION LOOK LIKE?

Note:

Top-Line Guidance Today!

It's a journey & may not happen overnight!

Lots of resources & help available!

Just ask!

Board of Trustees



- ✓ Your board are in agreement, engaged and championing fundraising
- ✓ Fundraising features as part of Trustee inductions
- ✓ You have a Trustee who has responsibility for fundraising?

Your Organisation



- ✓ You have an organisational vision, mission, strategy and implementational plan
- ✓ Fundraising is celebrated
- ✓ You have systems and resources in place

Your Audience



- ✓ Insight analysis of donors and funders
- ✓ Understand your donor's motivations
- ✓ Donor journeys

Your Communications



- ✓ Website with clarity of being a fundraising organisation
- ✓ Data Protection, GDPR and communications preferences
- ✓ Case for support

WHAT STEPS CAN YOUR ORGANISATION TAKE NOW TO BECOME FUNDRAISING READY?

Case Study of Fight Bladder Cancer

Est 2010 by a Bladder Cancer Patient

2017 - £135k

2020 - £300k

2022 - £500k GOAL!



STOP! **Don't do anything!**



1. Think Donor Audience and Motivation

Think / learn / listen / engage – Who are the people that will give? Why do people give now? Why will they give? What will be their motivation?

- Patients, families, friends
- Gratitude, hope, empathy, fun, family-feel

2. Think Case

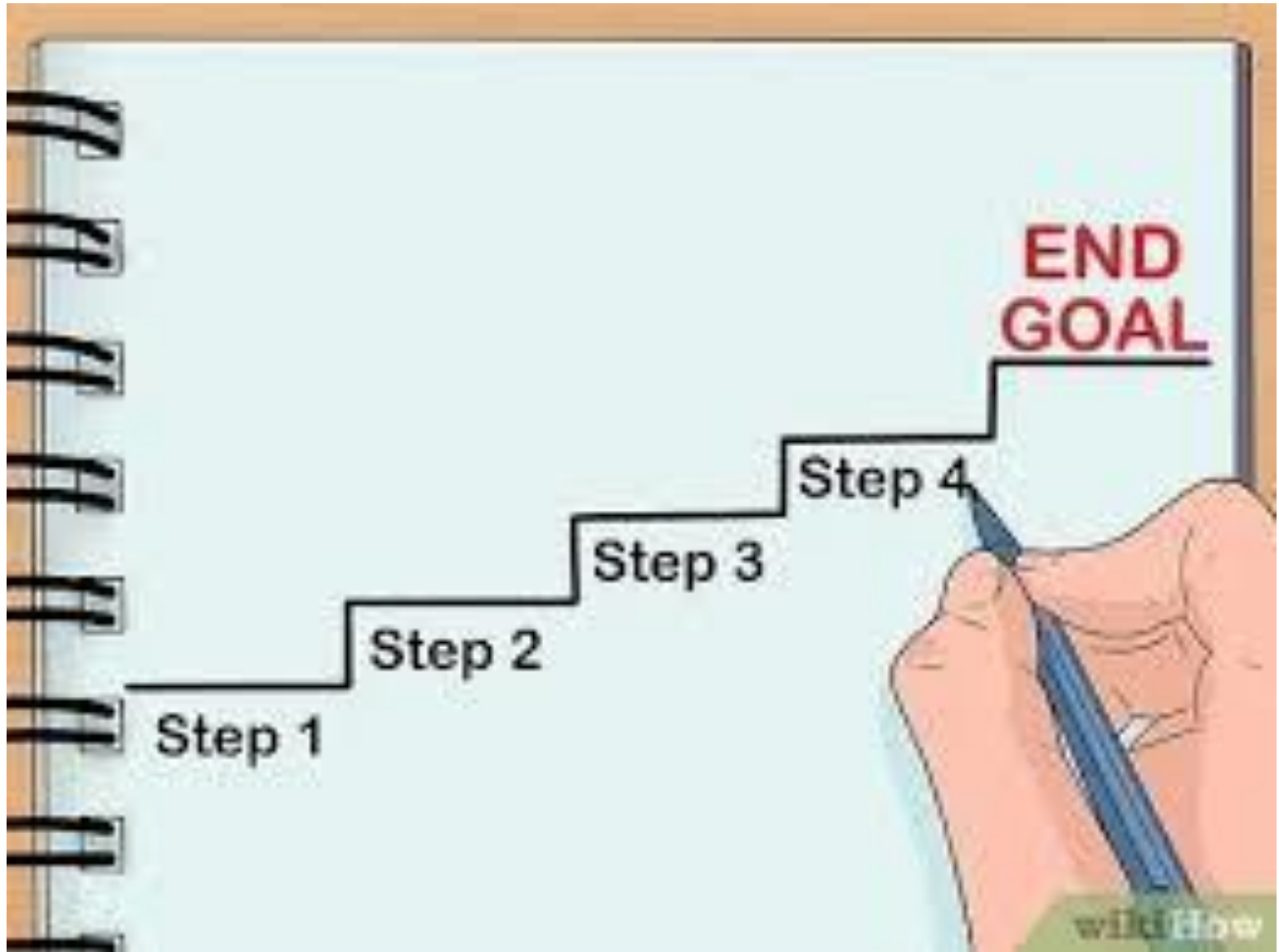
Case for support – what is the charity's Unique Selling Point? What does it achieve? Why is it needed? What does it solve? What is its impact? How can you explain this?

- Only patient-led charity; wee family; intimate; 4-pillars of impact;

3. Think Financial Need

What does the charity need / what is its shopping list / plans / direction / hopes. How to explain them and package them up?

- Nurse helpline; research study into patient experience; influence policy; support groups; better materials & advice; new website; signposting from nurses



Making Progress – one step at a time



Individual Donors

- ✓ Donation Platform on website
- ✓ Donor – Receipt and Thank you Process – for cash; online; regular givers

Fundraisers

- ✓ Fundraising Platform on website
- ✓ Eventer – Welcome, Support, Good Luck, Congratulate.
- ✓ Facebook Fundraisers – Welcome; Monitoring; Thank You Certificates

In Memory / Legacy

- ✓ Thank families; special cards and messages
- ✓ Create family donation / in-mem pages
- ✓ Legacy pledgers & story telling about hope

Grant Fundraising

- ✓ A 'banker-pack' of information, products and services
- ✓ Basic 'case for support'
- ✓ Budgets for charity and projects.

Corporate Partnerships

- ✓ As above plus relationship-building, engaging employees and meeting their needs.

Community Fundraising

- ✓ Materials – posters, stickers, t-shirts, signage.
- ✓ Meet supporter needs.
- ✓ Volunteers
- ✓ Collecting Tin Data / Certificates / Processes

Systems & Processes

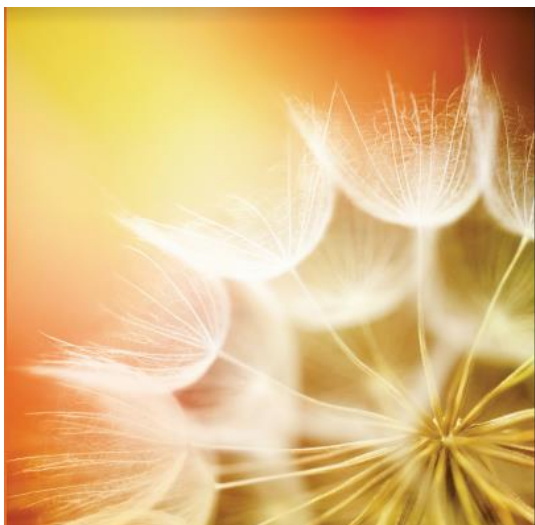
- ✓ Database / CRM
- ✓ All Supporters – GDPR / Newsletter Sign-Up
- ✓ Data Analysis – past supporters, future asks.

**Saying thank you is an investment in
your fundraising, not an
administrative cost**

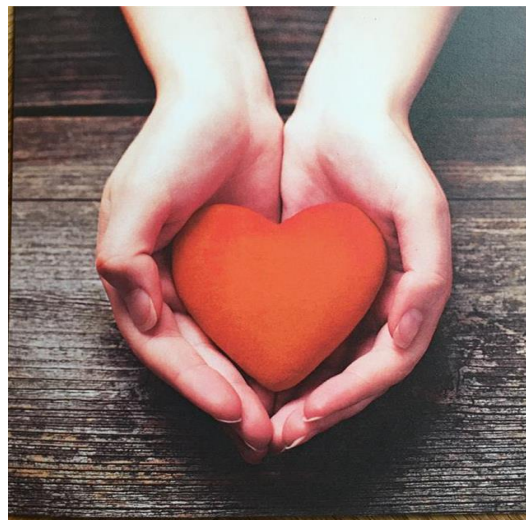
**70% of people said that they were more likely to
remember the Thank You than the appeal**
(John Grain, The Secret Giver Scheme)

Say “thank you”, regardless of the size of the gift

First time donors who receive a personal Thank You within 48 hours are four times more likely to give a second gift
(McConkey Johnston)



Sympathy card for those giving in memory of someone, funeral etc



Specific thank you card for all fundraisers and donors

Certificates of Thanks

Facebook Fundraisers Receive a digital image of the Certificate – which we upload to their fundraising page



Laminated and posted with a Thank You card for Community Events and Challenges



Unusual Ways of Saying “thank you”

Tokens of thanks that relate to our fundraisers efforts



Thank you so much! What a thoughtful gift to be sent. And my fave chocolate 🍫 x

A huge thanks to @BladderCancerUK for the bobble hats and their sense of humour after our follickly challenging fundraising event last Saturday! We'll get a team photo soon, which will include 🍻 and send you a pic .. we keep donating, we fight on #bladdercancer #WeeFamily 🙌👊



Visit your supporters!

Supporters LOVE to meet you - huge steps in engagement come from getting to know them



Remember it's a journey - we still have more still to do.....

- Refresh and update Fundraising Pages on Website
- Legacy and In-Mem pages on Website
- Grant Schedule – prospect research, plans, bid schedules.
- Individual Donor Appeals - Cash and Regular Giver Asks
- Building a team of 'champions' – volunteers, patients, friends – all engaged and prepared to spread the word. Classic Community Fundraising.





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THANK YOU FOR LISTENING

Break-out Room Question

What is the biggest obstacle to fundraising in your organisation, and what changes are you looking to make?

Follow up resources and further reading

Suggested next steps:

- Investigate adding a donate button to your website and social media pages. Look at your thank you programme – how can you improve it?

Chartered Institute of Fundraising guidance:

- [Fundraising Regulations workshop recording](#) – for details of policies and regulations you'll need to be aware of
- [Remember a Charity](#) - specialist project helping charities with legacies)
- [Recruitment guides](#) – for recruiting a fundraiser or fundraising consultant / freelancer
- Find local support or specialist subject advice through the [Chartered Institute's groups](#). These are spread right across the UK, and are here to support fundraisers in organisations big and small. This includes our Sole Fundraisers Group - find out more on [our website](#).

Follow up resources and further reading

Other guidance:

- [Code of Fundraising Practice](#) – Guidance on paying fundraisers by results, and street collections / collection tins
- Facebook groups for fundraisers:
 - <https://www.facebook.com/groups/FundraisingChat>
 - <https://www.facebook.com/groups/trustfundraisinghub/>



Resources and further guidance on this topic,
plus details of other events, can be found at
bit.ly/ciofsmall

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