

FUNDRAISING

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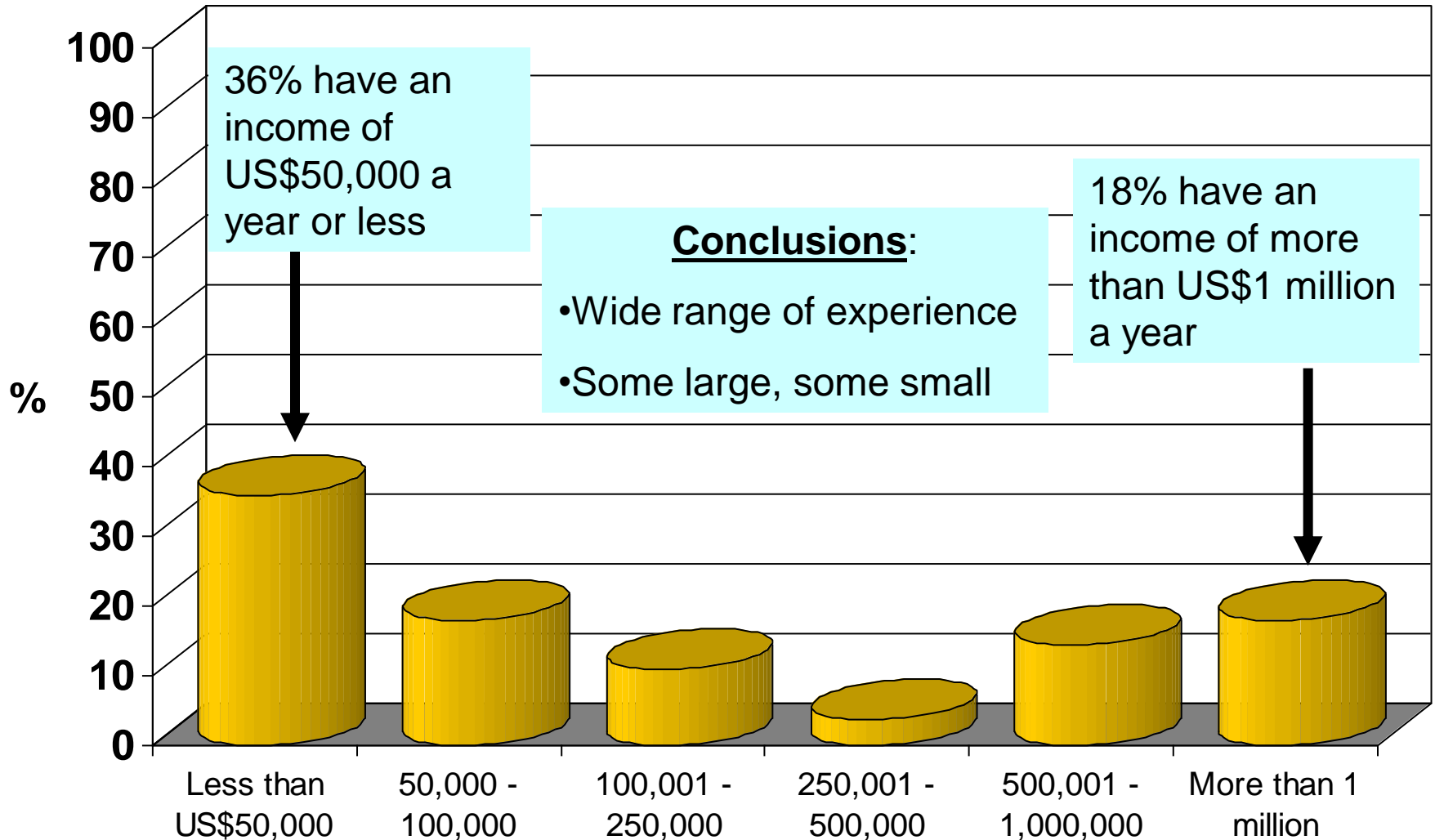
Objectives of the session

- To provoke thought and discussion.
- To share experiences, skills and knowledge.
- To provide a broader understanding of fundraising.
- To increase practical knowledge.

Content of the session

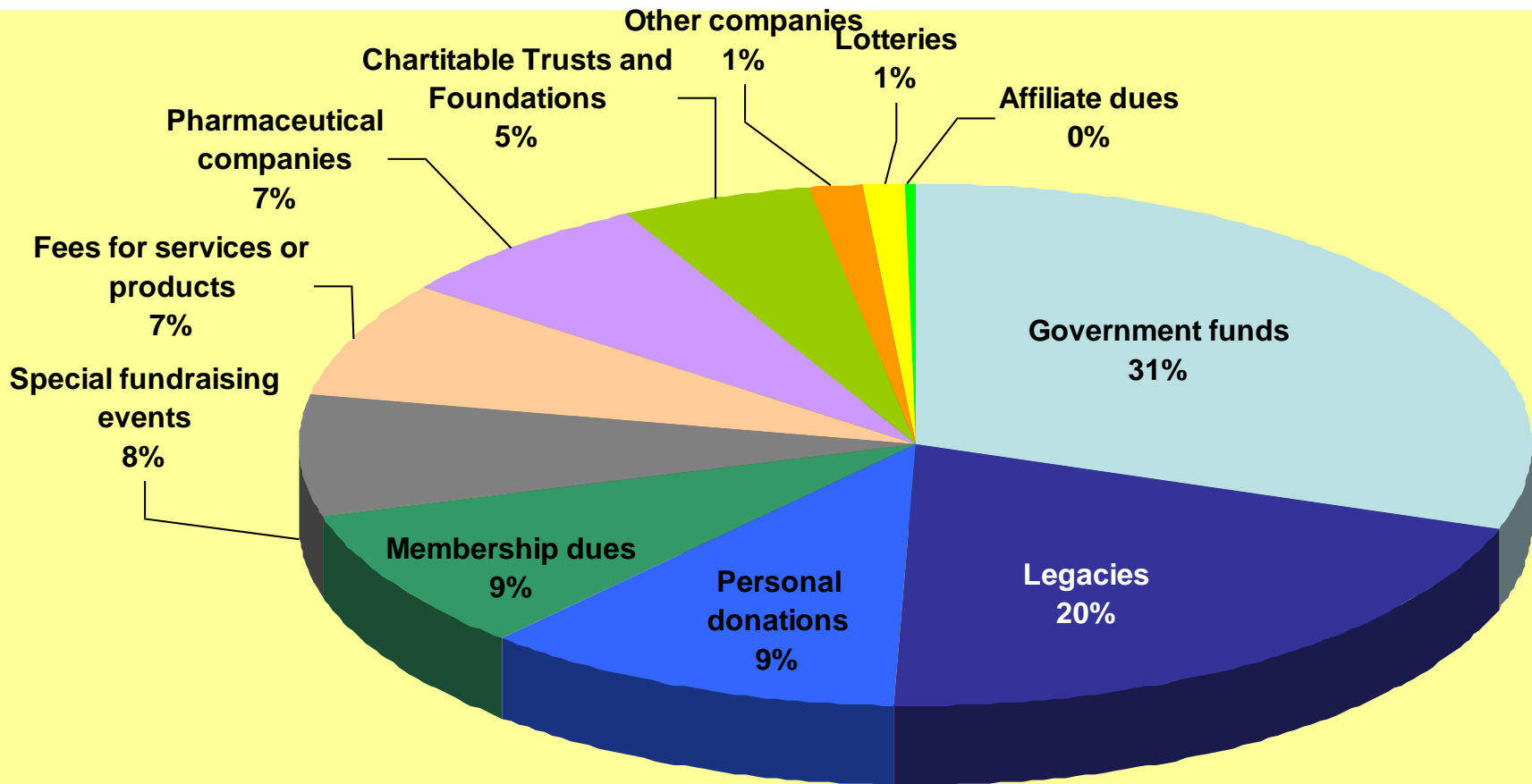
- An overview of fundraising by IBE members,
(source: IBE members' survey, March 2005)
- Basic principles of fundraising strategy: -
 - **Research**
 - **Planning**
 - **Design**
 - **Implementation**
 - **Monitoring**
 - **Evaluation**

IBE Full members' income ($n = 29$)



Where does the money come from?

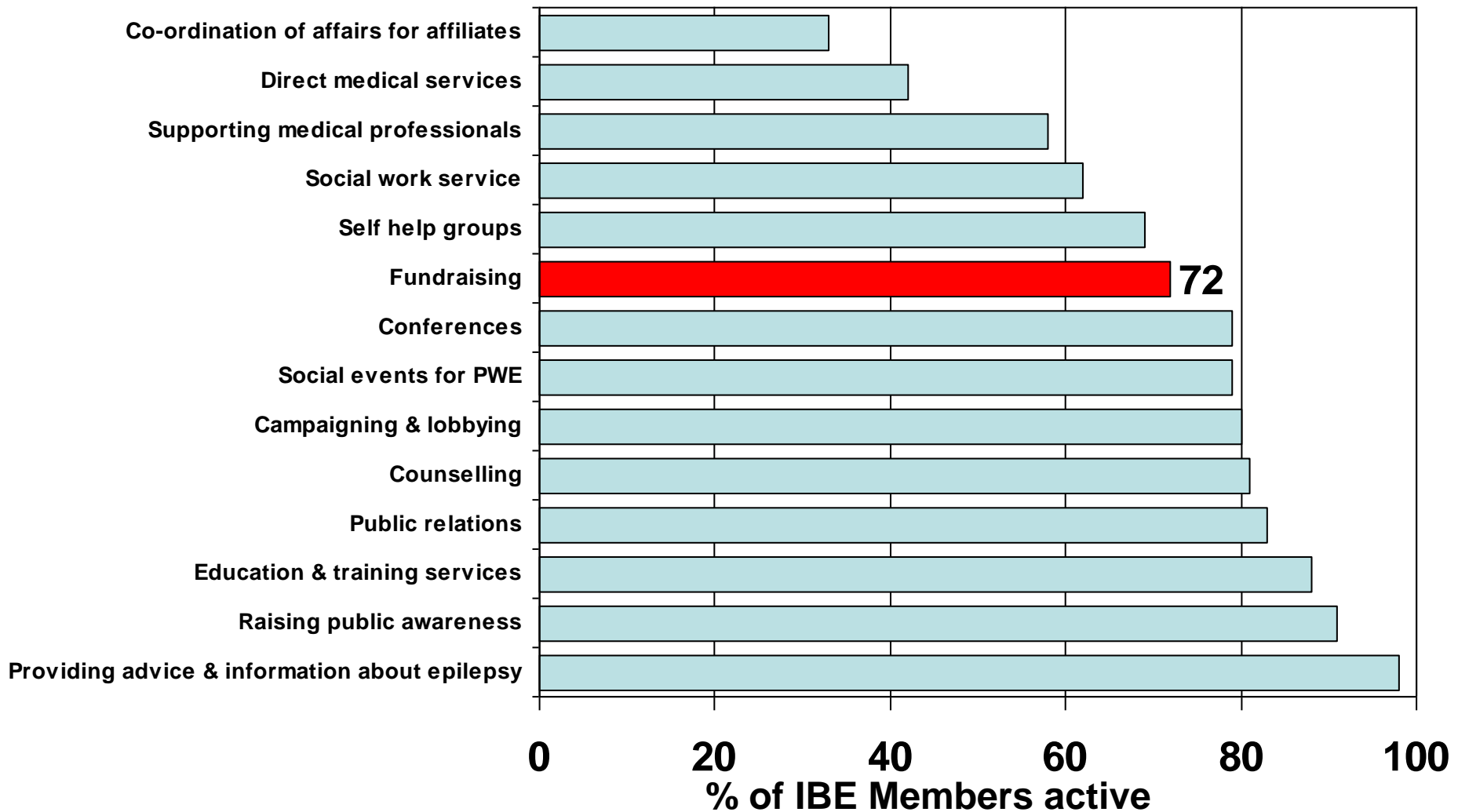
IBE Full Members ($n = 18$)



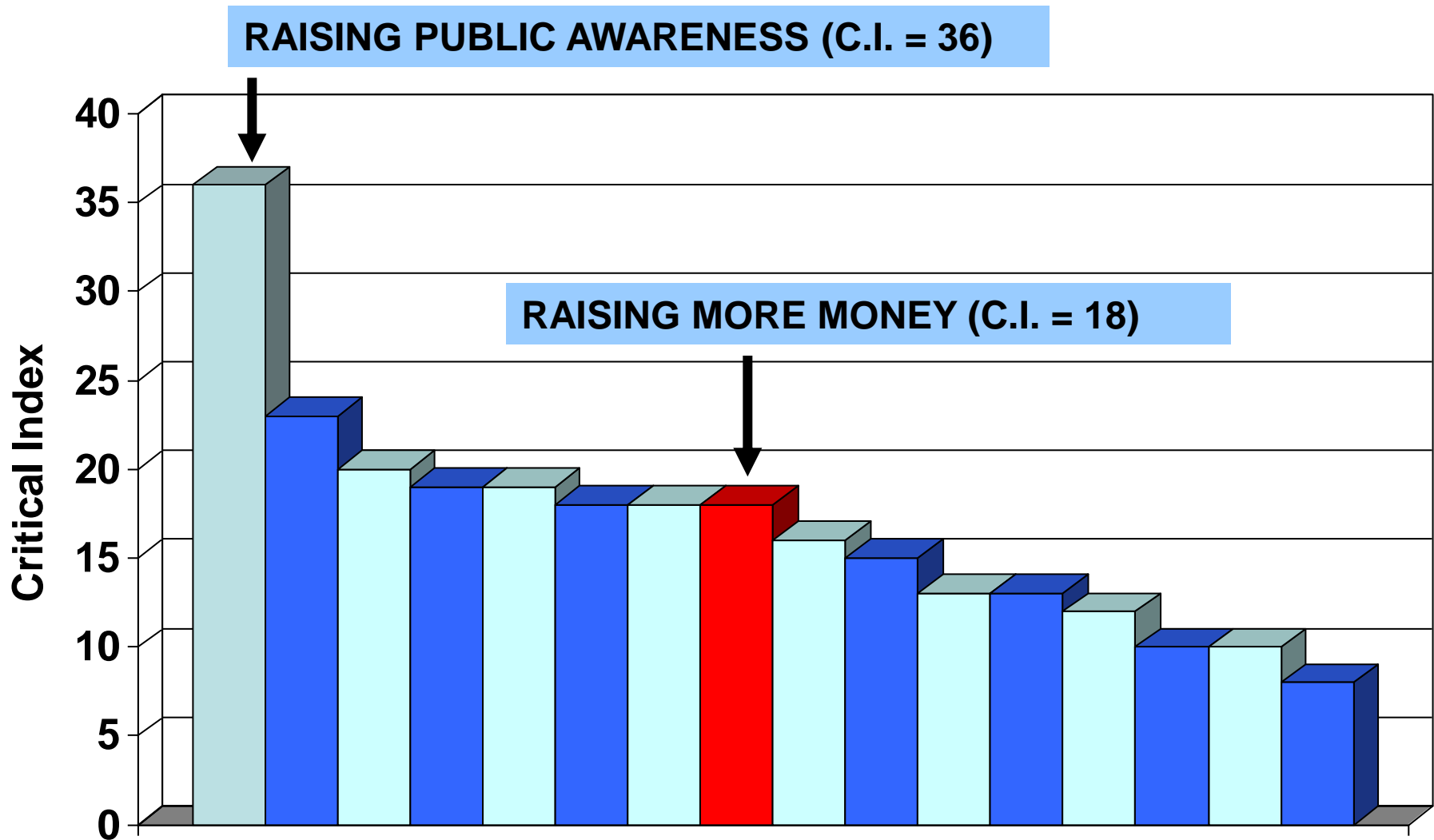
Who does the fundraising?

- 24 out of 32 (75%) IBE members employ fundraising staff.
- 32 out of 42 (76%) IBE members use volunteer fundraisers.
- Most fundraising activity is carried out by volunteers.

The relative importance of fundraising ($n=48$)

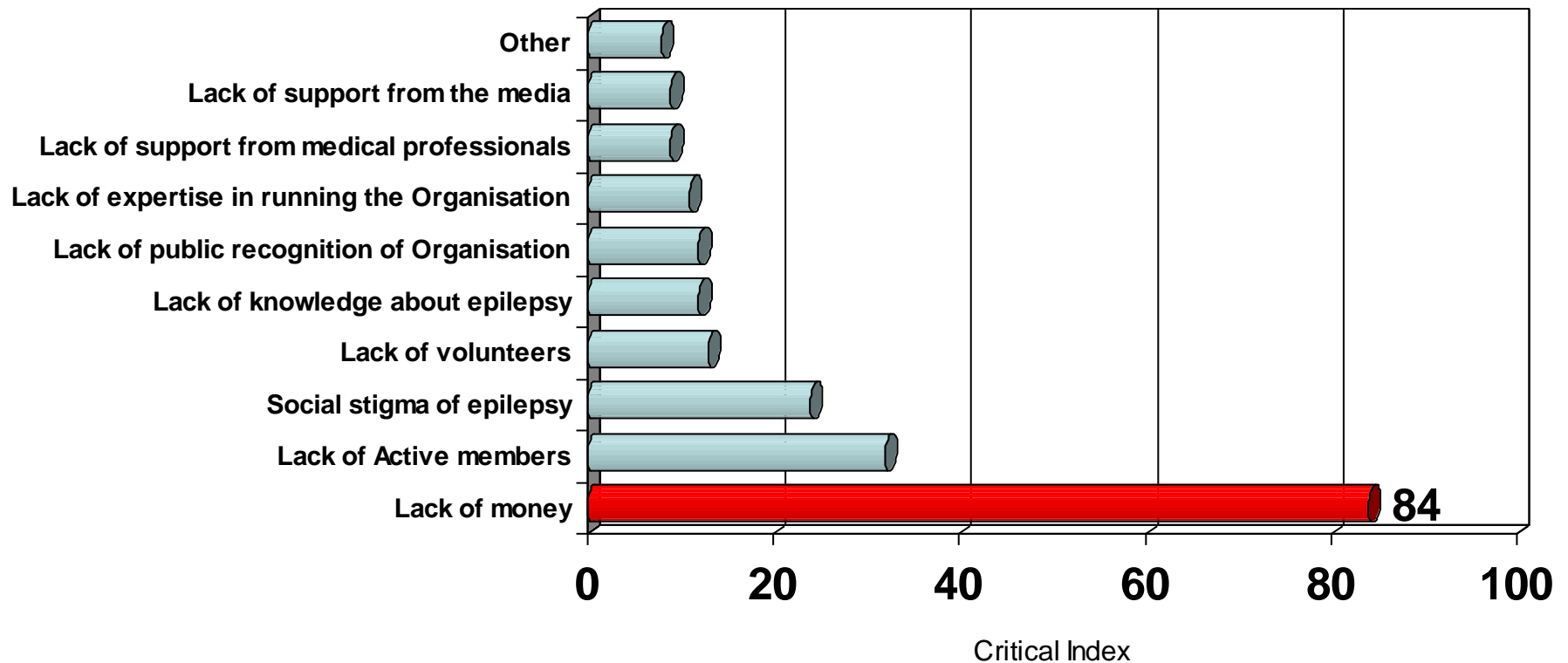


Priorities for next 3-5 years ($n=45$)



The most critical obstacles (*n* =48)

88% of IBE members say that lack of money is an obstacle preventing them from achieving their goals.



Interim conclusions

- Most IBE members do fundraising.
- Money comes from a wide range of sources but 69% of income comes from just 4 sources – that's narrow.
- Fundraising activity is carried out by employed staff but most of it is carried out by volunteers.
- Fundraising is important to us but it is not the most important thing we do.

Interim conclusions

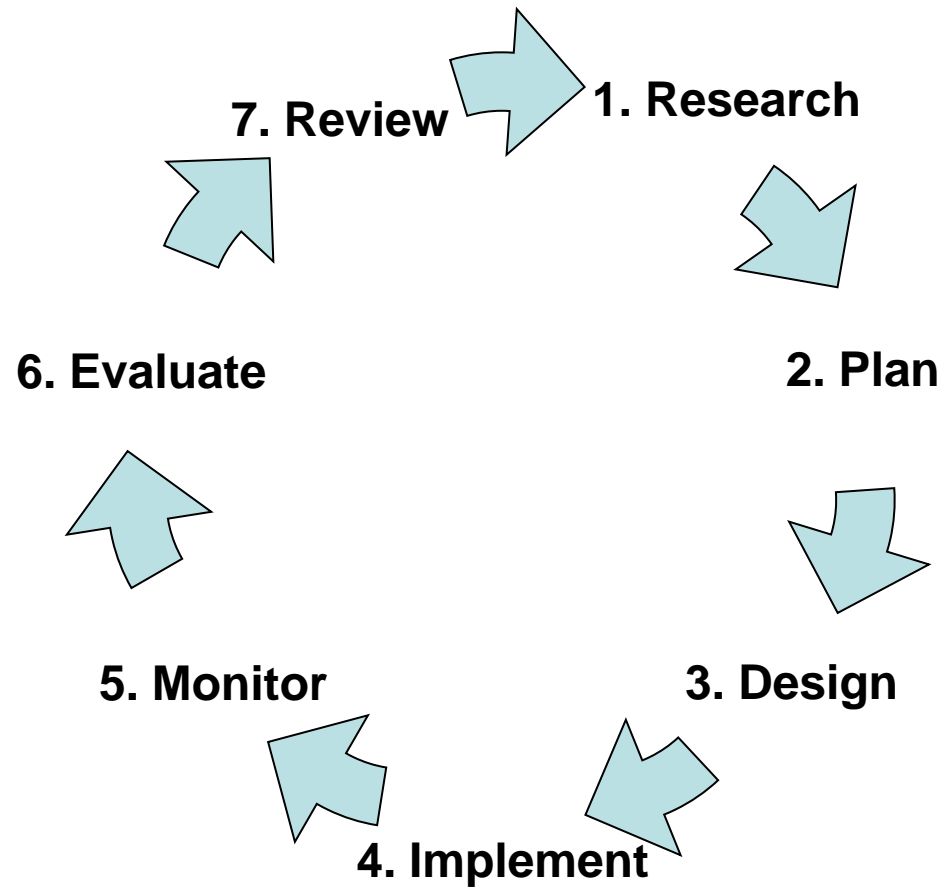
- We exist to help people with epilepsy and their families.
- To do this we need money.
- Not having enough money will prevent us from achieving our goals.
- To get money we need to be good at fundraising.
- Being good at fundraising is therefore critical to our success.

HOW TO BE GOOD AT FUNDRAISING

**Start by
thinking
strategically**



The Strategic Fundraising Cycle



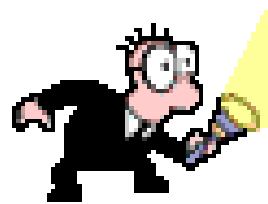
IT ALL STARTS WITH RESEARCH

MARKETS

**TYPES OF
FUNDRAISING**

**CRITICAL
SUCCESS
FACTORS**

MESSAGES



**EXTERNAL
ANALYSIS**

**INTERNAL
ANALYSIS**

COMPETITION

RESEARCH YOUR TARGET MARKETS

WHO OR WHAT
ARE MY
TARGET
MARKETS?

HOW BIG ARE
THE MARKETS?

ARE MARKETS
GROWING, ARE
THERE TRENDS,
WHAT
MOTIVATES THE
MARKET?

WHAT IS THE
MARKET PROFILE,
ARE THERE
SEGMENTS, GAPS
OR NICHES?



POTENTIAL MARKETS

**Existing
supporters –
members,
donors...**

**General
public**

**Service
users**

**Local
branches,
groups,
affiliates**

**New
supporters –
members,
donors...**

**Charitable
Trusts and
Foundations**

**Government
and Statutory
Agencies**

**Pharmaceutical
companies**

**Industry and
Commerce
generally**

TYPES OF FUNDRAISING

**DIRECT
MARKETING**

LOTTERIES

TRADING

FEES

EVENTS

SPONSORSHIP

**MEMBERSHIP
DUES**

**AFFINITY
PRODUCTS**

GIFTS IN KIND



What is your fundraising message?

- **WHAT ARE YOU RAISING MONEY FOR?**
 - **LINK THIS CLEARLY TO THE BENEFIT THAT WILL FLOW TO PEOPLE WITH EPILEPSY**
- **‘SELL THE SIZZLE NOT THE SAUSAGE’ – BENEFITS NOT FEATURES**
 - **HELPLINES ARE NOT ABOUT TELEPHONES. THEY ARE ABOUT MAKING PEOPLE’S LIVES BETTER BY PROVIDING THEM WITH ADVICE AND INFORMATION**
- **WHAT ARE THE BENEFITS TO YOUR DONORS?**
 - **HOW MUCH SHOULD PEOPLE GIVE?**

Internal Analysis

What are you good at, what are you not good at, what opportunities are there, what can stop you?

Strength -

Clear and
deserving case
for support

Weakness -

low public
profile.

Opportunity -

new AED coming
to market.

Threat -

strong
competition

External Analysis

What is the environment like in which you will
fundraise? What can help or hinder you?

Political –

legislation and
regulation

Economic –

business cycles,
economic forecasts

Social –

public
generosity

Technological –

the internet

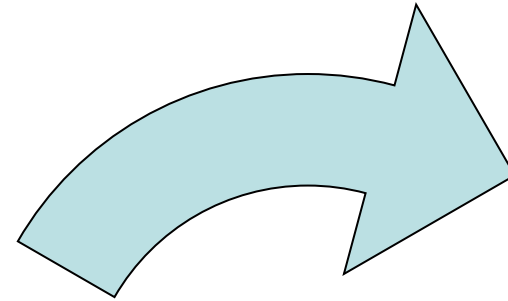
Critical Success Factors

**What do you absolutely have to have in order to be successful?
Do you have these things? If not, can you get them?**

Critical Success Factors might be: - people, time, money, expertise, contacts, material, reputation, information, profile...

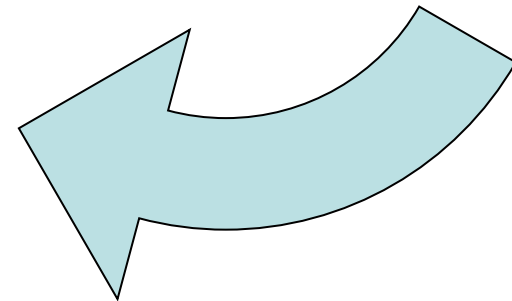
Plan

- **Set objectives**
- **Set targets**
- **Priorities**
- **Resource allocation**
- **Timing**



2. Plan

1. Research



Planning

Set strategic fundraising objectives

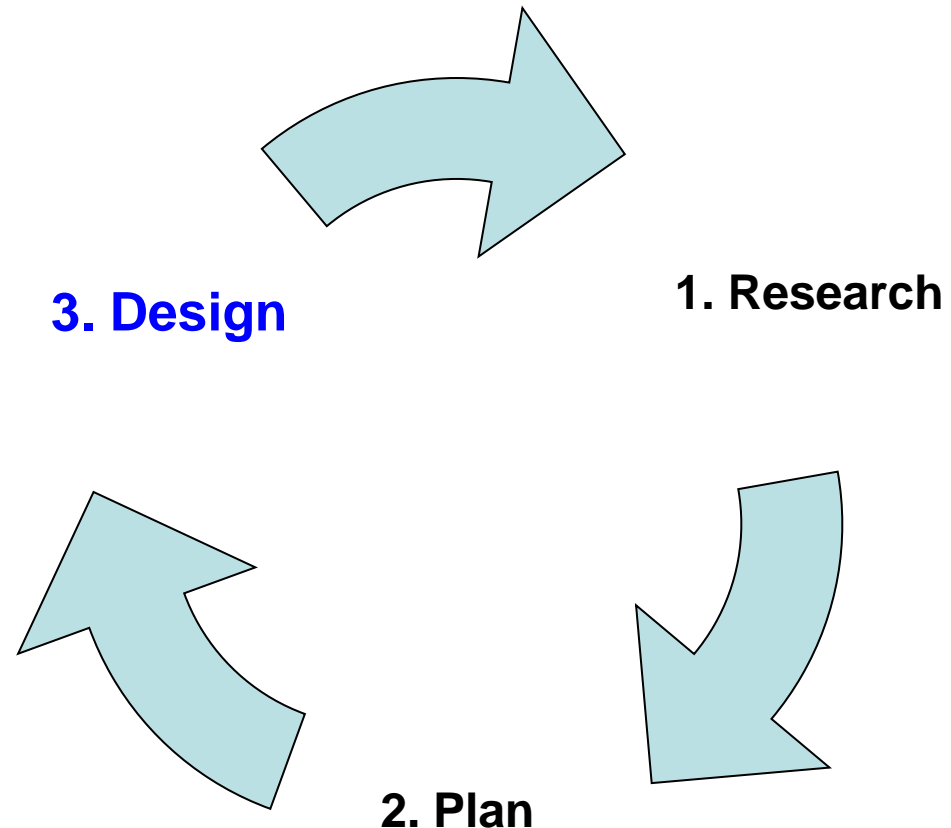
- Where does fundraising fit within your overall strategy – relative importance and priority?
- What do you want your fundraising to contribute to the overall success of your organisation in the longer term (3-5 years)?

Define your ambitions as targets

- Increase total income
- Increase sustainable income – planned giving
- More supporters – members, donors
- Develop new sources of income
- Apply new fundraising techniques
- Build fundraising knowledge and expertise

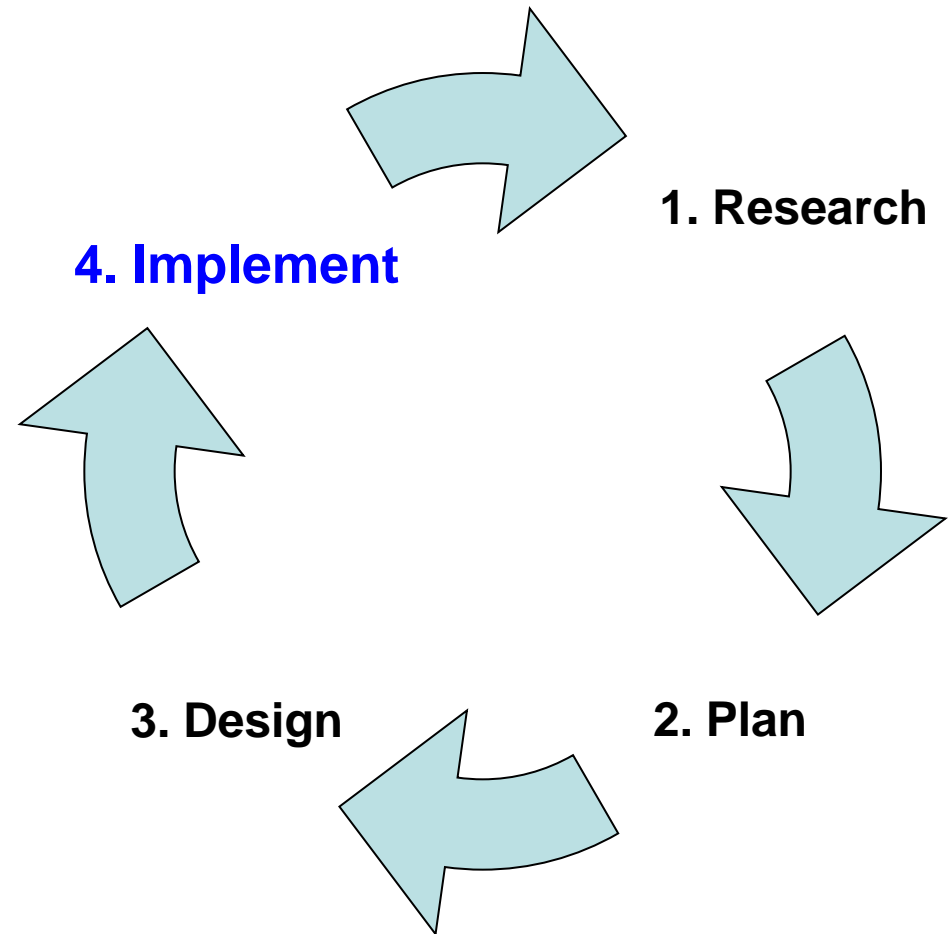
Design

- Develop materials
- Making the fundraising case
- Fundraising messages
- Training
- Document your plans
- Set up monitoring and evaluation systems



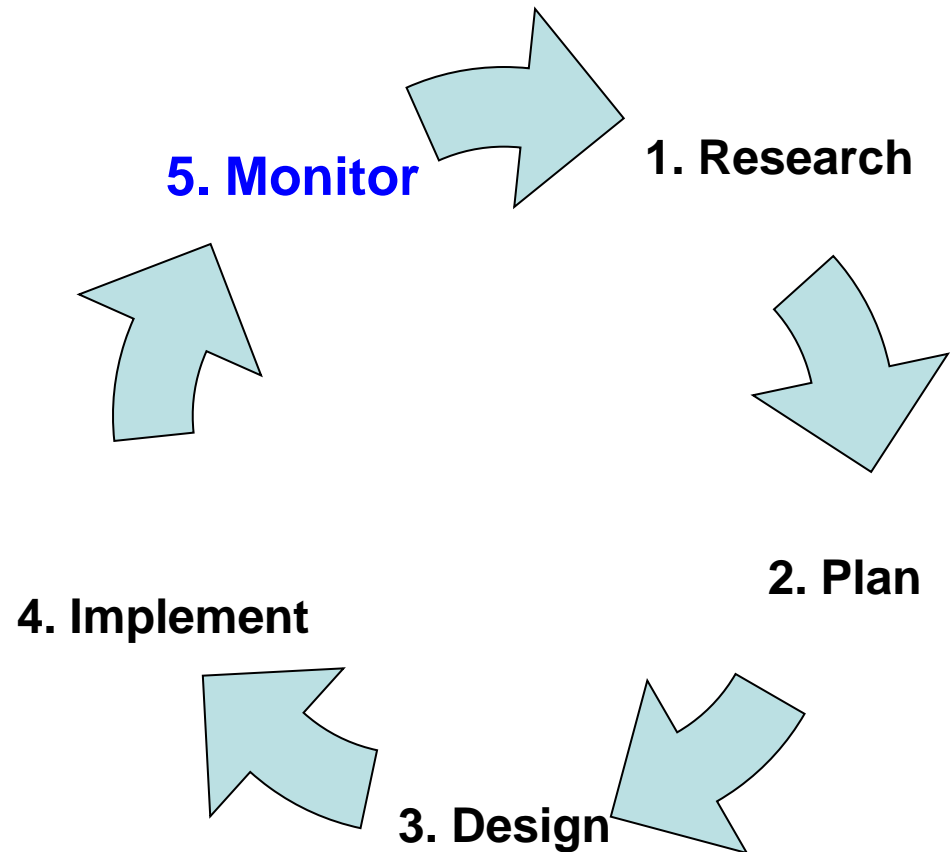
Implementation

- Putting your fundraising plans into action.
- Communicating your plans



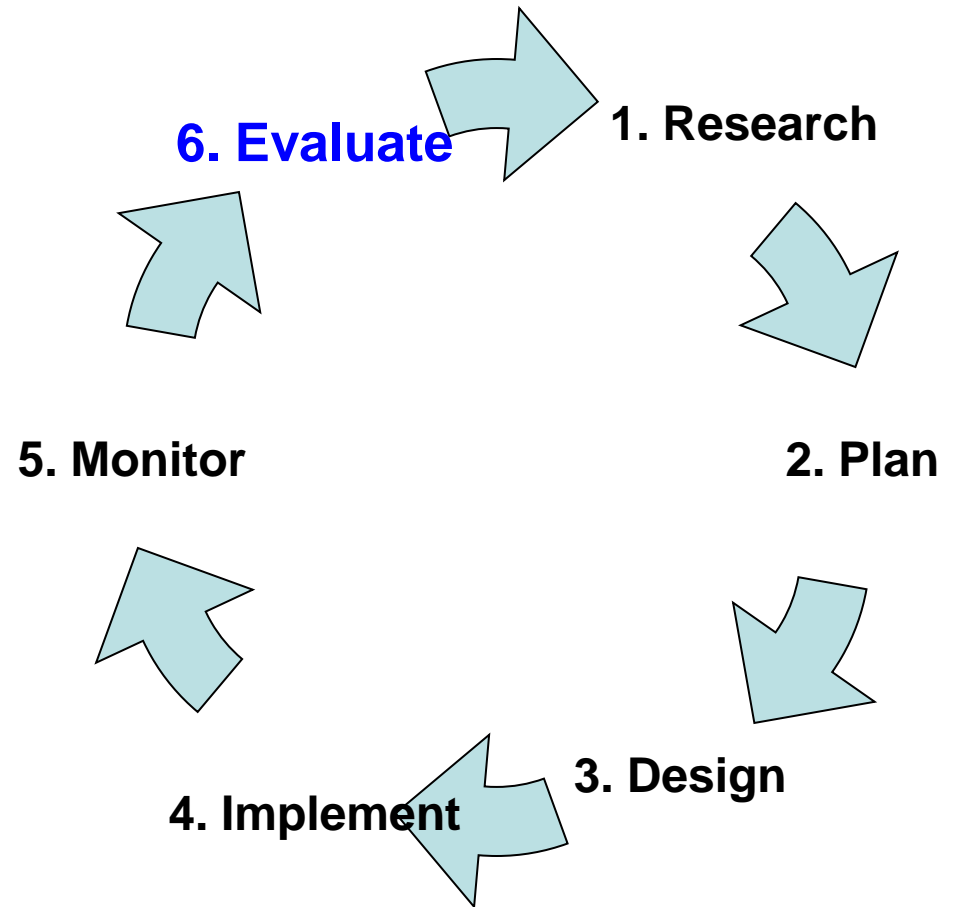
Monitoring

- **Use performance indicators**
- **Recording systems**
- **Active learning, listen to feedback**



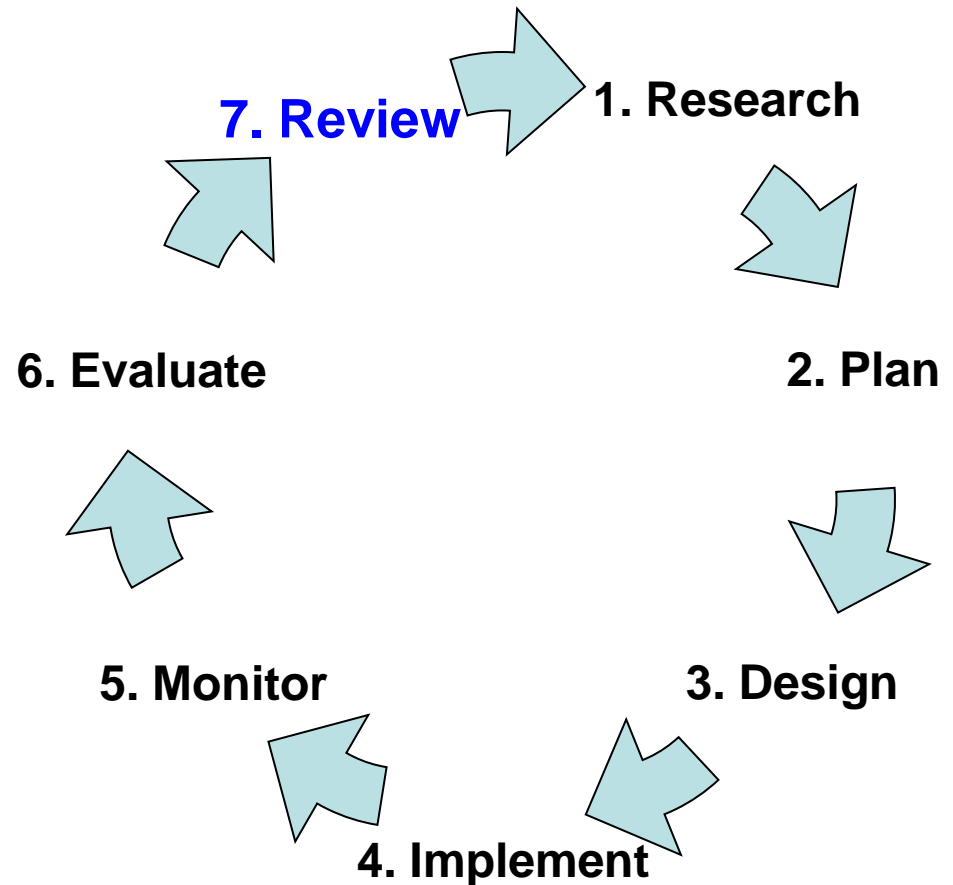
Evaluation

- **Measure actual performance against your intended outcome.**
- **Did you achieve what you wanted to achieve?**

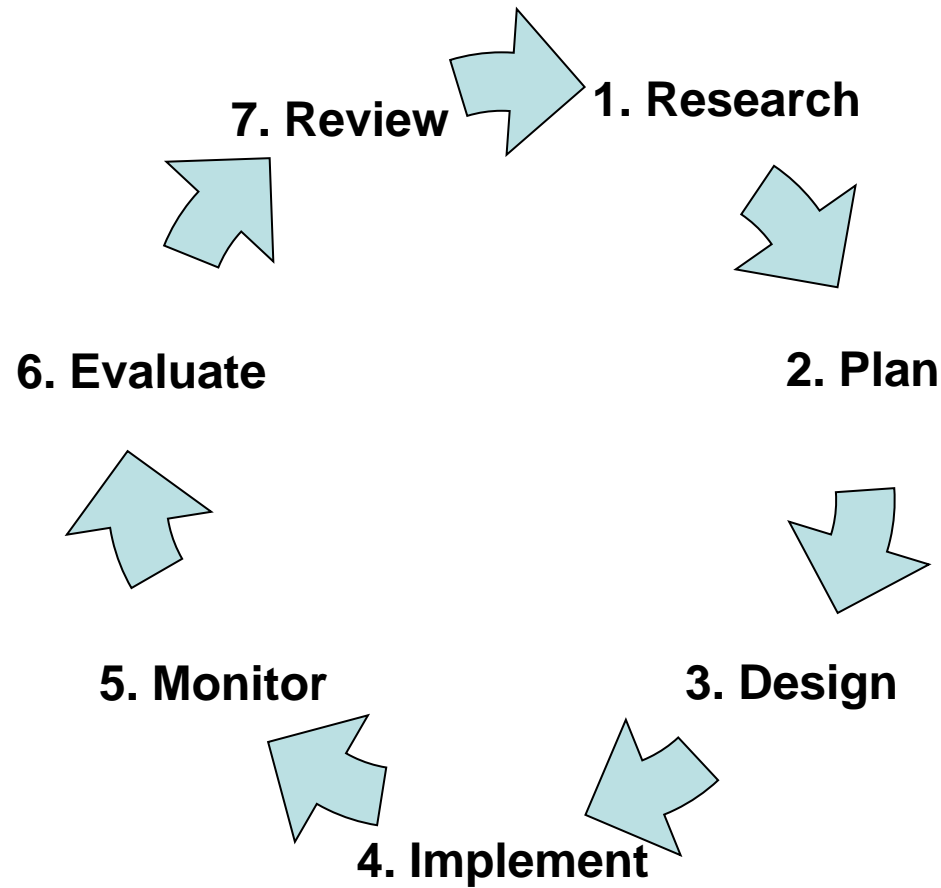


Review

- Research
- Plans
- Design
- Implementation
- Monitoring
- Evaluation
- Respond to strategic changes
- Adjust and adapt as necessary

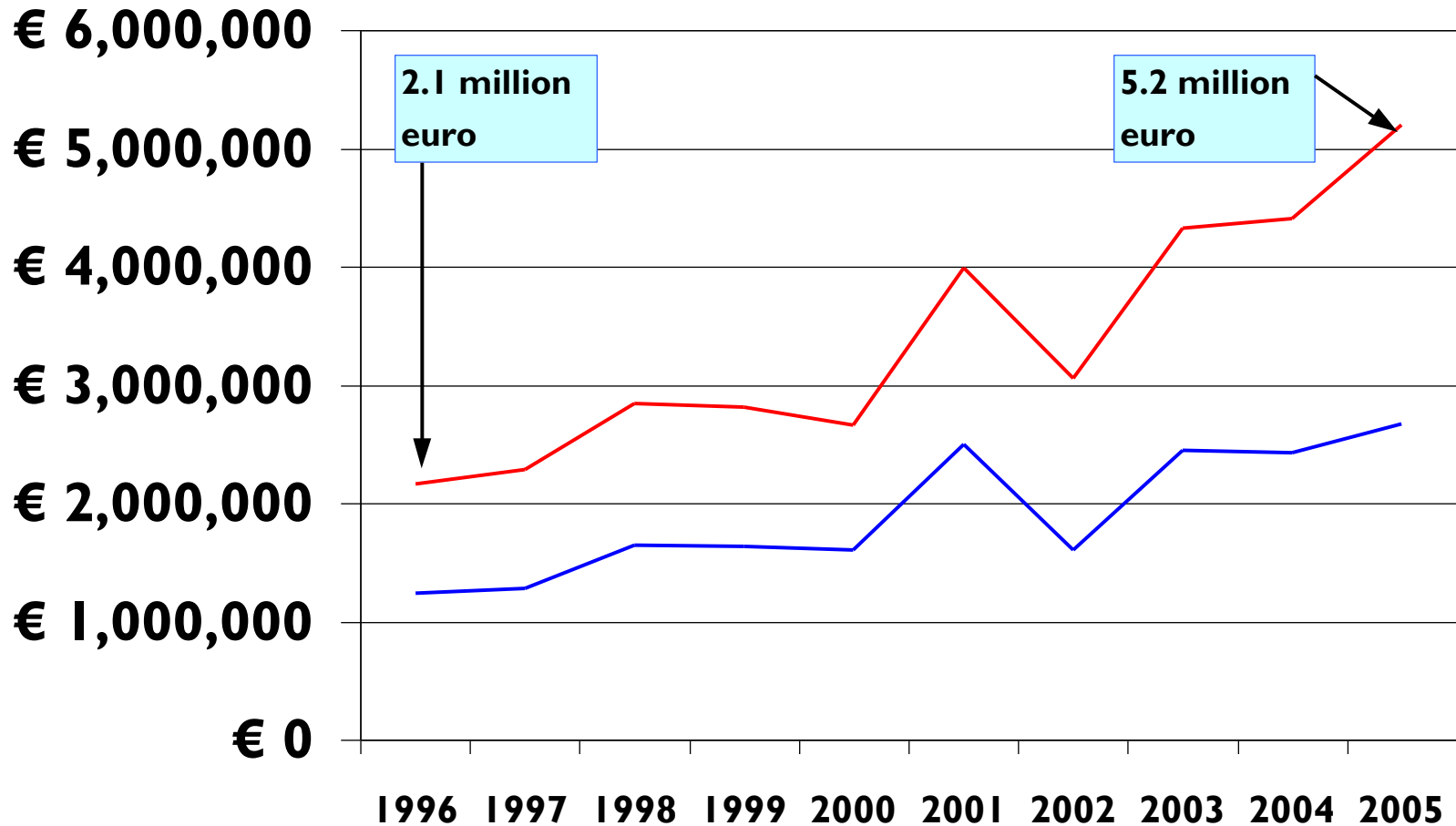


The Strategic Fundraising Cycle



Does it work?

Epilepsy Action, UK 1996 - 2005



£1: euro1.44739

— Gross Income — Net Income