

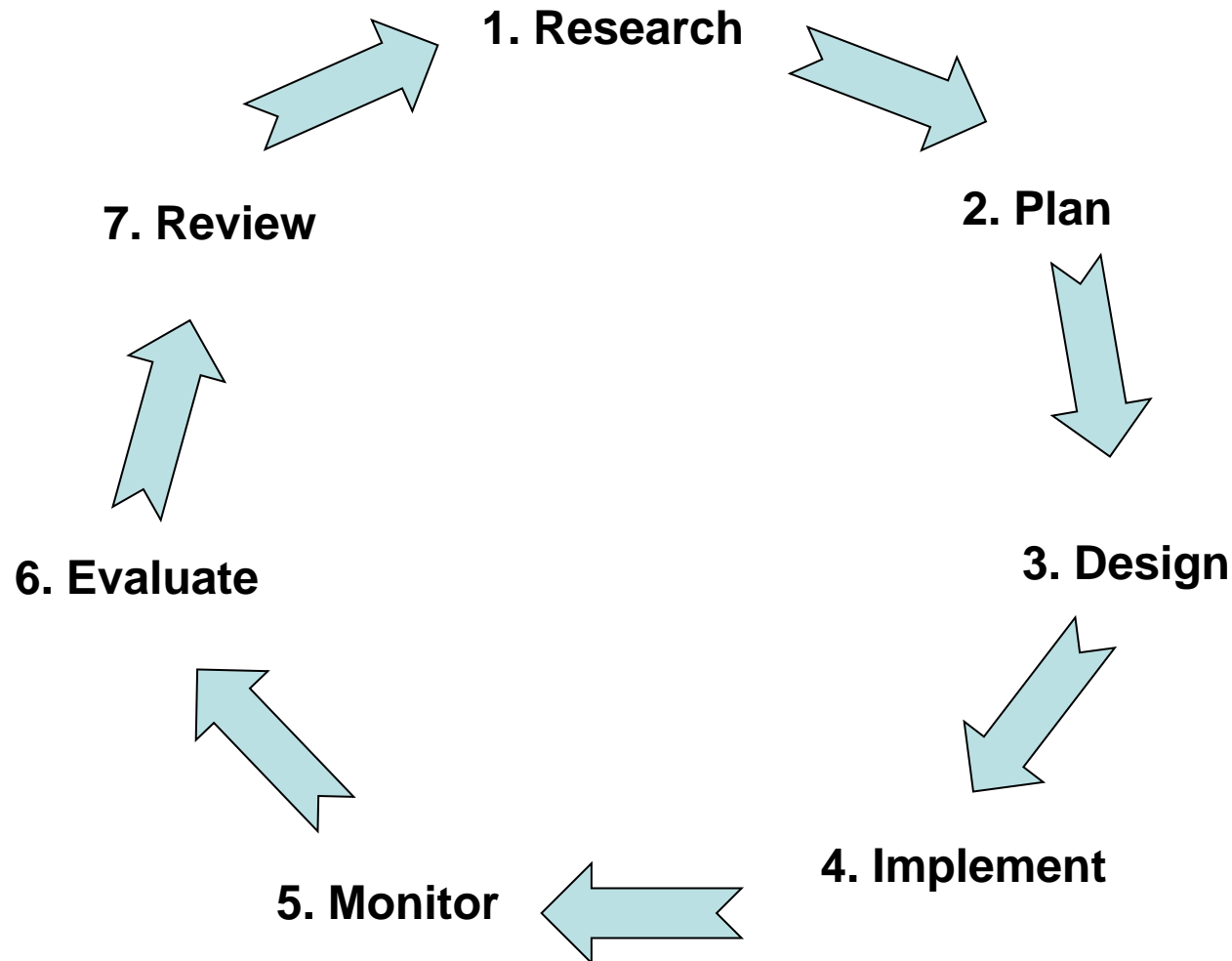
FUNDRAISING

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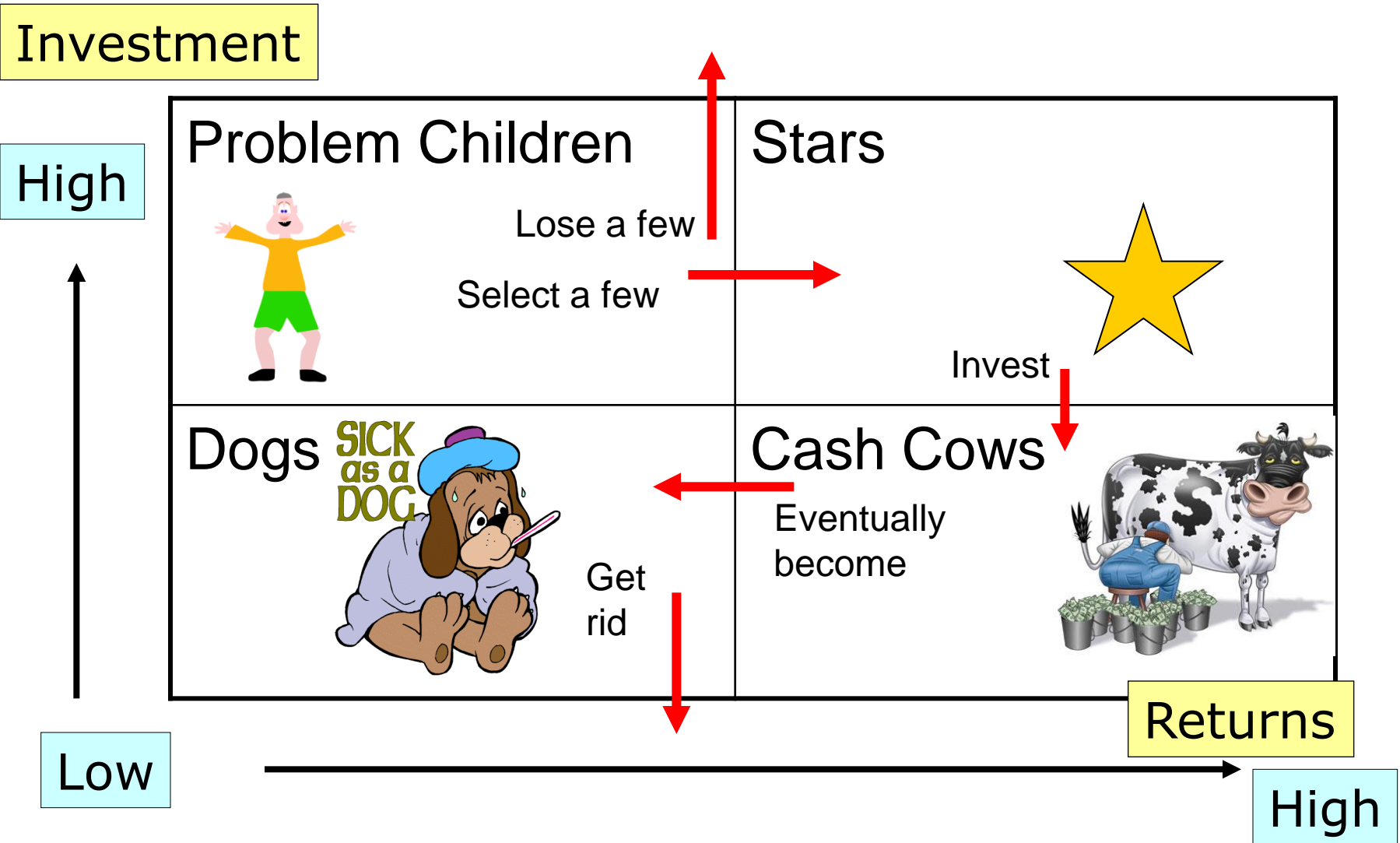
Content of this session

- Some basic fundraising tools
 1. The fundraising cycle for a strategic approach.
 2. The Boston Matrix for balancing your fundraising.
 3. Product life cycles for continuity and mix.
- Thirty Top Tips

The Strategic Fundraising Cycle

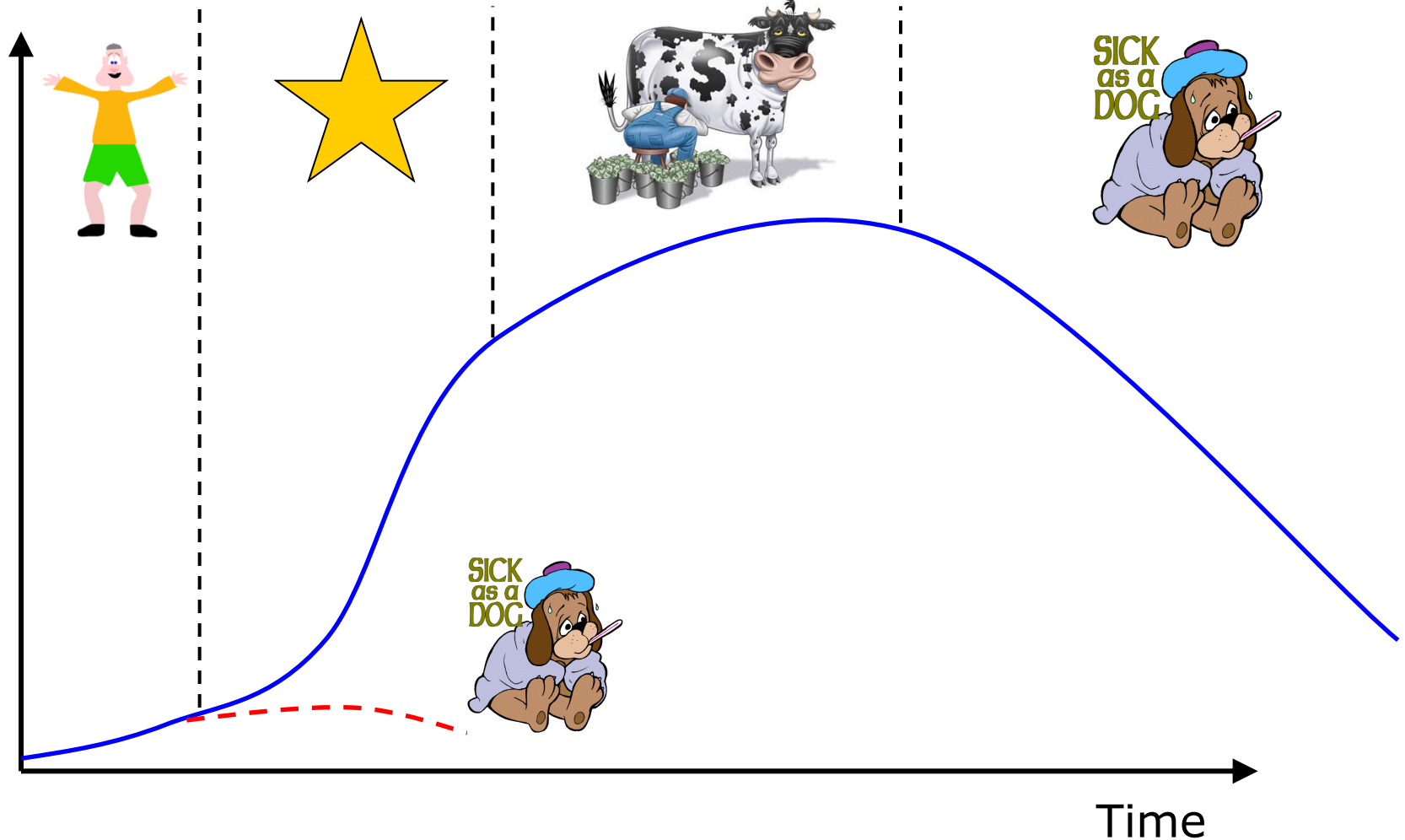


The Boston Matrix



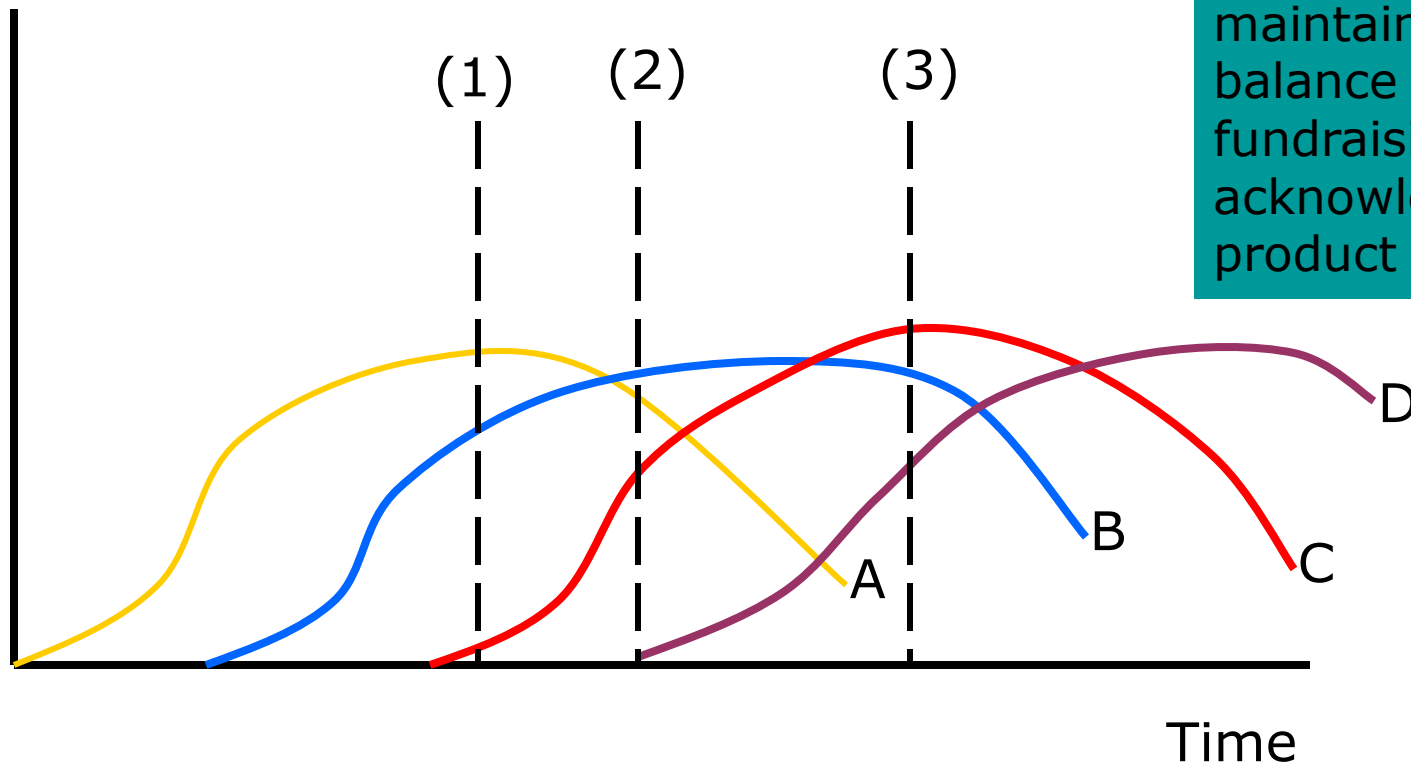
Life of a Fundraising Project

Revenue



The Fundraising Product Life Cycle

Revenue



This shows the importance of maintaining a balance in your fundraising that acknowledges the product life cycle.

TOP TIPS

1. See fundraising as a legitimate investment. Invest in your fundraising – time, money, people, material, PR, profile...
2. Get high level buy in – get the active support of the Board and of senior managers for your fundraising.
3. Planning and research take time but will pay you back in the long term. Be patient – take a long term view and plan strategically.

TOP TIPS

4. Be clear about why you are fundraising and what you are raising the money for.
5. Be **SMART** - **S**et **M**easurable **A**chievable **R**ealistic **T**argets.
6. People give to people. Make your fundraising messages human.

TOP TIPS

7. Those most likely to give are those who have just given.
8. Tell people how much to give.
9. Use a 'ladder of giving' to show people how much they should give.
10. Use any tax advantages there might be to maximise the value of giving.

TOP TIPS

- 11.** Create a relationship with your donors. Go for repeat giving not just one off donations. Working existing donors is easier and cheaper than recruiting new ones.
- 12.** Use committed giving techniques like regular direct payments – standing orders, direct debits...

TOP TIPS

13. Make it as easy as possible for people to give to you. That means being able to receive and process their money by their choice of giving – cash, cheque, credit card, debit card, direct debit...
14. With a particular fundraising appeal, look for some Lead Gifts – some very large donations – that you can show off to others to encourage them to give as well.

TOP TIPS

- 15.** For large appeals, especially capital project appeals, get at least half your money in before you go public.
- 16.** Know the laws and regulations that apply to fundraising in your country.
- 17.** Be ethical, responsible and honest. Your integrity and reputation should be amongst your greatest assets.

TOP TIPS

- 18.** Differentiate yourself from the competition. What is unique about your cause or your fundraising that will attract people's support?
- 19.** With so much to choose from - do what you know best, do what you're good at, do what you know works.
- 20.** Use fundraising ratios to help decide what type of fundraising to do and to measure your success.

TOP TIPS

- 21.** Use risk assessment to help you choose what fundraising activities are right for you - risk versus return.
- 22.** Get an even balance in your fundraising mix. Try and avoid being dependent on a particular market or a particular fundraising technique.
- 23.** Co-ordinate your fundraising activity so you have a mix of problem children, stars and cash cows.

TOP TIPS

24. Get rid of the sick dogs!
25. Insure yourself - public liability insurance for things like events.
26. Have a proper legally binding contract if you use external professional fundraising agencies or consultants.

TOP TIPS

- 27.** Beware the 'too good to be true' offer. If it looks too good to be true, it probably is.

- 28.** Security and control. Make sure you have appropriate security and control systems in place to protect your fundraising and in particular to safeguard against theft, fraud and deception.

TOP TIPS

29. Fundraising is about raising money. It is not about raising awareness, promoting the organisation or about raising the profile of epilepsy. All of these things may happen as a result of your fundraising, or they may be pre-requisites to assist your fundraising but they are consequences not objectives.

TOP TIPS

30. You can use all sorts of business tools, data analysis and scientific theory but ultimately fundraising is about people – people we are raising money for and people we are raising money from.

You need to know about people.

Is this a good fundraising target?

- An eighty year old grandmother. She has lived on State benefits all her life. She lives in an old house in an inner city with her elderly husband. She needs help around the house, especially now that her four children have all grown up and left home. She is interested in many good causes but rarely if ever donates money to them.



And finally...

TOP TIP NUMBER 31

always remember to say

THANK YOU