

Fundraising - Ways to improve your income generation experience

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Let me introduce a friend

Ansley

- I should explain - I'm not the normal run of the mill fundraiser
- I have been doing this for a very long time
- Ansley, is a community development worker in the Trust I used to Chair, is someone I supervised and who was brand new to fund-raising
- So we will explain some of this though her ideas as a brand new fundraiser.

Why me ?

The approach came from a DTAS Conference where Ansley and I presented our experience from a Community Trust in South West Scotland

That Context

Small rural community 700 people
Raised £300k in 18 months with a further £200k in the pipeline and another £200-500k in planning

In 2020 Trust had :- no building , no staff and basically no money !

Now have a Community Hub, Community Cafe , we own the car park on which the Trust will build our Net Zero response, storage facilities, a bunkhouse, an outdoor market and affordable housing .

My Context

Bizarre career inc 49 Years Voluntary Sector experience
Trustee experience here and the USA
Chaired 7 organisations including Borders Forest Trust
Former CEO of a Marketing and Fund-raising Consulting Company
Worked with clients from the well known to the tiny

Probably the only person most folk know who has pitched face to face to Bill Gates for funding

Personal expertise

Organisational (re)positioning for income
High value Appeals
Fund-raising in the USA

These days I am essentially retired but I advise train and mentor.

Some key messages about fundraising

The important bits

- It is the most competitive environment in my life time (and I'm pretty old)
- Latest figures Small charities make up 96% of the total and get 5% of the income
- Charities with an income of £10-£100m take 32% of the income and make up 1% of the sector
- Large charities have significant fund-raising assets
- Chartered Institute of Fundraisers has over 4900 members at the last count
- Donors are squeezed - but there are significant funds out there
- You have to **really** understand your community or organisation and your offer
- That said - it is not about **you** - understanding donors and what **they** need is critical
- You can't do this on your own- you need support, advice , guidance
- Getting the processes right is a minimum requirement
- **It is a cliché , but people give to people**, networking is crucial
- Always under promise and over achieve
- Find every excuse this side of good taste to keep in contact with your donor(s) (try not to get a restraining order)
- Fund-raising is not an event it is process, it doesn't end when you have got the money

Your relationship with your donor is critical

It is a balancing act between being relevant and over familiar



How are you going to fund-raise?

It depends on your assets

- You could employ a consultant - £250- £1000 per day .
- You could employ a fundraiser
- You could access fund-raising skills - Ansley is becoming a hybrid CDO + FR
- Key within all of this is what you can invest
- So knowing what kind of fund-raising will give the best return for your kind of organisation is essential.

I'm basing this presentation around the notion that the majority of organisations will not have the assets to have a fund-raising team or possibly a dedicated fundraiser

What donors will you aim for?

It depends very heavily on the kind of organisation you are

- Trust and foundations
- Institutional donors - Lottery / Scot Gov/ West Gov
- Major Donors
- Business sponsorship
- Shares (More on this later and very relevant to this agenda)
- Appeals :- 51% of the sectors income comes from the public
- Legacies
- Earned income

ROI

What returns the most for you for the least effort ?

But

What can you repeat and will continue to return for you ?

Trusts + Foundations

Forget the golden cheque

Think of Cakesno really

- The biggest mistake made is to look for the single donor who will fund all you need
 - a) that leads to dependency
 - b) donors like risk sharing
 - c) it is very depressing when you fail

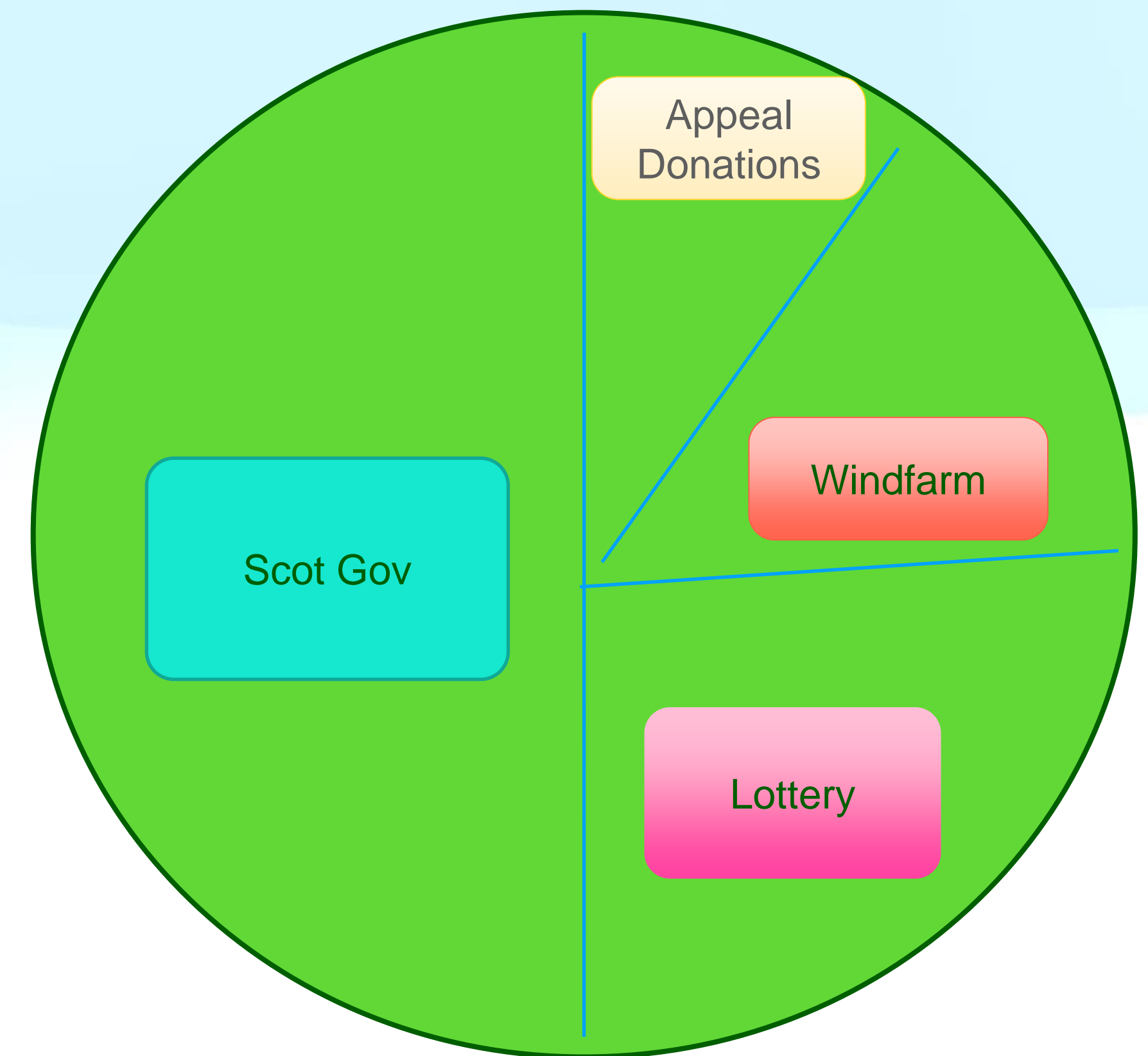
Caveat :- there are some donors who prefer to fund the whole project , but they are rare .

only put all your eggs in one basket if you are particularly fond of omelettes, have a portfolio of fundraising targets

- Matched funding is the name of the game and creates a legacy of invested people and advocates for your work.

- *Cakes...Ansley explain cakes*

You may end up with a funding portfolio that looks a bit like this



But how do you get there.?

Community Transport Project

But isn't Just about Transport

Net Zero Donors

Sport?

Creating the themes of your approach will point you towards the donors who are most relevant to you needs

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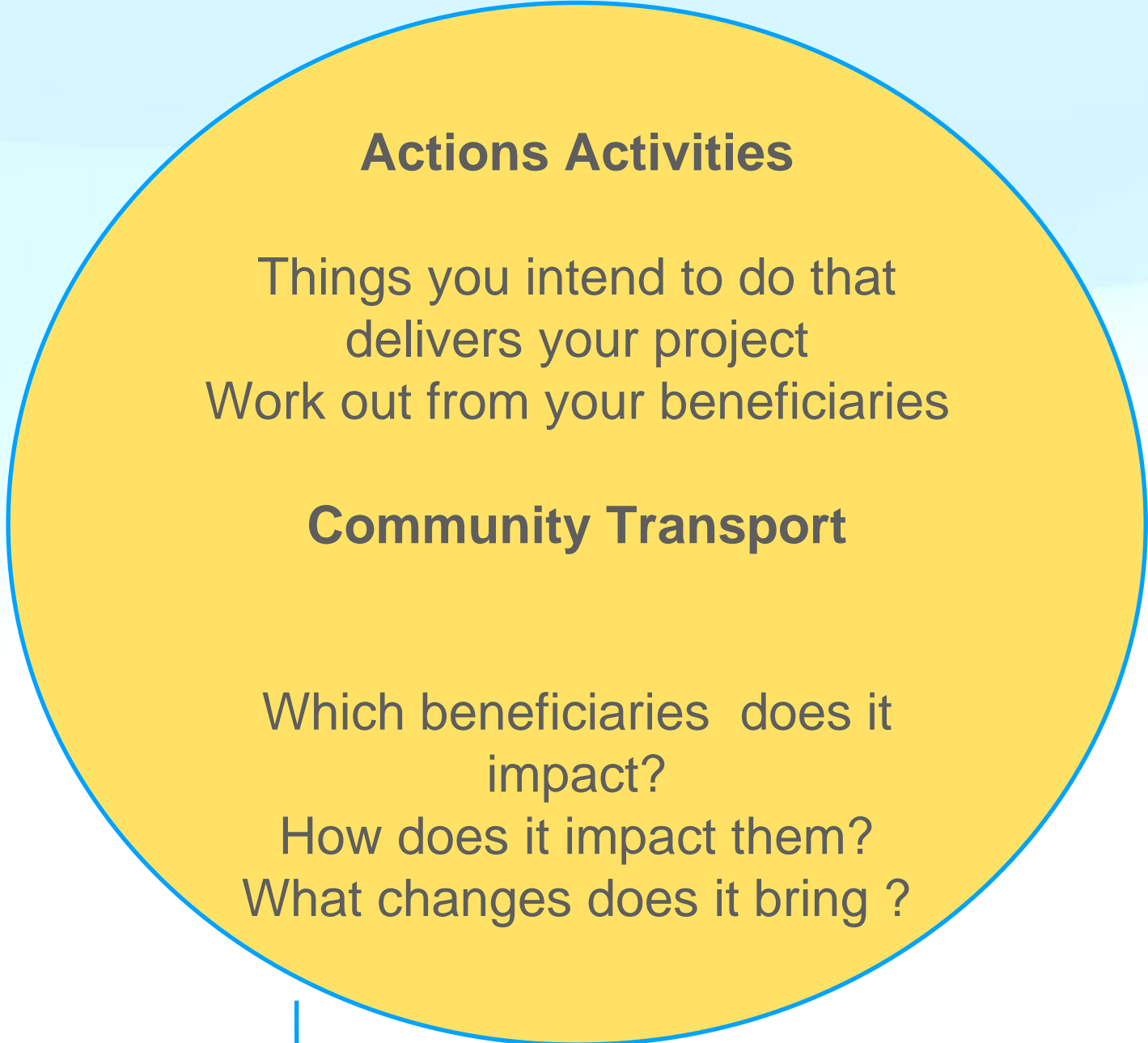
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Social Isolation Donors

Employment?

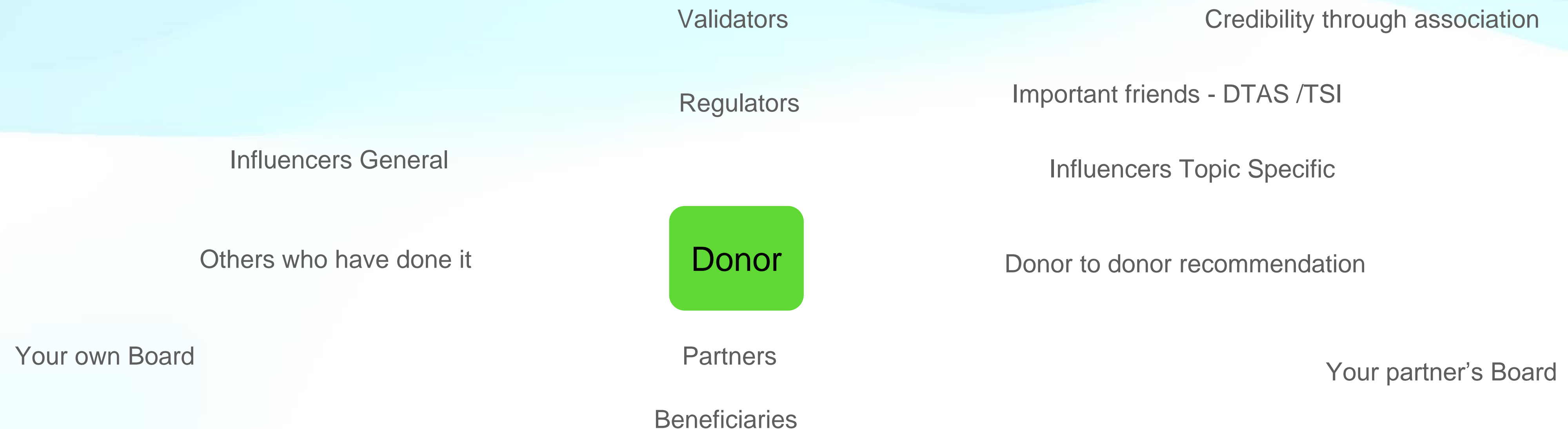
Creating the demography of your approach, defining your beneficiaries
Elders
Children
Disability
Carers etc
Single Parents

Actions Activities
Things you intend to do that delivers your project
Work out from your beneficiaries
Community Transport
Which beneficiaries does it impact?
How does it impact them?
What changes does it bring ?

Starting from Scratch

Creating influence and relevance when you have none

- We all start from somewhere, how can you create relevance that donors respect?



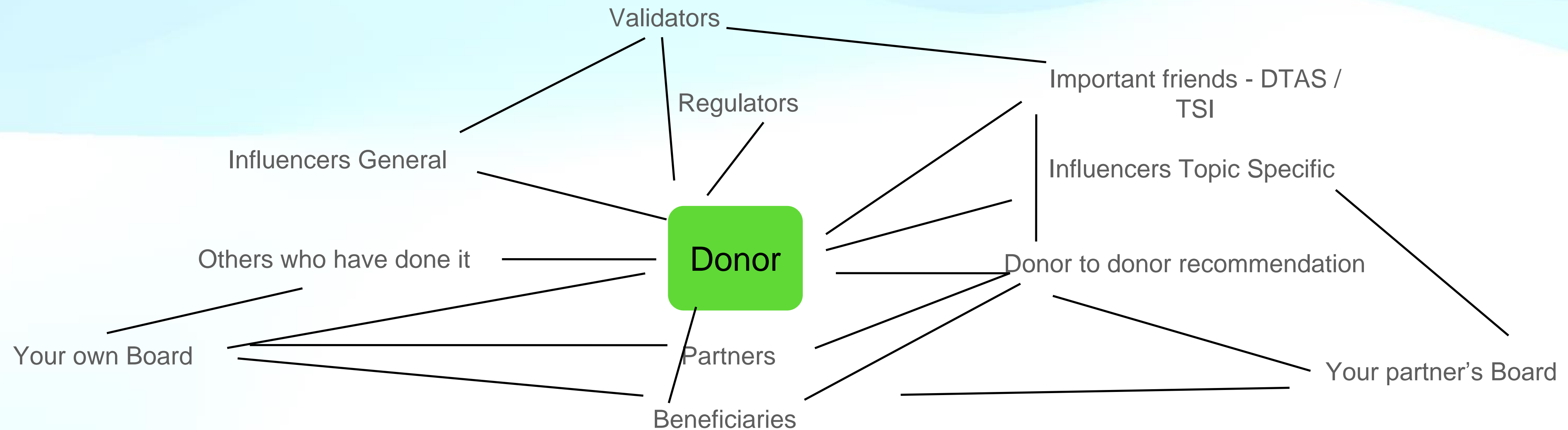
Six Degrees of separation or small world phenomenon

Chain-Link theory (Frigyes Karinthy)

Starting from Scratch

Creating influence and relevance when you have none

- We all start from somewhere, how can you create relevance that donors respect? Credibility through association



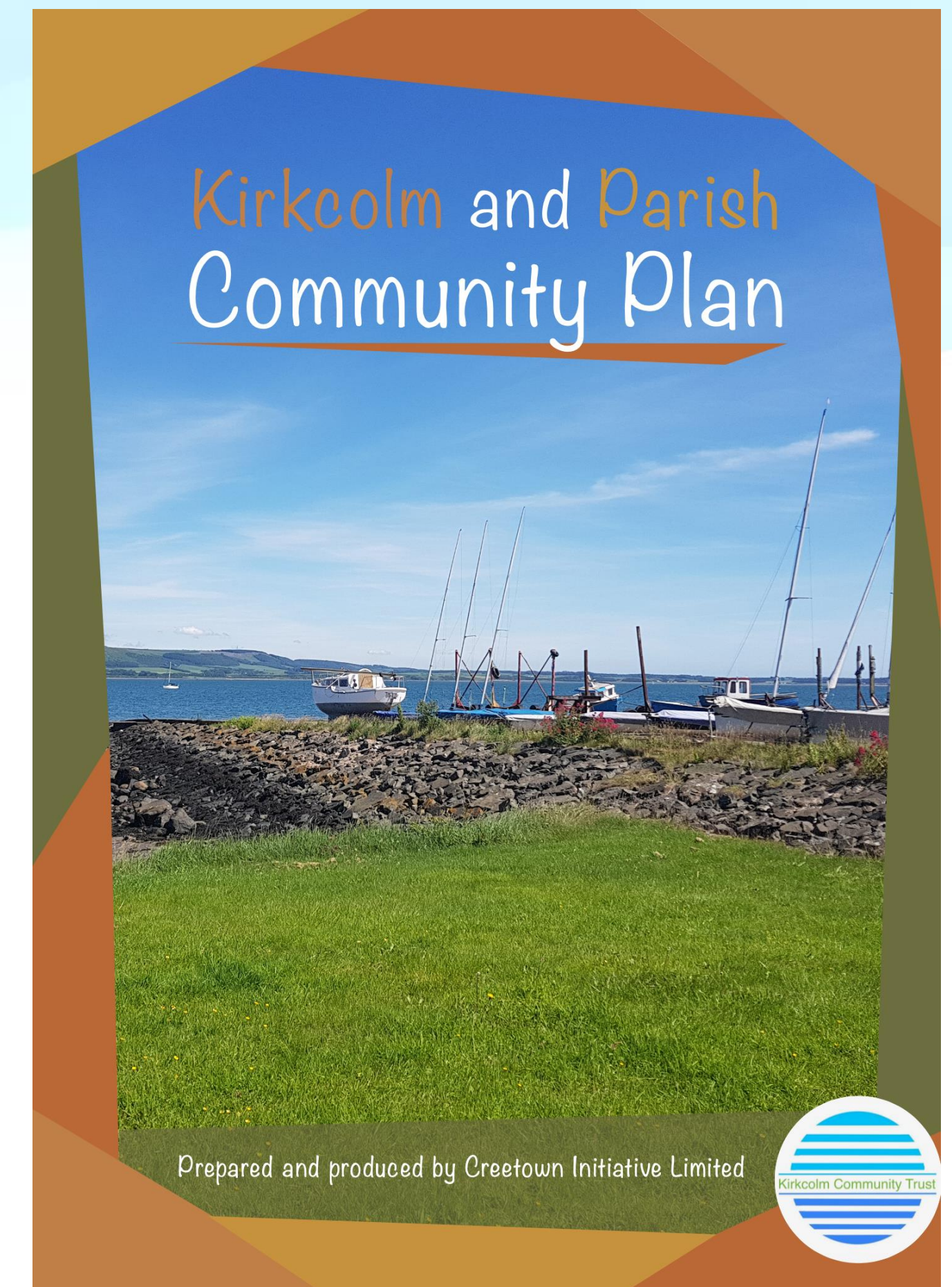
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Chain-Link theory (Frigyes Karinthy)

Getting fit to improve your hit rate with donors

So many unsuccessful applicants talk about themselves rather than the difference that they will make .

- Understand yourself -demonstrable **community relevance** and acceptance of purpose
- A good **understanding of your beneficiaries** and **how they will benefit**
- A capacity to state in **plain words** what the problem is and why **you specifically** are providing the solution
- A very clear **baseline** that illustrates change when it comes
- A well developed product backed with **statistical provenance** (**notion of 3 levels of proof**)
- **3rd Party** proving evidence
- Branding - **differentiate yourself** from local competition
- Core communications that **you all adhere to**



The essentials that you need

The day to day stuff

- Understand ROI - What is an efficient return on investment for your organisation. :- Measure it by the amount of effort that you put in against the return
- Access to a fund-raising data base
- Training to use it (**Ansley is currently undertaking professional fund-raising training**)
- Backing from your Board (there will be failures)
- Time - with Trusts + institutional donors expect 12-15 months from idea to cheque 6 months from application to realisation
- Day to day information and fund-raising updates -
- Be inclusive, it is not (necessarily) about competition, work with your friends if that presents a better picture for donors
- More organisations are partnering in funding applications than ever before .
- Have critical friends
- Drive, dedication and a brass neck
- Don't worry about the 00000000s



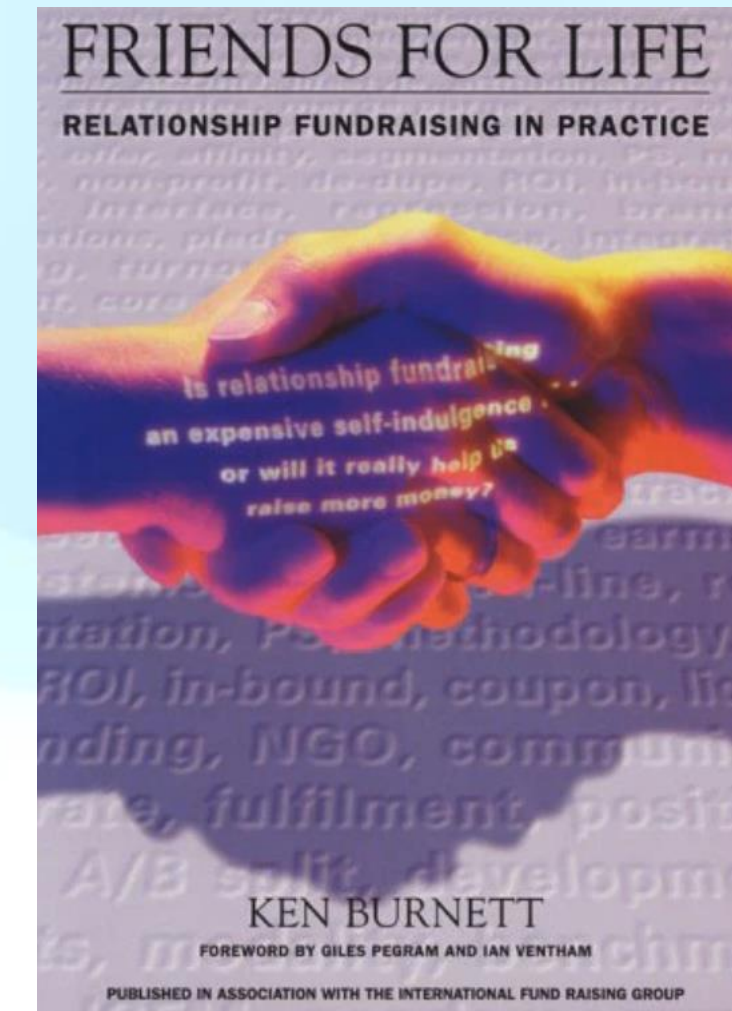
Some tools and where to find them

- Fund-raising Database:- SCVO or local TSI or if you are a member then DTAS, Directory of Social Change too.
- People to support you :- TSI or DTAS (they are exceptional and connected)
- Training:- Chartered Institute of Fund-raising
- Consultancy :- numerous the More Partnership is based in Dundee
- Some essential reading there are many books:- two I can recommend

Tiny essentials of fundraising Neil Sloggie,

Friends for Life - relationship fund-raising in practice

Directory of Social Change has a number of useful publications and training webinars



Thank you for listening



Yeah! Whatever he says !

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