



# Developing a Fundraising Strategy

## Connecting Communities in Wales Project



# Why have a Fundraising Strategy?

**“If you don’t know where you’re going, how will you get there?”**

Think of a Fundraising Strategy as your roadmap, providing staff, trustees and volunteers with clear directions for arriving at your chosen destination.



# Why have a Fundraising Strategy?

- Keeps you focused on **fundraising to meet your organisational aims** (avoids 'continental drift' of chasing money only to find your organisation has moved away from what it was set up to do)
- It is a **vital planning tool** – helps ensure your organisation doesn't run out of money
- Identifies **resources you need** to deliver activities and **actions** required to secure funding



# The Fundraising Strategy

The first step to putting together an effective fundraising strategy is to identify:

**Where you are now**

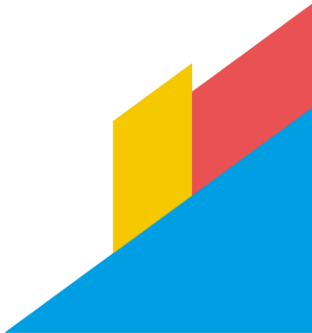
**What resources you have**

**Where you want to go in the future**



# Where you are now

- What **past fundraising experience**, approaches, successes, and learning can you refer to?
- What does your current **'Fundraising Mix'** look like – do you rely on 1 or 2 sources of funding?
- Who are your **current supporters**?



# SWOT analysis – the current picture

## Strengths

What are you good at? Are you engaged with supporters? Do you have an excellent track record of project delivery?

## Weaknesses

What are you not so good at? Do you have a poor online presence? Do you over-rely on one funder? No staff time?

## Snapshot

## Opportunities

What opportunities are coming up? Are there government policy changes that affect you? Can you develop partnerships?

## Threats

Perhaps you face competition, or policy changes are having a negative impact, or donor behaviour has changed suddenly.

# Check - good housekeeping


There are some basics that may need addressing:

- **Policies and procedures** e.g. are your safeguarding, reserves, and volunteering policies current?
- **Reporting requirements** – are annual reports and accounts filed on time with the Charity Commission, Companies House and any other regulators?
- Is your **website content** accurate and up-to-date?



# What resources do you have?

It takes time and resources to:

- **Research** funding sources and apply
  - **Plan /deliver** fundraising activities
  - Update **website** and **promotional materials**
  - Purchase **software** / develop **online giving platforms**.
  - Develop a relationship with funders i.e. **'donor stewardship'**
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# Finances


- Work out **detailed costs** for your work / project *and* the costs associated with fundraising
- Don't forget to include costs for insurance, training, office equipment, and **contingencies**
- Consider funders who are more likely to support your work and fundraising activities which **fit your organisation best**



# Fundraising Mix

Does your organisation have the right fund-raising mix to be financially sustainable? Sources of funding can include:

<b>Government Grants</b>	<b>Crowdfunding</b>
<b>Charitable Trusts</b>	<b>Membership Fees</b>
<b>The National Lottery</b>	<b>Sponsorship</b>
<b>Competitive Tendering e.g. Sell2Wales</b>	<b>Donations and Gifts in Wills</b>
<b>Loans</b>	<b>Fundraising Events</b>
<b>Lotteries and Raffles</b>	<b>Merchandise Sales</b>



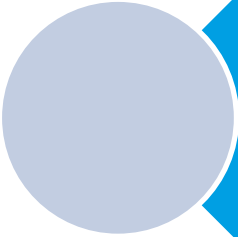
# Create a fundraising folder

Keep everything you need in one place, including:

- Your **case for support**
- A **short film** about your organisation
- **Letters** of support from key stakeholders
- **Case studies**, testimonials, and press cuttings



# Where you want to go in the future



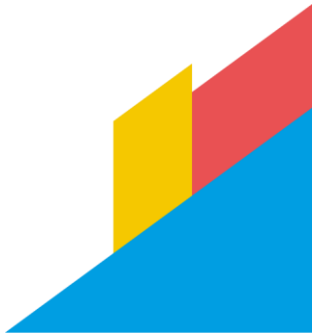
Consider what services you deliver today and how this may **change** over the next few years



What **needs to be put in place** to respond to changing circumstances / new opportunities?

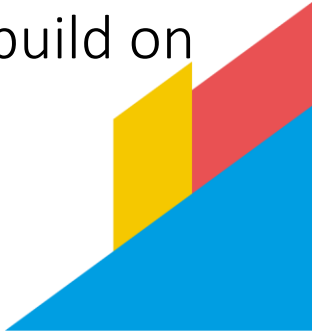


What **resources** will it take to deliver your plan? What is your timescale and objectives?



# Action Plan

- Set your **fundraising goals** and steps you need to take
- Clearly set out **who will do what**
- Set clear **timescales**
- Keep the plan under **review**: are you on target to reach your fundraising goals?
- **Evaluate effectiveness**: which fundraising activities are most productive, what are the reasons for this, how can you build on success further?



# How we can help



- **Working with you to developing project ideas** for community transport
- **Funding advice and templates** – supported groups to bring in almost £2million so far, ranging from £5,000 to £500,000.
- **Good governance** – performance standards, advice and information related to community transport

