




## Top Tips

# Who can do fundraising in our organisation?

## People


**This guide will be useful for:** organisations who want to put more resources into their fundraising.


### What you want to achieve:

Everyone in the organisation is clear about how they contribute to the organisation's overall fundraising effort and adequate resources are allocated to enhancing fundraising ability within the staff and/or volunteer team. 

### What you'll need:

Knowledge of your fundraising budget 

An understanding of the skills required for fundraising 

An understanding of the skills and experiences of your staff, trustees and volunteers 

### How you'll do it:

- Fundraising is the way in which you ask others for money (such as donations, grants, sponsorship, legacies, crowdfunding, and so on). **Establishing successful fundraising activities takes time and requires commitment from the whole organisation.**
- Everyone in your organisation has a role to play in helping to meet fundraising goals so it is important they are aware of how they can support your fundraising activities. This includes Board members, volunteers, drivers, and passenger assistants. **It's useful to spend time letting people know about your fundraising goals and planned activities**, and engaging everyone in helping to promote the activities (and your organisation's cause since they are all ambassadors for your work).

- Fundraising campaigns / activities connect people with causes they care about, but excellent fundraising is not just about bringing in the money. It is about **developing positive, sustainable, respectful relationships with supporters** and embedding the values of your organisation into your strategy and approach to raising money.
- **Potentially anyone with the right skills can carry out your fundraising activities.** In some circumstances, a member of staff will be the right person. In other cases, it might be a trustee or committee of volunteers.
- It may be helpful to think about the essential attributes of any potential fundraiser (which vary according to the type of fundraising activity you are focusing on) but may include: **excellent communication skills; planning and organisational ability; empathy with the cause; understanding of finance and budgeting; and creativity.**
- The key skill is communication. Telling potential funders, donors and supporters about the work of the charity or organisation, and thereby encouraging them to give is fundamental to fundraising. **Good communication skills underpin the success of all the fundraising activities you undertake.** A good fundraiser should be able to show donors how their gift will transform the ability of the organisation to meet the needs of its beneficiaries, and make a positive change.
- **You may have a staff member whose role includes some element of fundraising if you do not have the resources for a dedicated fundraiser post.** It can be enormously beneficial to work this way as the staff member will have direct experience of providing the organisation's services and the required knowledge to 'tell the story', and can enhance your organisation's brand and reputation.
- Having such a key individual, like this, to carry out day-to-day fundraising activities, develop ongoing relationships with funders, donors and supporters, as well as contributing to the organisation's wider work, is critical. The downside is that time for fundraising can be limited due to the primary need to deliver services, so **recognise the fundraising element of a role within the job description and allocate adequate time for it.**
- **You may have volunteers currently supporting your organisation (trustees included) who have relevant fundraising skills and experience and who are willing to assist with fundraising activities,** whether that's mailing out appeal letters or planning events. For example, you may have a trustee who is used to writing grant applications, or a volunteer who has run effective community fundraising activities. Ask around.
- Volunteers are an asset, and the time they contribute can be of huge added value for a small staff team. It should be noted that **there needs to be an investment of time and resources into the recruitment, training, and support of volunteer fundraisers,** so consider what this might mean for your organisation. Do you currently have capacity for this? If not, how can you develop capacity?

- As well as enhancing any staff or volunteer fundraising capabilities, **you may also want to consider working with a fundraising consultant**. A consultant might be suitable if you need advice or guidance on fundraising strategy, or specialist advice on a particular form of fundraising, or if your organisation is new to fundraising through particular platforms.
- **A consultant is usually contracted for a set time to deliver a set piece of work**. Sometimes consultants are professional fundraisers too and can work with your organisation to develop a specific funding bid or appeal. If this is the case, they must by law have a contract with your organisation. Even if they are not fundraising for you it is good practice to have a contract in place and brief them well.
- Please note that some funders specifically state that they do not wish professional fundraisers to be engaged to assist with applications to them – so **always check the funder's criteria beforehand** if you're thinking about going down this route.

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## Connecting Communities in Wales

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