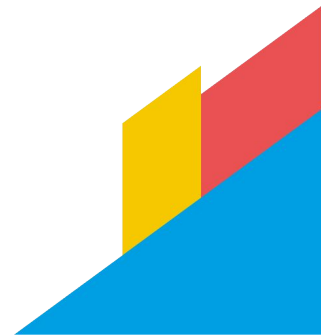




Are you funding ready?

Gemma Lelliott, Director for Wales, CTA

#CT23Conference



Getting 'funding ready' – lessons learnt the hard way!

- Fund ... amentals
- Your fundraising strategy
- Your case for support
- Finding your perfect funder
- Creating a funding action plan
- Top tips



Fund ... amentals

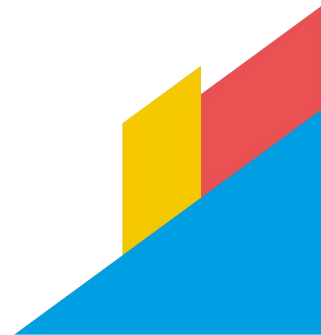
Funders are looking for organisations that are:

- True to their mission
- Responsive and well placed to deliver
- Person centred
- Using resources well
- Openness and accessibility
- Community led

Fund ... amentals



- Governing document
- Regulator filings
- Bank statement
- Governing body
- Policies and procedures
- Website and social media



Your fundraising strategy

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

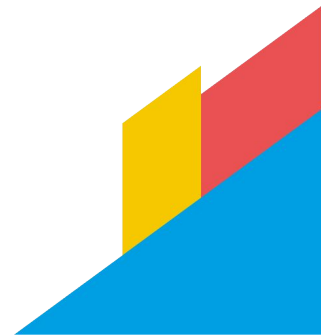
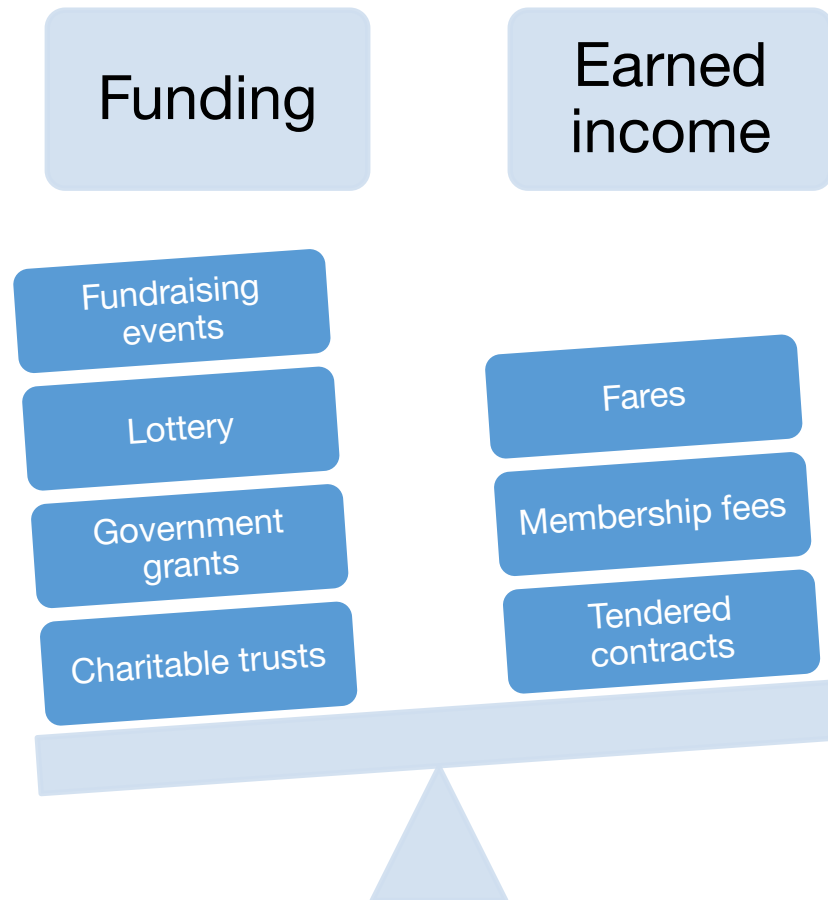
Think of your fundraising strategy as your roadmap, providing staff, trustees and volunteers with clear directions for arriving at your chosen destination.

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

Your fundraising strategy

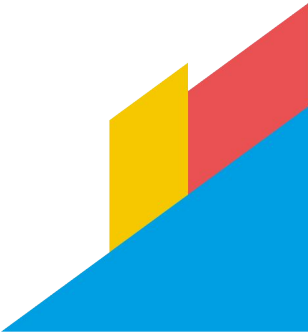
Does your organisation have the right mix of income sources to be financially sustainable? Sources of funding could include:



Your case for support

As part of your fundraising strategy you need to build a compelling case for support. This conveys the story of your organisation clearly and concisely, so funders understand the benefits of what you do and how they can support you.

This then forms the basis of all your communications, whether it's a fundraising appeal, website content, Facebook page, funding applications, or conversations with supporters.

- What you do and why you do it
 - Who you benefit, and why they need you
 - What would happen if you couldn't support them
 - Resources you need: funds, staff, volunteers, equipment
 - Your organisation's strengths
 - The impact you will make
- 

Finding your perfect funder

How closely aligned are our aims and the funder's mission and general priority areas?

What activities does the funder prefer to fund? What groups / communities does it support?

Things to consider

What kinds of benefits does the funder want grants to have? For example, improved health, upskilling?

How can our work help the funder achieve their funding programme aims?



By failing to
prepare you
are preparing
to fail

Benjamin Franklin

cta

community transport
association



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Creating a funding action plan

- Set your fundraising goals, identifying the 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?

Top Tips

- Getting the fundamentals right will set you up to succeed
- It does take time – think of it as time invested in your mission
- Find some ‘critical friends’
- Be confident about your impact and the difference you make
- Even the best bids from the best organisations get turned down sometimes – remember it’s not personal!





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