



Chartered
Institute of
Fundraising



Essential Fundraising for Small Charities

Developing a Fundraising Strategy

supported by



DEVELOPING A FUNDRAISING STRATEGY IN A SMALL CHARITY

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Always start with Needs & Priorities



i.e. What do you need the money for?

Adopt a **‘Needs led’** approach

You should only be working with funders if they are aligned to your strategic aims

Who needs to be involved in developing the fundraising strategy?

Stakeholder Interviews

- Board
- Service providers
- Senior team
- Beneficiaries
- Supporters or potential supporters
- Competitors
- Who else?



A Fundraising Audit



- Is your mission clear?
- What support have you had so far?
- What was the source of the support?
- What resources do you have?
 - People
 - Skill
 - Equipment
- What do your Board expect?
- Who cares about your charity?
- Who are your competitors?
- SWOT

What is your charity prepared to invest in Fundraising?



ARE YOU ORGANISATIONALLY READY?

Theory of change?

Case for support?

Culture of Philanthropy?

Resources?

Outlining your fundraising case in simple terms

What's the problem?

What's the solution?

Why are you the best organisation to provide the solution?

If you are successful what will the outcome be?

What will be the impact of those outcomes?

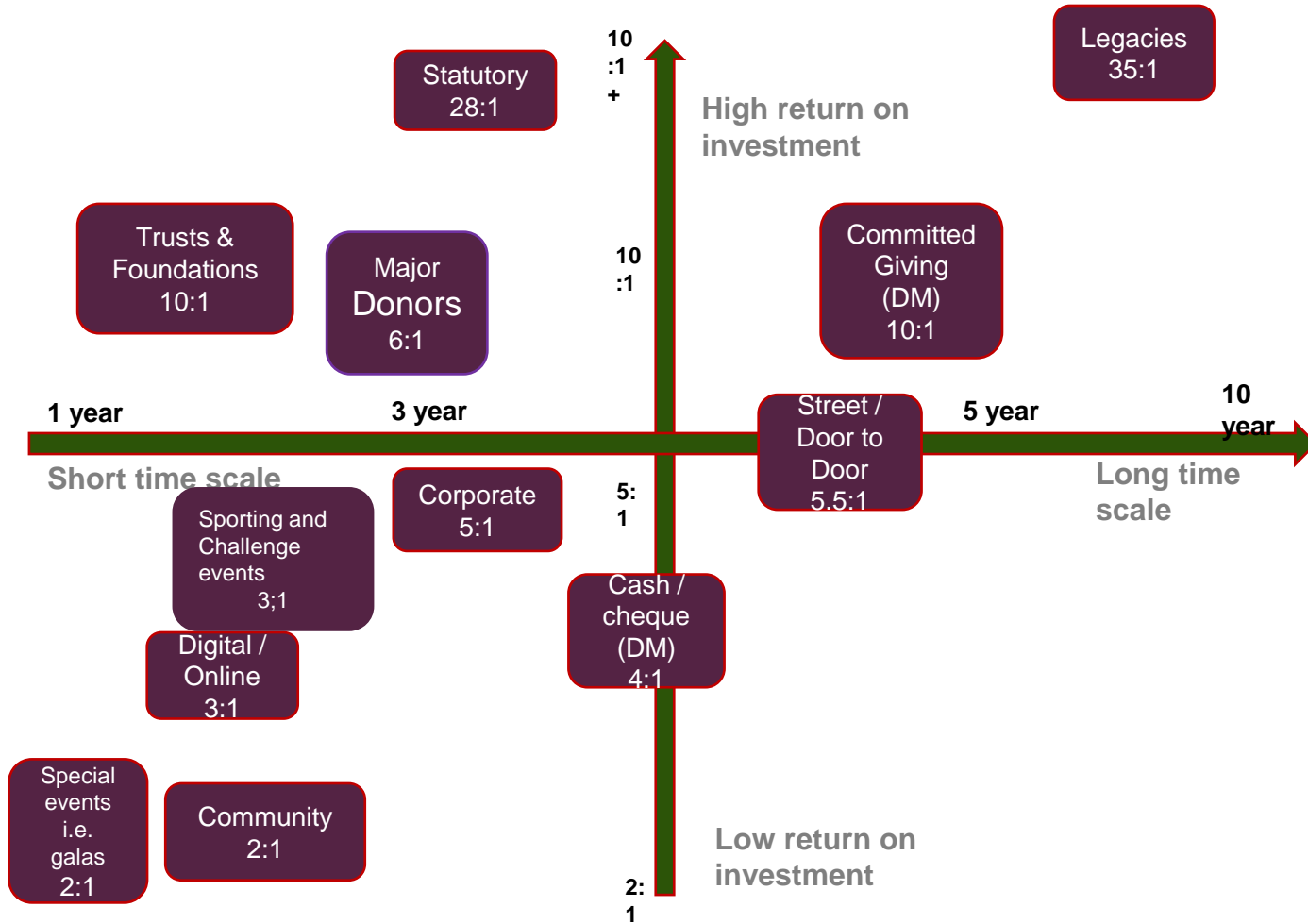
Finances and preparing your budget

How much will it cost?

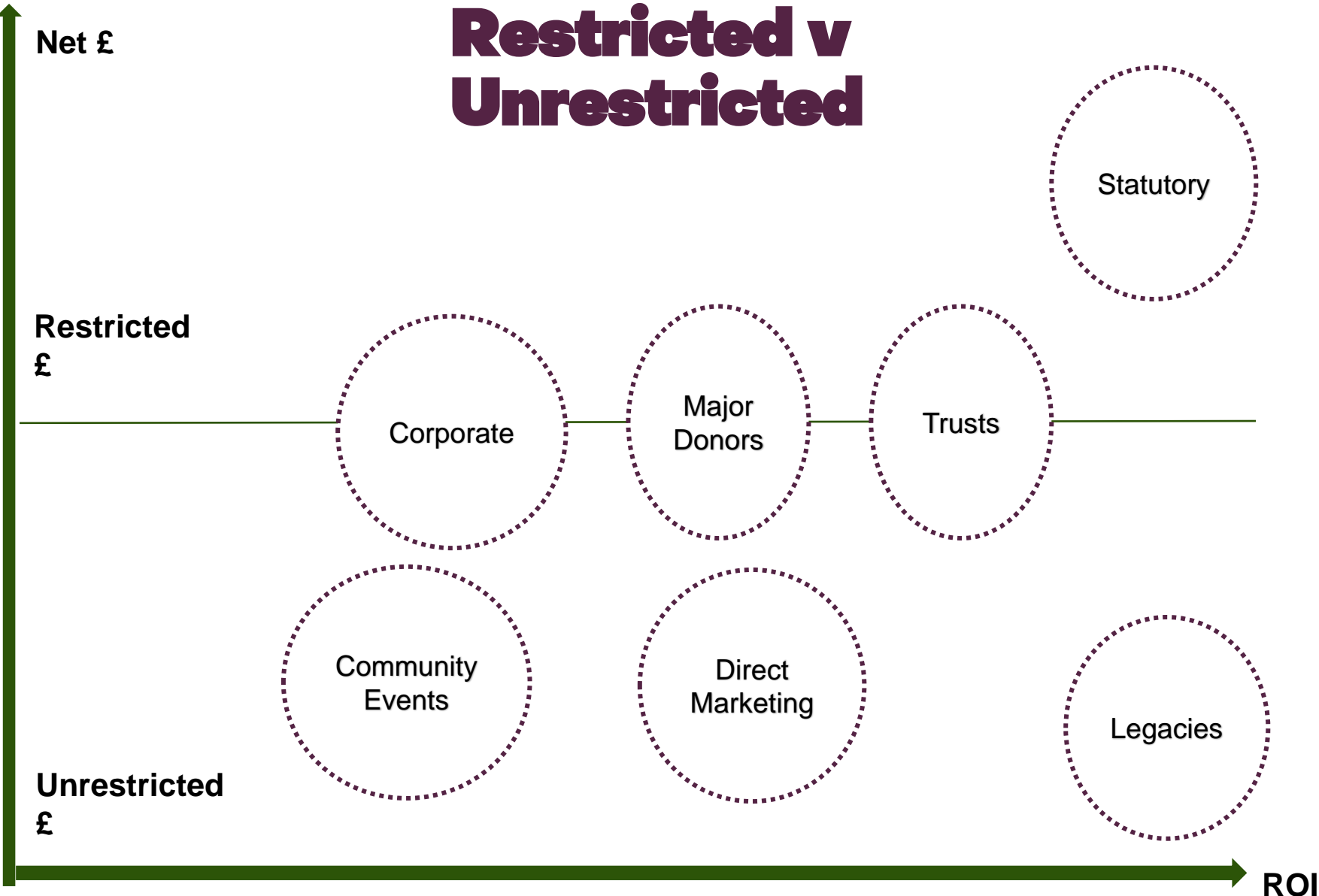
Over how long?

What about
overheads?

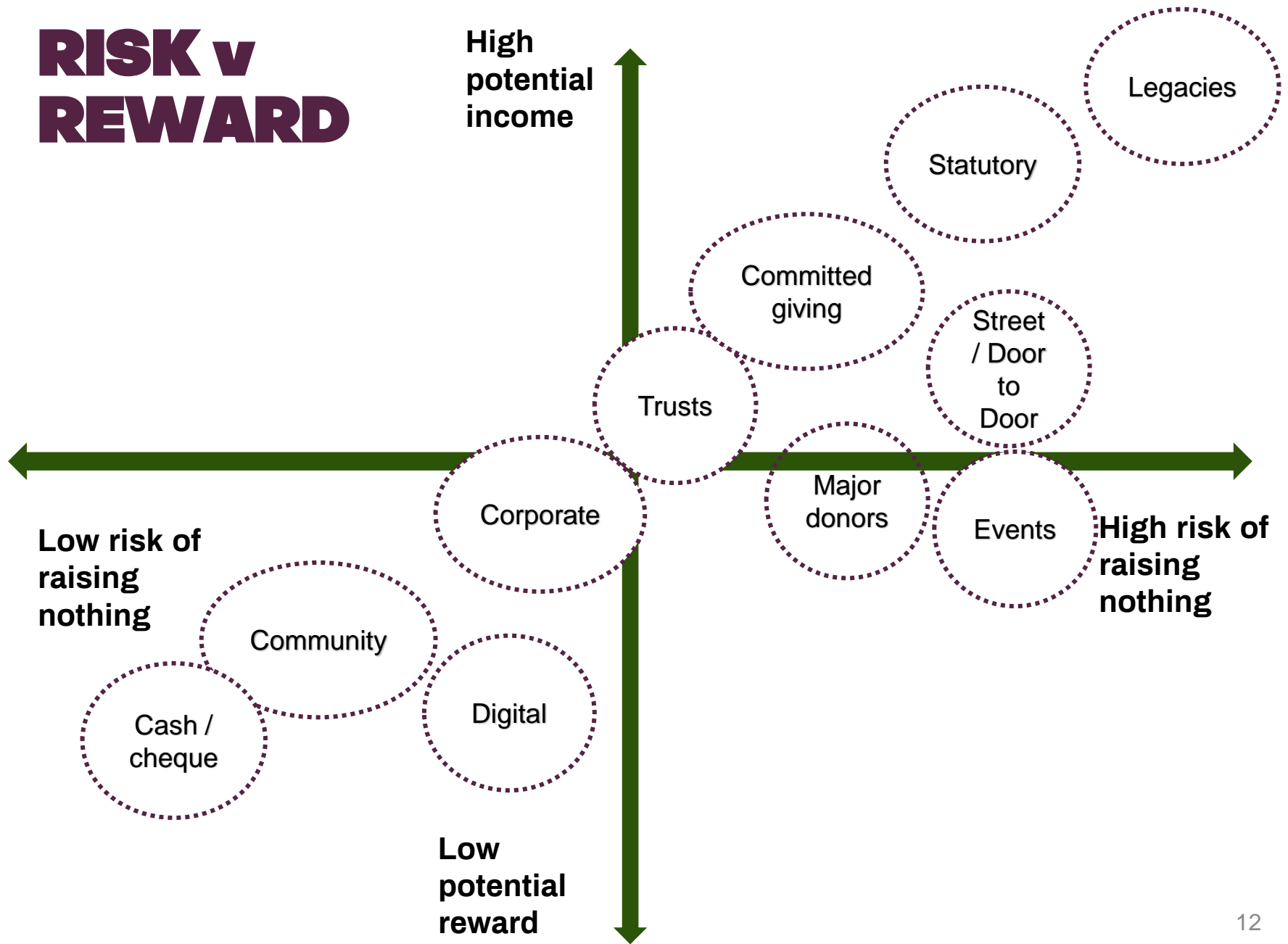
ROI £ – vs – TIME (how it used to be)



Restricted v Unrestricted



RISK v REWARD



REFINING YOUR STRATEGY WHAT WILL YOU FOCUS ON? WHAT % WILL COME FROM EACH FUNDING SOURCE?

What will we park (for now)?

What about long-term sustainability?

What should we be aware of externally & internally?

Capital – vs - Revenue

WHAT ELSE SHOULD YOUR STRATEGY INCLUDE?

Stewardship / Engagement

Acquiring new supporters

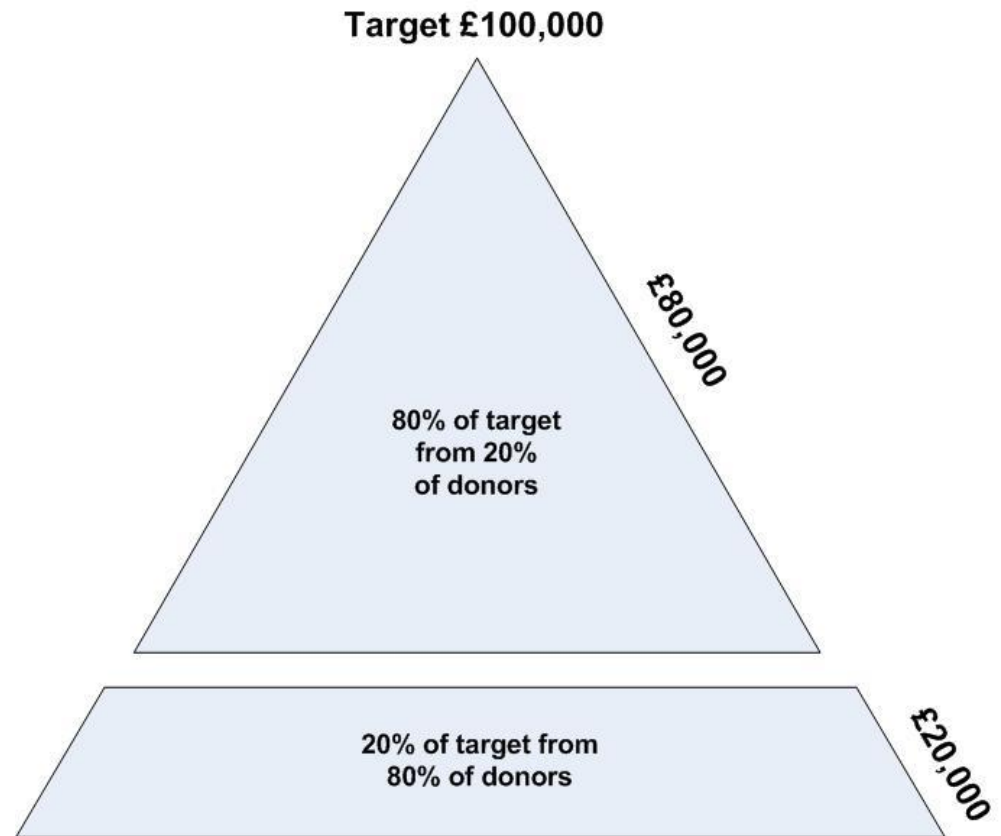
Sustainability

Reporting

Story-telling

The Pareto Principle

- Your most valuable and scarcest resource is your time
- Spend your time of supporting the donors and the activities that generate the highest return, in particular work hard on finding ways to make these activities and relationships sustainable
- Find ways to utilise tech and processes to ensure that the other supporters remain motivated, inspired and acknowledged and be ruthless at cutting out activities that don't move your organisation forward



OTHER IMPORTANT CONSIDERATIONS

Monitoring & Evaluation

A communication plan

A stakeholder engagement plan

Risk register

Policies and Procedures



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INVOLVING YOUR STAKEHOLDERS

- Ask for feedback
- Incorporate comments as relevant
- Consider the options for presenting your strategy
- Look for ways to share it
- Keep it fresh
- It is a working document which you will use to develop KPI's etc..

IN YOUR BREAKOUT ROOM

What aspects of strategy development will you find the most challenging?

How easy will it be for you to find the information you need?

Who can help you?

NEXT STEPS

SET UP A MEETING WITH YOUR BOARD / CEO ON YOUR FUNDRAISING STRATEGY.

The agenda should look to cover:

What they feel the organisation should focus on in the next three years to achieve the maximum impact

What the full cost of these activities will be - including overhead

What the timescale is

If their expectations are realistic

How involved would they like to be – will they perhaps nominate someone to be on a strategy working group?

What they will contribute to support this – e.g. open networks and make introductions, attend occasional meetings to speak with donors, make a donation themselves, organise some fundraising etc

Follow up resources and further reading

Chartered Institute of Fundraising guidance:

- Read the Chartered Institute's [practical guide on Fundraising and Trustees](#) – including how they need to be part of the strategy development
- Recordings of our workshops on trusts and foundations fundraising, recruiting fundraisers, and fundraising for trustees are available on our [Youtube channel](#)
- You can also find local support or specialist subject advice through the [Chartered Institute's groups](#). These are spread right across the UK, and are here to support fundraisers in organisations big and small. Find out more on [our website](#).
- We haven't included any strategy templates in these resources, because the process of making one is very important for each charity to go through. This [great blog](#) from Lime Green Consulting explains why.

Follow up resources and further reading

Other guidance:

- Sector support map - [find your local CVS and other groups](#)
- Small Charities Coalition – [mentoring programme to aid strategy devleopment](#)
- Charity Commission - [guidance on Trustee responsibilities around fundraising](#)
- Fundraising Chat - [Facebook group](#)
- Charity Connect - [forum for advice and networking](#)
- Charity Excellence Framework – [lists of funders and lots of other resources](#)
- National Lottery Community Fund – [signposting to lots of resources, broken down by cause](#)
- Money4You - [#BrunchBriefings on Fundraising](#) (free for BAMER-led orgs)



Resources and further guidance on this topic,
plus details of other events, can be found at
bit.ly/ciofsmall

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