



Chartered  
Institute of  
Fundraising



# Essential Fundraising for Small Charities

## CEOs and Trustees

supported by



# Content

- What is fundraising?
- Common issues and barriers
- How to create a supportive fundraising culture
- Practical tips

# INTRODUCTIONS

A bit about me, a bit about you



**NSPCC**



**The Communication Trust**  
Every child understood

**Stroke**  
Association



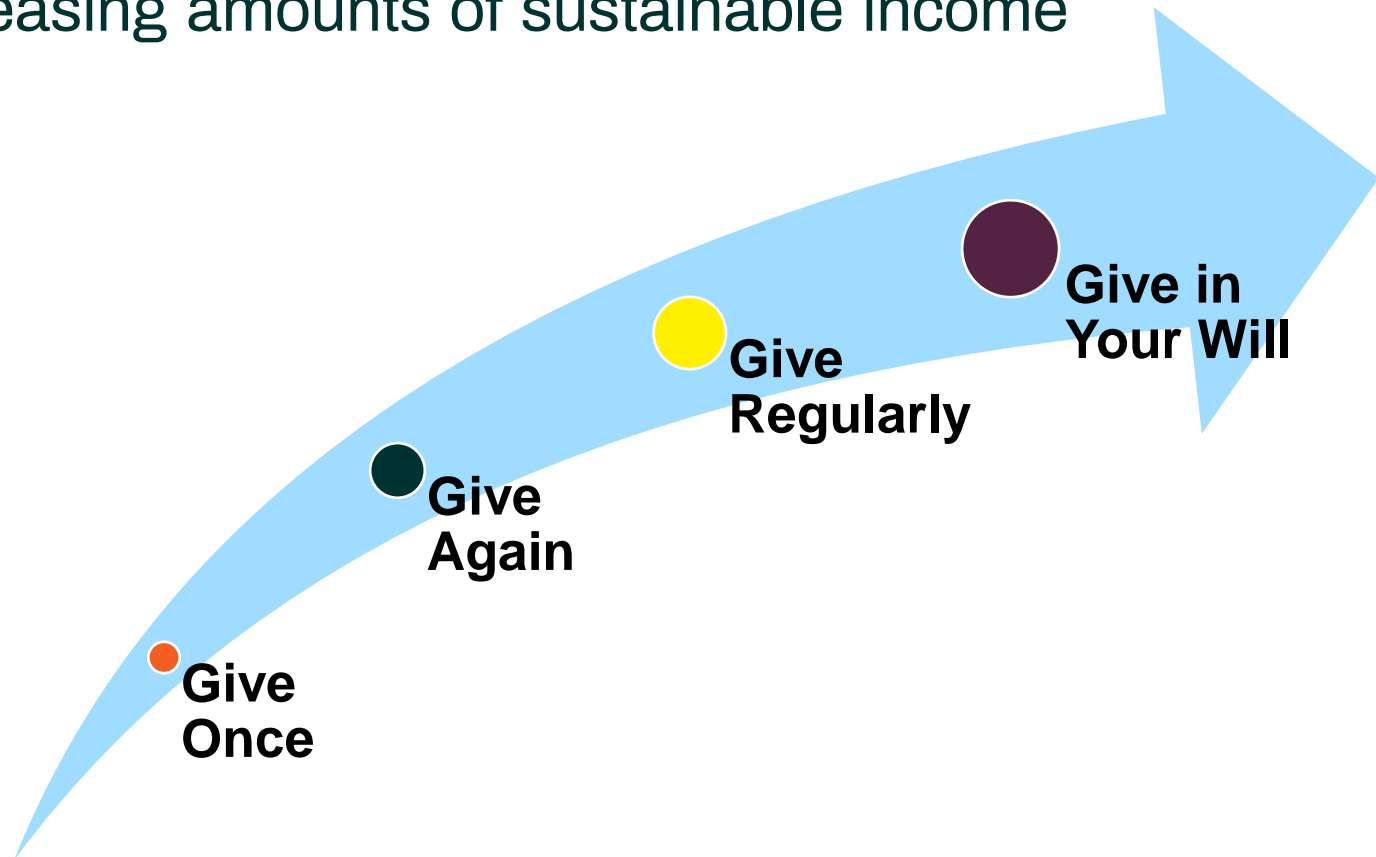
# WHAT IS FUNDRAISING?

“Fundraising isn’t about money, it’s about work that urgently needs doing”

Ken Burnett

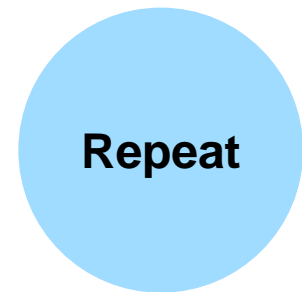
# In a nutshell

- Fundraising should be about developing and managing long-term relationships with supporters to provide increasing amounts of sustainable income

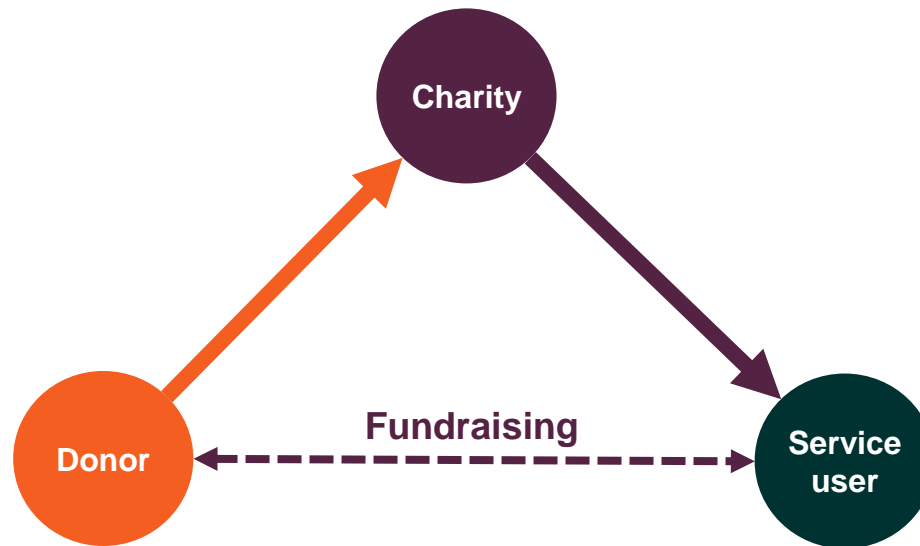


# Successful fundraising is achieved by

- Connecting supporters / prospective supporters to the work of your organisation
- Demonstrating the difference that supporters make to *your beneficiaries*

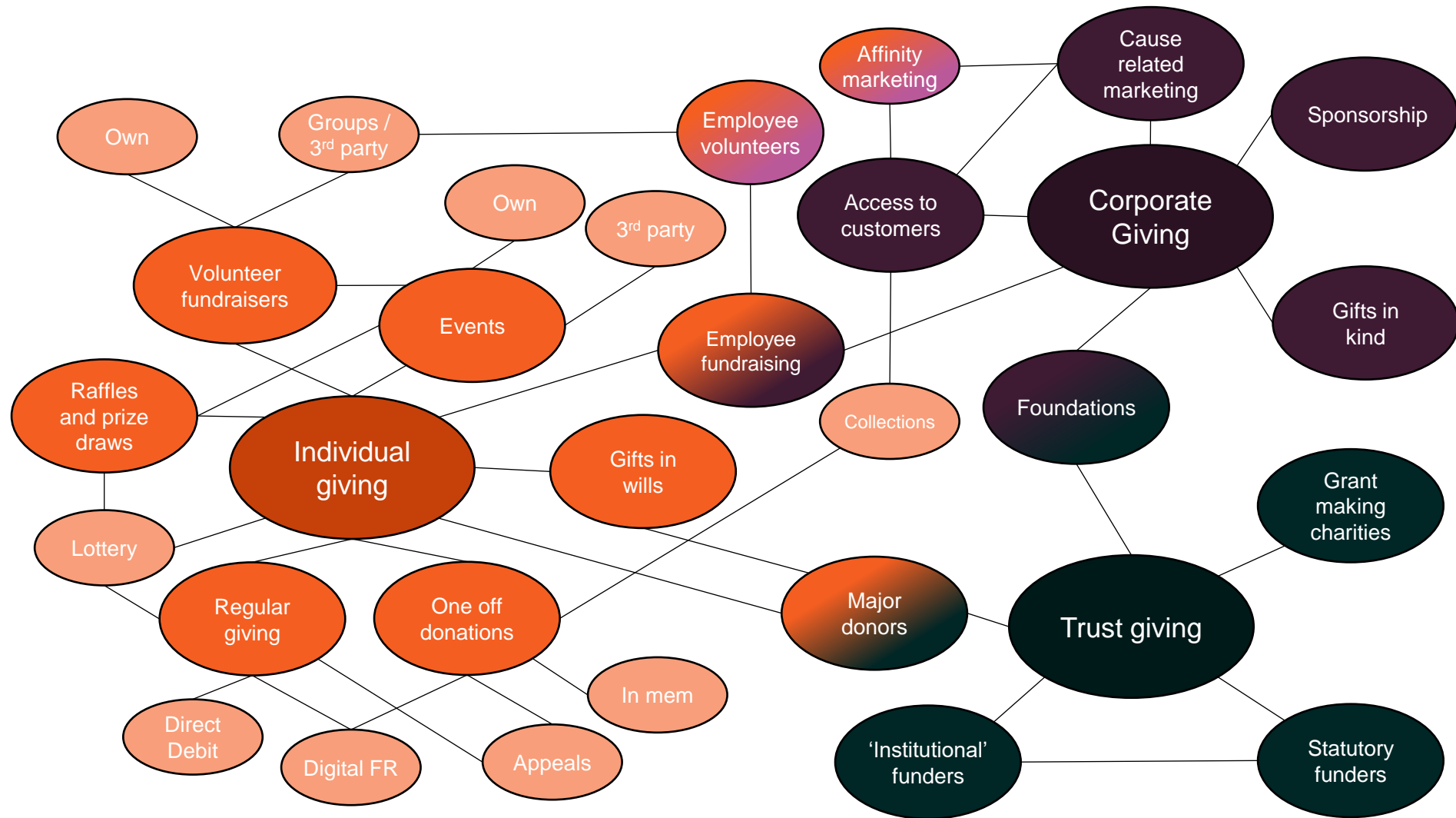


# Traditional model of charitable organisations





# Types of fundraising



# Fundraising tools

- Organisational strategy
- Fundraising strategy
- Case for support
- Fundable projects
- Demonstrable outcomes / impact
- Brand awareness and understanding
- Financial data
- Appeals (e.g. capital, restricted, emergency)
- Research
- Case studies and stories
- Fundraising 'products'
- Database
- Website
- Ways to give
- Recognition programme
- Stewardship/donor care
- Volunteers
- Materials

# COMMON ISSUES AND BARRIERS

# What holds back great fundraising?

Internal and external barriers will be different for each and every organisation.

- Capacity
- Knowledge of who to ask
- What to ask for
- How to ask
- Competition
- Lack of awareness
- Lack of need
- Lack of resilience
- Lack of investment
- Being too risk adverse
- Poor planning
- An unsupportive culture

# **CREATING A SUPPORTIVE FUNDRAISING CULTURE**

# Some key considerations

- If you rely on voluntary income then fundraising is everyone's business!
  - Without your donors, the help you provide cannot happen
  - Operational and fundraising 'staff' must understand each others' roles and the 'contract' they have with one another
  - Trustees must understand their fundraising duties
  - Fundraising takes time – do not expect results overnight
- » Make 'we are a charity that relies on donations' a key internal message
  - » Talk about your donors being a part of your 'operations team'
  - » Develop opportunities for internal volunteering, job shadowing, informal get-togethers, project teams etc.
  - » Include fundraising on every board meeting agenda
  - » Fundraising plans must be in the context of organisational strategy

**What has worked  
for you?**

# **PRACTICAL TIPS**



# Your homework

- If you don't have a fundraising strategy write one. If you do have one, review it!
- Download **CC20** from the Charity Commission website and ask all your trustees to read it
- Add 'fundraising' to every board meeting agenda
- Recruit a fundraiser to your board
- Invest in fundraising
  
- Join the Chartered Institute of Fundraising

**QUESTIONS?**

# Follow up resources and further reading

## Suggested next steps:

- Watch the recording of our session on [Developing a Fundraising Strategy](#)
- Read the Chartered Institute's [practical guide on Fundraising and Trustees](#)

## Chartered Institute of Fundraising guidance:

- 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](#).

# Follow up resources and further reading

## Other guidance:

- Charity Commission - [guidance on Trustee responsibilities](#)
- Getting on Board – [advice on finding and recruiting trustees, including those with fundraising experience](#)
- Fundraising Chat - [Facebook group](#)
- NCVO - [webinar on building organisational resilience for small charities](#)
- Fundraising Regulator - [webinar on Trustee responsibilities](#)
- 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](https://bit.ly/ciofsmall)

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