

# All part

## Fundraising essential PART 1

In an edited extract from a new fundraising guide, published by The Directory of Social Change, we look at some of the key elements of a fundraising strategy.

Before undertaking any fundraising exercise, it is essential to develop a strategy. Some forms of fundraising can be costly and it is important to be sure that the costs will be justified in terms of a realistic return. A strategy will need to cover:

- The level of funding
- Possible sources of funding
- Resources available to support fundraising
- The proportion of gross receipts that will be left after fundraising costs have been met

There are few quick fundraising fixes. Be realistic from the start about both how much time you have and how much time it will take.

### Getting it down in writing

Some useful tips for a fundraising strategy paper

- Review of the current position, including: - strengths and weaknesses - past fundraising experience - existing fundraising resources.
  - Who will undertake the fundraising.
  - Projection of fundraising needs.
  - Overall funding strategy.
  - Proposed new sources of income.
  - Suggested methods to meet fundraising targets.
- Resources needed to do this.
- Timeline for implementation.

# of the plan

NETWORK  
UPDATE

YOUTH VOICE

ACCREDITATION

FEATURES

ACTIVITIES

WORKFORCE

NEED TO KNOW

## An overall plan

Planning can save time and resources and prevent difficulties later. The starting point for your fundraising strategy should be to define the needs of the organisation. This can be done at three levels:

- **To continue at the current scale of operation:** how much funding is already assured and how much do you need to raise to meet spending requirements?
- **Expanding to meet a growing need:** organisations often face a growing problem, which means they are looking to expand to meet the need.
- **Expanding and developing your organisation's work:** factors, such as changes in the make up of the population or the closure of industries will require changes in the organisation's services.

It is essential to be clear about what potential funders are looking for. The Guide offers valuable insight into the essential questions grant-givers will ask before they consider funding your group [see box] and matches this with case studies of successful groups.

## Key factors

The Guide also gives advice and suggestions on monitoring your fundraising efforts. It is vital to compare the effectiveness of each fundraising initiative, so that the agency knows exactly how much time and money is being spent on it and what income (if any) the strategy is producing.

Many funders will not award grants for the core costs of an organisation but will fund the full costs of running a project. To address this, the Guide includes a chapter on 'Fundraising for projects'. This explains in detail what project funding means and how to make your application a successful one.

## Vital questions

**Most donors have some essential questions to answer before they are likely to support any agency:**

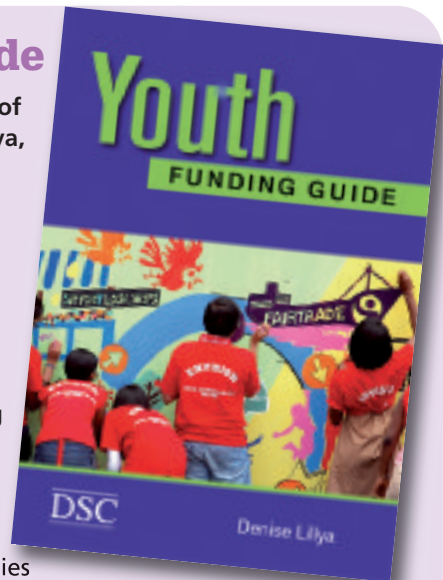
- **Who are you?** Are you reliable and professional, with a track record of good work successfully completed?
- **What is the need that you intend to meet?** This should not simply be an emotive statement, but should include factual evidence.
- **What is the solution that you offer?** Describe what you intend to do, the results you expect to obtain and how these will be monitored and measured. You may want to use examples of how similar projects have worked.
- **Why should you do it?** You need to establish your credibility. What other work have you done? Do you have a good track record in attracting funding?
- **How much do you need?** You need to have a clear idea of the total, who you intend to approach for the money, and how the total could be broken down for donors who want to contribute but could not possibly fund the whole thing.
- **What future do you have?** If you can show that you have thought ahead and have attempted to achieve long-term stability, funders will be more inclined to support you.

## Youth Funding Guide

This article is edited from Chapter 2 of **Youth Funding Guide**, by Denise Lillya, published by The Directory of Social Change, price £35. The resource also includes chapters on:

- Preparing and writing an application
- The fundraiser
- Fundraising for projects
- Raising support from the public
- Raising money from grant-making charities
- Raising money from the National Lottery
- Winning company support
- Raising money from local authorities
- Raising money from Europe

go ▶ for full details and ordering of this and other funding guides from the Directory of Social Change.



**PART 2** of the Fundraising special will explore how to raise money from grant-making charities.