

Community Giving

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What is community fundraising?

- Activities such as:
 - Local fundraising events (organized by you)
 - Sponsored events (organized by your supporters)
 - Lotteries and raffles
 - Public collections (street, door-to-door)
 - Private collections

Benefits of community fundraising

- Income is immediate
- Helps to raise profile locally / new audiences
- Enables beneficiaries, friends and families to get involved
- Multiplier effect
- Opportunities to recruit new donors (and gain consent to future contact)
- Can 'piggyback' other activities

BUT.....

- Can be very resource intensive
- The return on investment is low
- The return on investment can be negative (especially when staff time is taken into account)
- Many charities do not approach it strategically and therefore miss opportunities to recruit long-term supporters

The donor pyramid

- Look at community fundraising strategically as a way to recruit:-
- Individual donors
- Local businesses

Maximising income

- Invest in timely, appropriate promotion
- Understand WHY the event / activity might garner support – and from whom
- Plan capture and consent
- Piggyback other fundraising activities
- Understand how to involve local businesses

Local business support

- Sponsorship (asking for direct financial support in return for advertising)
- Raffle prizes
- Employee involvement
- Customer giving through-
 - Envelope schemes
 - Default donations
- Start with who you already know

THANK YOU FOR LISTENING!



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