



7 Ideas for Fundraising on a Shoestring

Fundraising Now Conference 2023

Funding School 
Small charity fundraising support

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Sticking to Basics



- Avoiding Novelty
- Build skills in key areas
- Choose aligned strategies
- Identify best Returns on Investment

Share the Load



- Asking your community
- Involving your Board
- Pro-Bono Support*
- Peer Mentoring?

*Cranfield Trust, Tony Elischer Foundation, Human Lending Library, Digital Candle, Embrace Finance (Free peer support club around finance) @law works, NCVO, Charity Excellence Framework, Fair Development, @gettimetospare (Monitoring and Evaluation), @Collectoreuse, Facebook Fundraising Chat-Free Mentoring Offer

Plagiarise!

- What can you learn from others?
- Who is funding similar charities?
- Mystery Shopper
- Plagiarise in plain sight





Trusts and Foundations

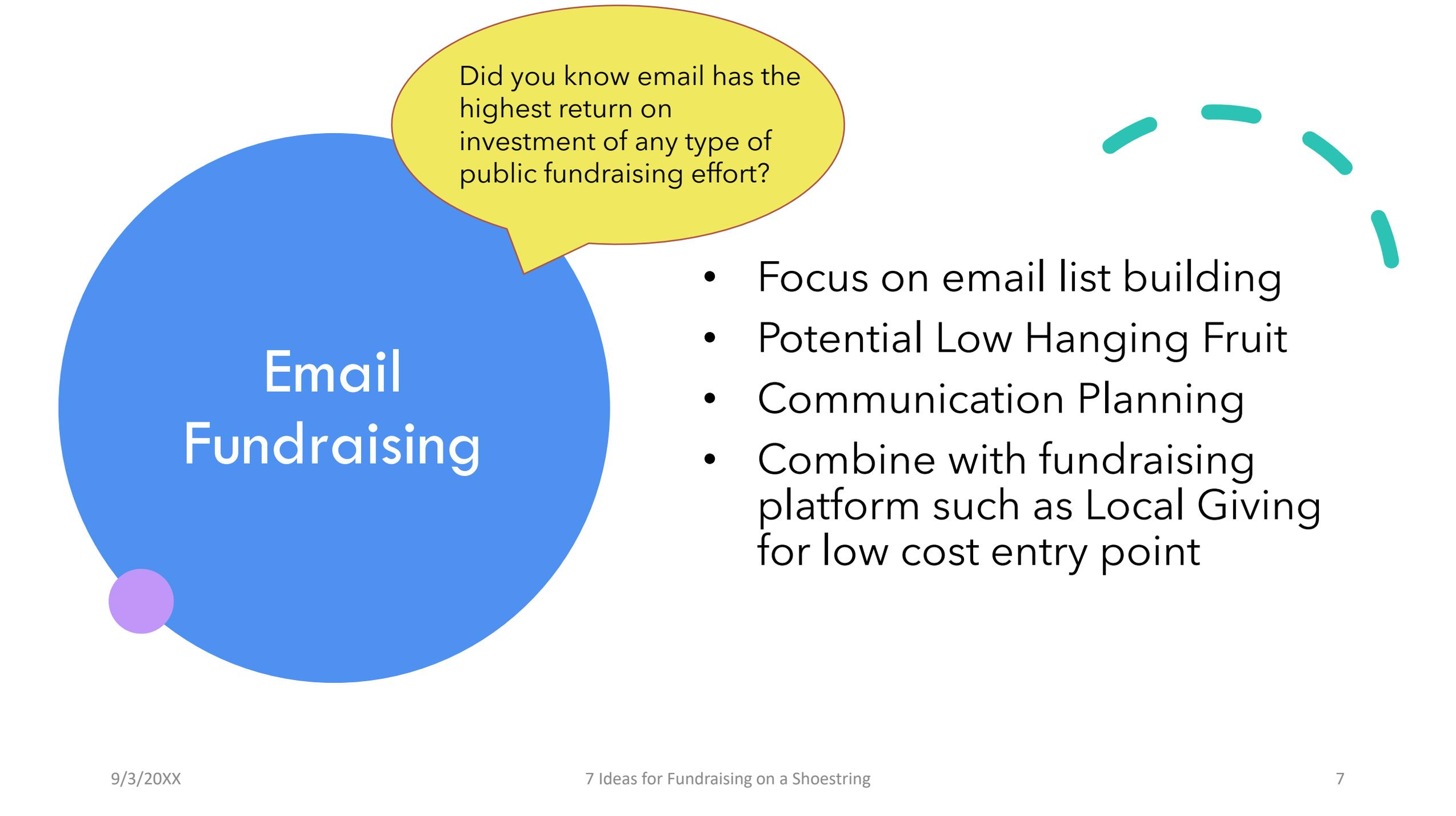
- Best return on investment
- Power of authentic voices
- Careful targeting
- Create a simple list of measurables

Opening door to Legacies

Cost of Living Crisis?- Enables people to pledge a gift for the future even if they are experiencing financial challenges now

- Gentle Introduction of Legacy Messaging
- Legacy First Approach
- Free Will Writing Service (e.g <https://www.freewills.co.uk>)
- Make all staff/Volunteers Legacy Champions





Email Fundraising

Did you know email has the highest return on investment of any type of public fundraising effort?

- Focus on email list building
- Potential Low Hanging Fruit
- Communication Planning
- Combine with fundraising platform such as Local Giving for low cost entry point

Contactless Fundraising



- Low cost DIY options (e.g. <https://givealittle.co/>)
- QR Codes also an option
- Position strategically
- Theme your 'asks'
- Work in Partnership

Summary

- Use your time wisely
- Focus on the paths of least resistance and avoid things that are overly onerous
- Mimick tried and tested strategies
- Don't be afraid to reach out for assistance
- Use free sources of help and consider peer mentoring to unlock a new kind of support network
- Use technology and fundraising platforms to ease your load (e.g. Free Will Writing)
- Assess your opportunity to engage donors if you are not already- it can be low hanging fruit
- Write to Trusts and Foundations that offer simple application processes



Thank you

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