

Starting a major donor programme

J Joel Voysey
Fundraising



The banner features an illustration on the left showing a man in a blue suit standing on a ladder next to a large purple piggy bank, holding a gold coin with an 'E' on it. A woman in a green dress stands below the piggy bank, holding a megaphone. The background is white with some faint lines. To the right of the illustration is a purple rectangular area containing the text 'Fundraising Now' in white, with 'Fundraising' in a larger font. Below this, in a smaller white font, is 'An online conference for charity professionals'. At the bottom of the banner is a black rectangular area with the text 'Wednesday 29 - Thursday 30 March 2023' in white.

Fundraising
Now

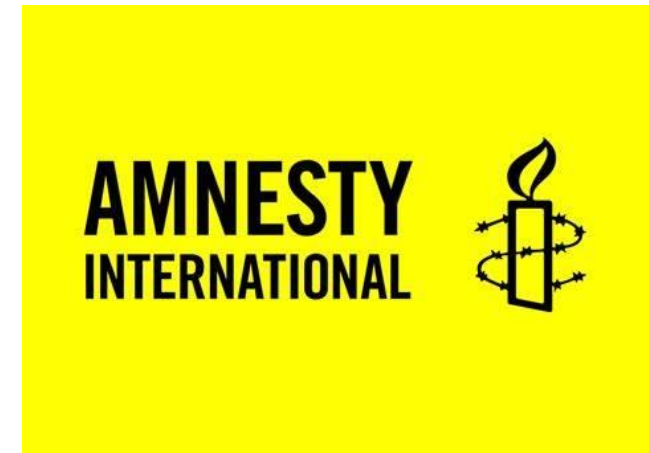
An online conference
for charity professionals

Wednesday 29 - Thursday 30 March 2023



Session Purpose

Is developing major donor fundraising on your radar but you're not sure where to start? This is a practical session on how to set out and start a major donor programme from scratch or turn the occasional major donor into a proactive major donor programme. Join this session to learn how to get it right from the beginning and take away concrete action points to start your own major donor programme.



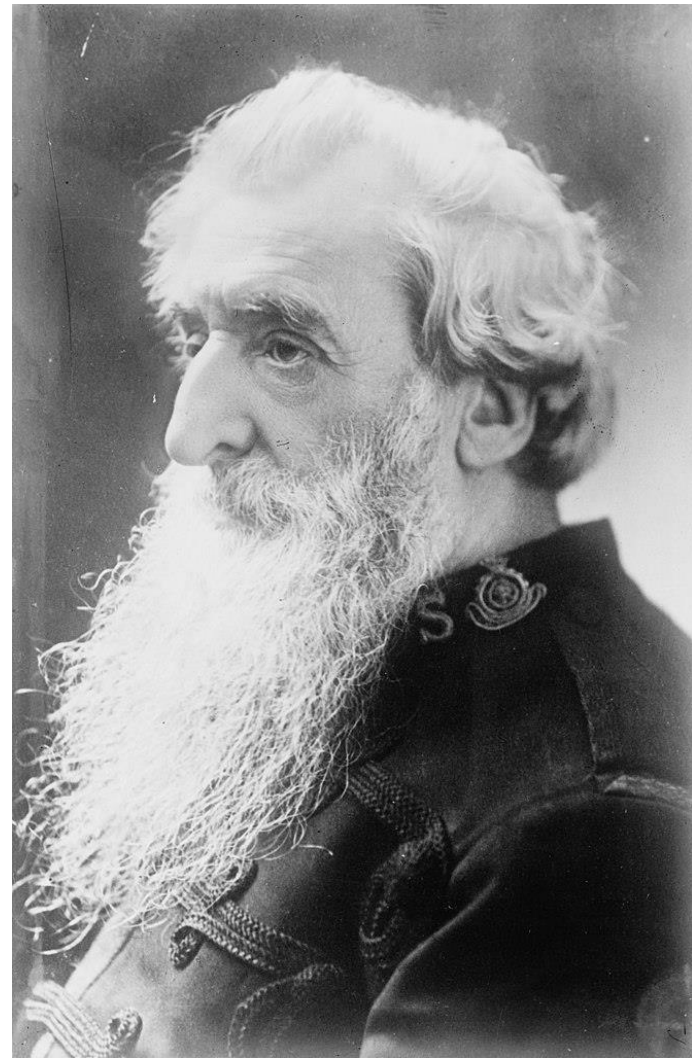


So, why might we get started with Major Donor fundraising?

- Win new resources
- Network development
- Opportunities present themselves
- Strong ROI for organisations that stick with it

And why is it not for everyone?

- Restrictions placed on gifts
- Level of negotiation required
- Unrealistic expectations
- Discomfort around power dynamics / ethics



William Booth, a British Methodist preacher, founder The Salvation Army, 14 August 1912



**IF YOU THINK YOU ARE
TOO SMALL TO MAKE
A DIFFERENCE,
TRY SLEEPING WITH
A MOSQUITO.**

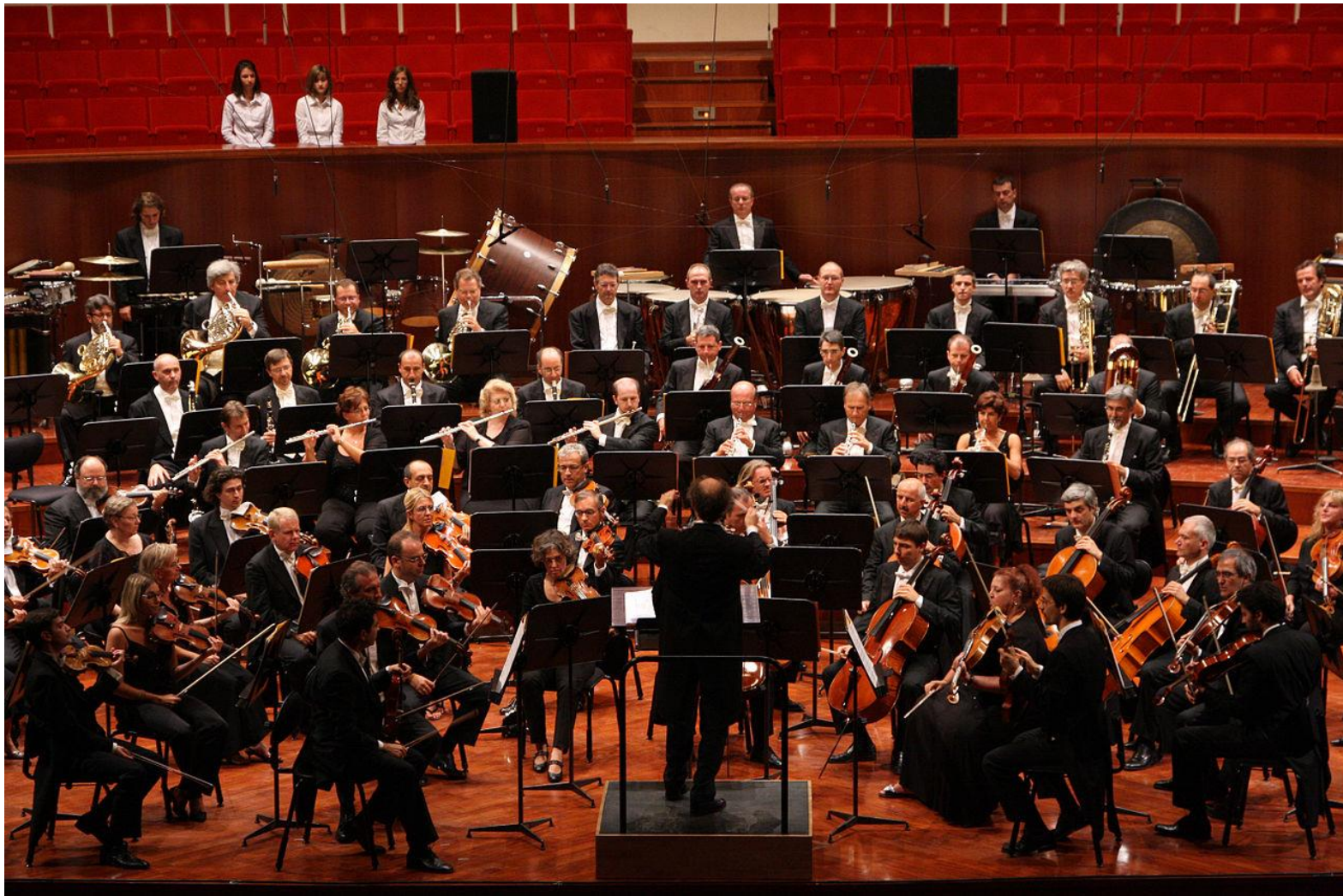
- DALAI LAMA

"MAN CANNOT DISCOVER NEW OCEANS UNLESS HE HAS THE COURAGE TO
LOSE SIGHT OF THE SHORE." -ANDRE GIDE



DISCOVER KIPTOPEKE STATE PARK

The whole ensemble – being a fundraising organisation



MITO SettembreMusica - Auditorium Rai - Orchestra Sinfonica Nazionale della Rai, 4 September 2008

The Conductor – our lead fundraiser



Sun Media Photo/Rob Swystun/Daily Graphic/16/12/08 Rei Hotoda conducts the Winnipeg Symphony Orchestra



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The score – our organisational story and case for support

The image shows a page of musical notation for a piece titled "Variante". It consists of three systems of staves. The top two systems are vocal staves, each starting with a treble clef and a key signature of one flat (B-flat). The first vocal staff begins with the word "Variante" and a trill ornament. The second vocal staff also begins with a trill ornament. The bottom system is a piano accompaniment, starting with a grand staff (treble and bass clefs) and a dynamic marking of *f* (forte). The piano part features a complex rhythmic pattern with many sixteenth notes and rests. The score is written in black ink on a white background.

Thomas, Ambroise (1868). Hamlet, piano-vocal score, piano reduction by Vauthrot. Paris: Heugel & Cie, n.d. [1868]

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Mission
delivery

Impact achieved in partnership
between donors and your charity

Project level case for support

Clarity, credibility, assessment of
problem, delivery model, user centred
design, sustainability, value for money

Building confidence in delivery

Organisational level case for support

People, processes, networks and
partnerships, track record, competence,
evidence

Building confidence in organisation

Project development checklist	
Is the project something that we are doing already?	This should be our starting point if we believe that the donor will not make large unrestricted gifts. This is the next best thing.
Is the project effective?	We do not want to be putting donor relationships at risk by applying their money to failing projects!
Do we know how much the project costs?	This sounds straightforward, but very seldom is. Many projects which are delivered to funders cut across cost centres and work will need to be done to develop a project budget that the service, finance and fundraising team all understand.
Can we reclaim overhead costs?	It is really important that we ask donors to contribute to our running costs, so we need to build this into the total project costs.
Does the donor want to fund something we do not currently do?	This can be a very exciting opportunity to develop new services, or it could be an example of 'the tail wagging the dog' and best avoided. Important to consider this against the current and future strategy and keep open lines of communication
Are we all aligned internally around the opportunity?	Project development, like fundraising, is a team effort. We need the leadership, finance , service and fundraising functions working well together to create effective projects. This needs to be given the right amount of time in people's busy schedules to work effectively.
What if we do all the work and don't get the gift?	This is entirely possible. But you have a project now, which can be tweaked and take to other funders, and you also have a new way of working internally which will develop internal connections and improve understanding of the different functions among team members.
What if we get the money but don't know what impact the project is having?	One of the realities of working in a resource-constrained environment (like the voluntary sector) is that some things only happen when there is money at stake. We know that donors who are impact investors will not give again if we cannot demonstrate impact. So, we create the systems to capture this. It is hard work but very valuable to us organisationally, quite apart from the benefit to the donor and our relationship with them

Case for support resources for you!

[Inspiring Fundraising](#) - This online resource is the legacy of the four-year Resourcing Scotland's Heritage partnership programme, led by Arts & Business Scotland with Archaeology Scotland, Built Environment Forum Scotland, greenspace scotland and Museums Galleries Scotland.

Inspiring Fundraising aims to help everyone in the heritage sector in Scotland raise funds for their organisation, cause or project, effectively and with greater confidence.

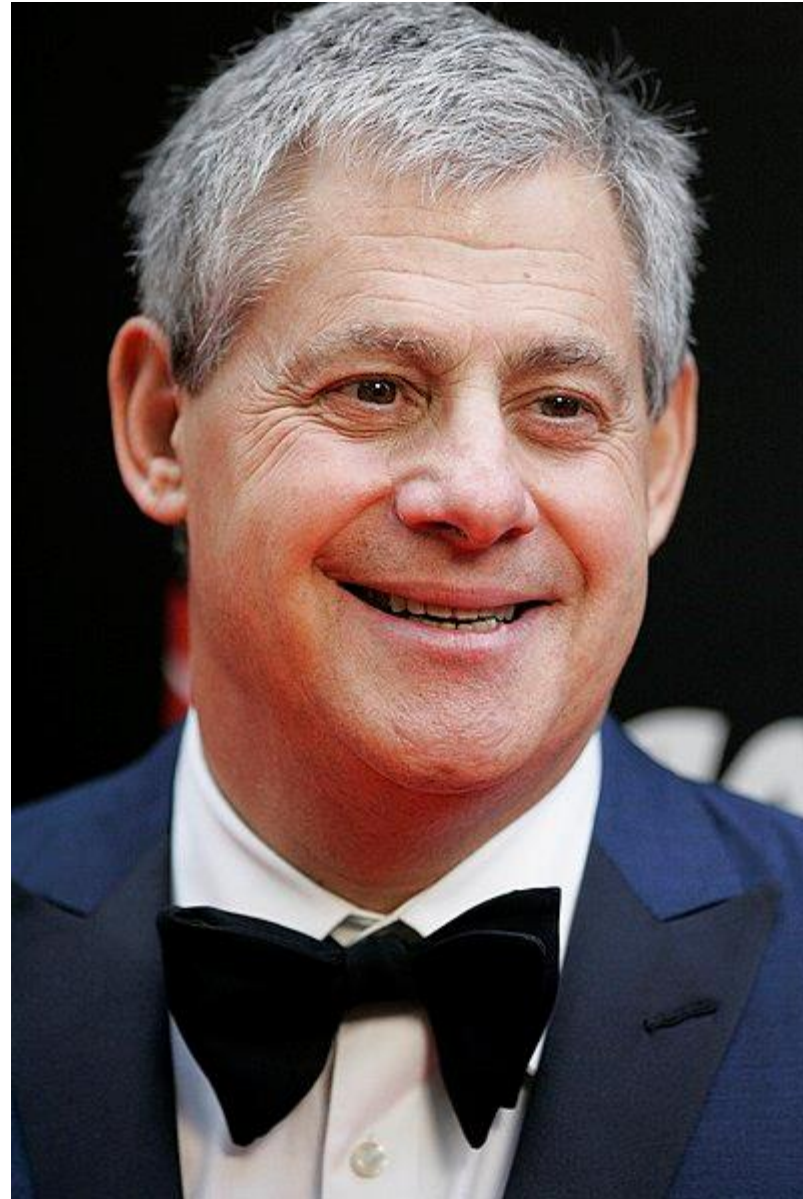
[10 Steps: Writing a Case for Support - Voluntary Action Sheffield](#)
[Beth Crackles](#)

[Writing a compelling case for support – CCS Fundraising](#)



The soloist (and principal players) – CEO and Leadership Team





Sir Cameron Mackintosh, 21 December 2012, Eva Rinaldi

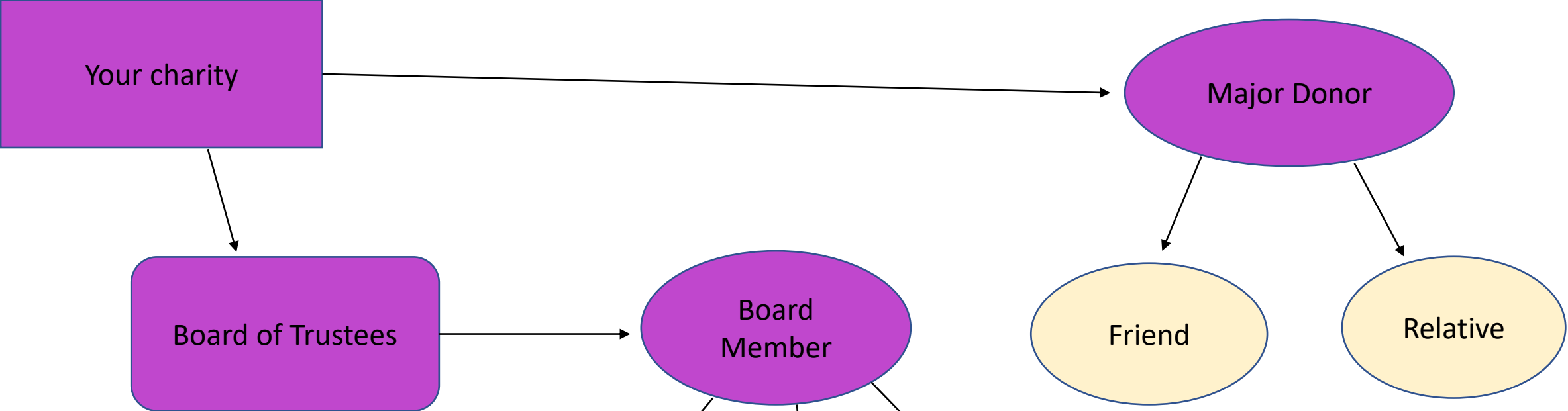
The impresarios – Our Board members (the best ones...)

The audience – our donors and partners



Christos Lambrakis Hall, Athens Concert Hall May 24, 2011

Simple network map



Key:

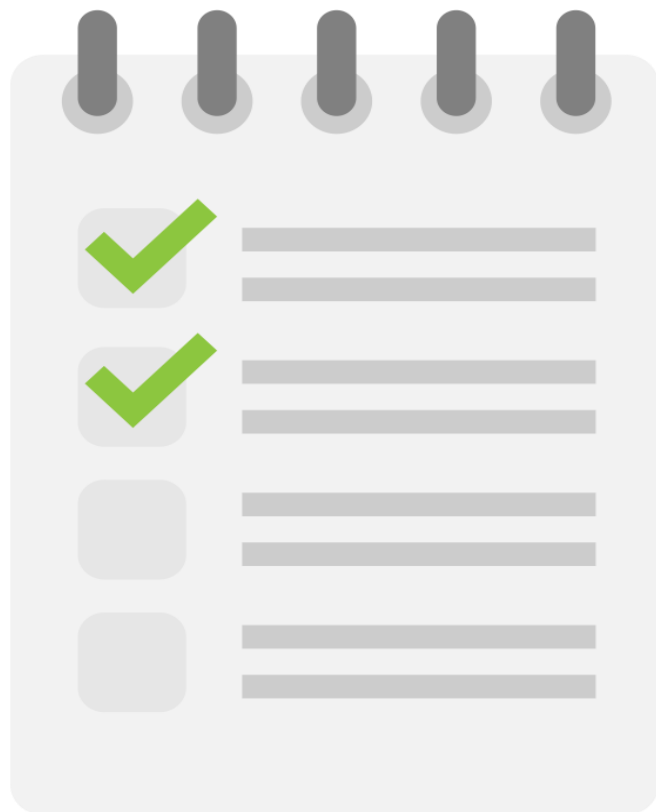


Relationships we currently hold



Introductions made by our advocates

Major Donor readiness check list:



- Excellent lead fundraiser with capacity to deliver
- CEO who understands her/his role and is prepared to make time
- Supportive Board which understands the process
- Individual board members who will make introductions
- Case for support which makes sense externally
- Organisational credibility and track record
- Clear vision for transformative change
- Ability to capture and report on impact
- Key messages understood by everyone involved
- Active involvement in project development by key colleagues
- Realism over timescales and targets
- Growth mindset and partnership approach

Questions and Discussion



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<https://www.linkedin.com/in/joel-voysey/>



<https://joelvoysefundraising.uk/>