

More

BREXIT through the lens of Major Gift Fundraising. **A seminar and shared thinking for Scottish Institute of Fundraising**

More Partnership

This workshop was prepared by
Catrin Tilley, Partner

Thursday 30 May 2019

Catrin Tilley

+44 (0)797101 9226
Ctillley@morepartnership.com

Structure for today's session

Key elements

1. BREXIT – setting the scene
2. The fundraising environment
3. The fundamentals of Major Gifts seen through the lens of Brexit
4. What do we take away from today?



There are no experts for Brexit

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

What are the top 3 Brexit issues for your organisation?



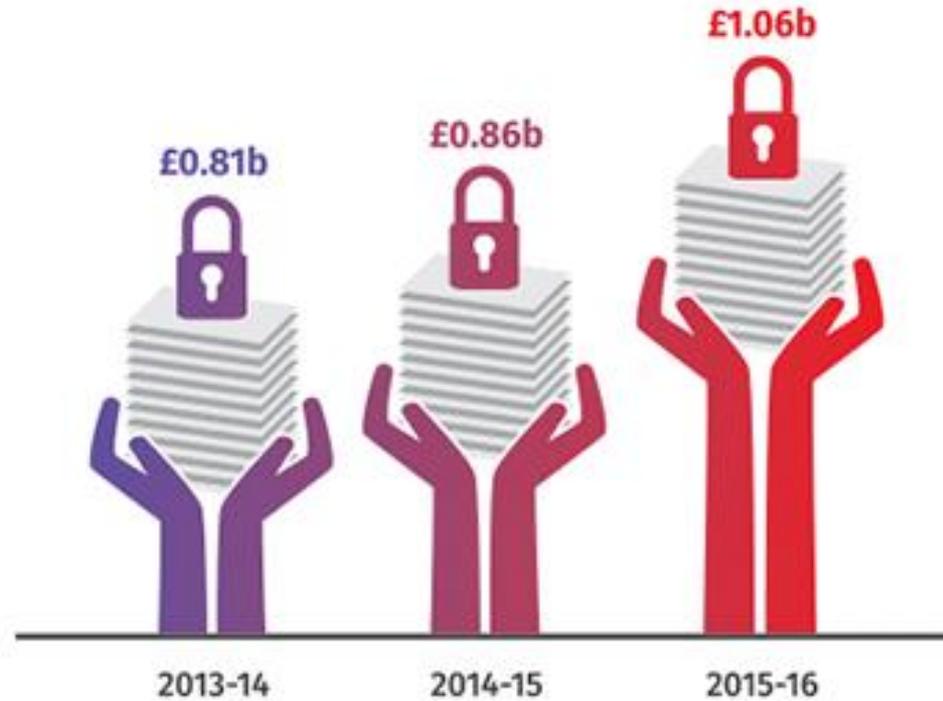
And as fundraisers...

What is keeping you awake at night?

What opportunities do you see with Brexit?



Fundraising in UK – Higher Education



Fundraising in UK – Arts and Culture

ACE Private Investment in Culture Survey

Investment of £485million pa for 2014/5

- **Changing picture - less reliant on public funding**
 - 34% Public funding
 - 18% Private investment – fundraising
 - 48% Earned income – commercial activities
- **Fundraising - £480m**
 - 20% Corporate funding
 - 29% Trusts
 - 51% Individuals (memberships, legacies, donations)

Fundraising in the UK - Charity Sector

UK Charities performing well

- Charities recovered from 2011/12 slump
- Top 100 charities raised £5.6 billion in 2018, a growth of 0.7%
- Legacies number 2 source of fundraising income
- Some charities still expanding fast, e.g. Alzheimer's Society, Maggie's

But some vulnerabilities

- Long term trends show slowing down of growth, towards static growth
- More complex era of regulation and compliance

Brexit Impact : A straw poll of the More Consultants

- Of the consultants who responded to the survey, 75% of their clients are in the UK and 18% are in the EU.
- 70% of the consultants reported that their clients have discussed Brexit with them – the vast majority of whom are in the Higher Ed sector, followed by Schools, Culture, Health and Charity.
- A third of our consultants reported that their clients have a Brexit plan
- Our clients' concerns focus largely on being less able to operate in Europe or reach out to Europe.
- Other concerns include general uncertainty, anxiety about GDPR, staff recruitment and a hit to the economy which could impact giving and disposable income.
- No client has mentioned any benefits that could arise from Brexit.

How are the fundraising fundamentals affected by BREXIT

The fundamental prerequisites

- A good **story**
- The **potential donors** to whom you'll tell that story
 - Who want to support
 - Who have the capacity to support
 - Who are asked to support
- The necessary **infrastructure**

The Story – Case for Support



Shop
Window

Shop Floor

Stockroom/
Warehouse

The Story - the shop window

- The holistic vision
- Short & compelling case
- Themes uniting the institution



The Story - shop window Palermo...



Case for Support Framework - Impact of Brexit?

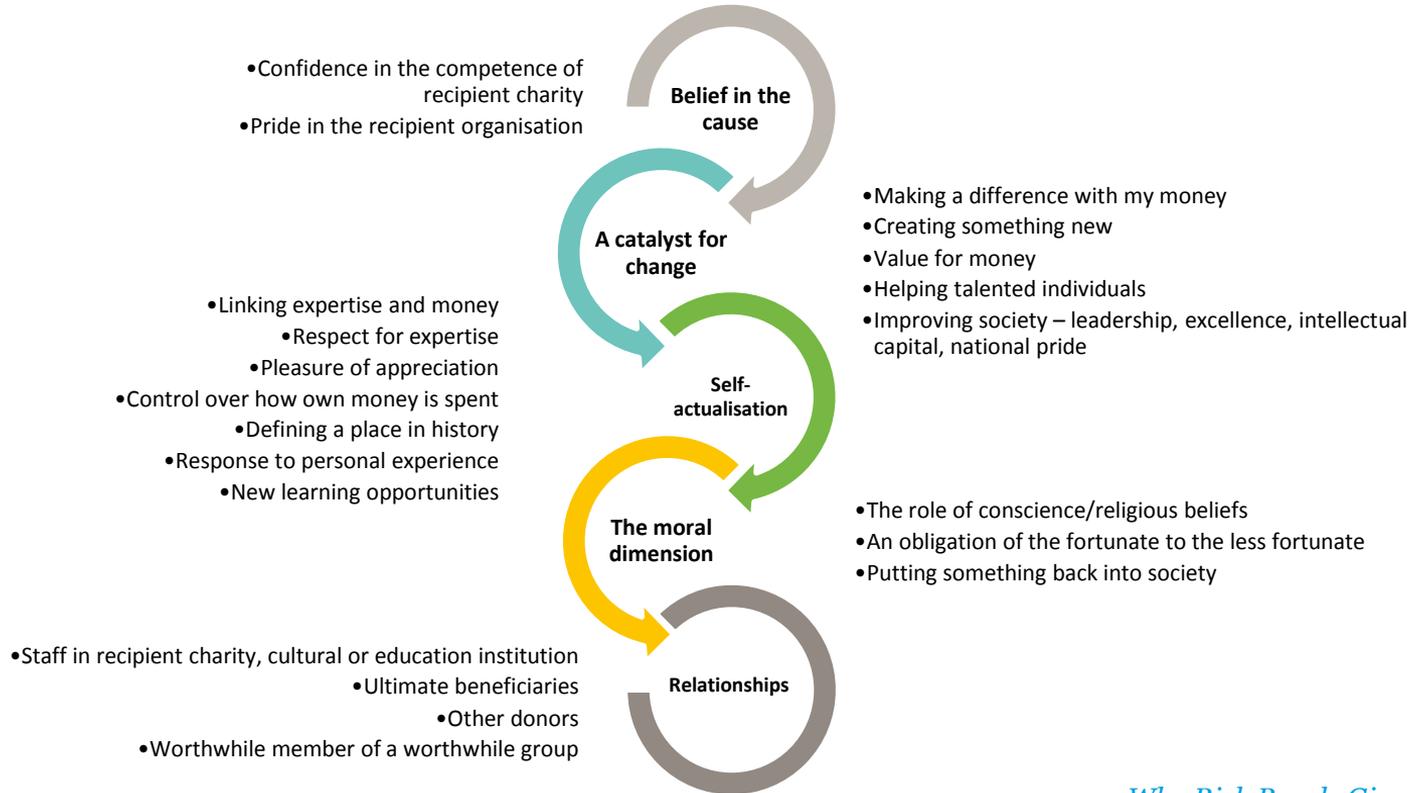
How will Brexit affect the vision of your institution?



Donors – walking in their shoes

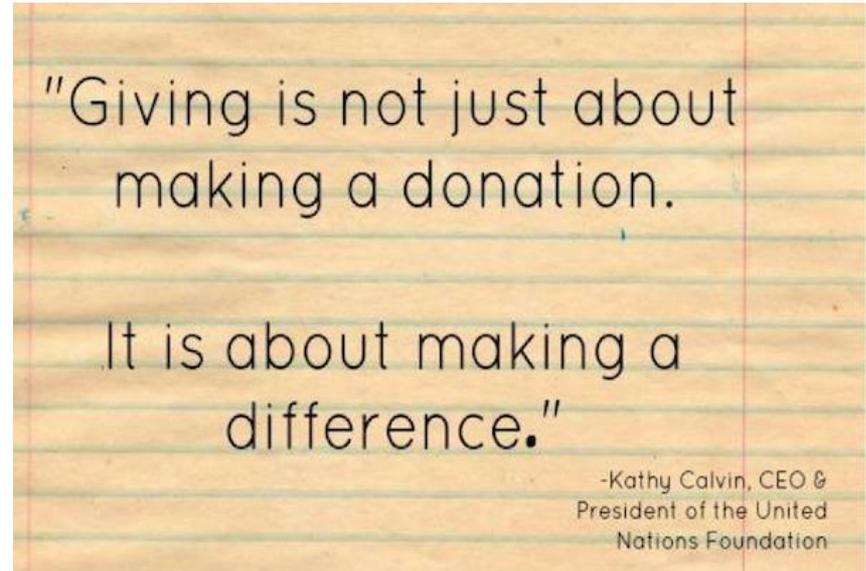


Why people give



How will Brexit Impact Donors

What are the top 3 things that will worry your donors?



The infrastructure– a team sport for the whole institution

| Stage in the fundraising cycle | Fundraiser | Leadership | Provider of Service | External volunteers/ leaders |
|--------------------------------|--------------|-------------|---------------------|------------------------------|
| Identification | Yes | Yes | Yes | Yes |
| Research | Yes | Adds detail | Adds detail | Adds detail |
| Plan | Drafts | Sometimes | Sometimes | Sometimes |
| Involve/Cultivate | Co-ordinates | Yes | Often | Often |
| Ask | Often | Often | Rarely | Sometimes |
| Gift Closure | Yes | Rarely | Sometimes | Sometimes |
| Thank & Steward | Co-ordinates | Yes | Yes | Yes |
| Deliver | Sometimes | Yes | Yes | Rarely |

What makes the difference in fundraising?

How will this be affected by Brexit?

1. **Leadership** – both internal and external volunteers
2. Volunteer engagement– **active champions**
3. Major gifts (with a **pipeline of potential donors** capable of giving these gifts)
4. Sustainable stream of giving **at all levels**
5. Purposeful **donor stewardship**
6. Appropriate investment in highly focused, organised and **capable people and infrastructure**

And as fundraisers.....

Three ideas to take away to help you deal with Brexit



Any Questions?

Thank you

Catrin Tilley More Partnership

30 May 2019