

Making Fundraising Work for your Organisation

Webinar 3: Turning a Business Strategy to a Funding Plan Being Prepared for Success

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This session will focus on:

- What should be considered when making a fundraising plan
- Tools to help you decide what is important to your organisation
- How to prepare for a successful application

Declaration

All material provided is either existing research, which is credited, or is regarded as 'best practice' as at 1st March 2020.

However, this is **not** a substitute for professional, legal or financial advice.

Five Minute Fundraiser

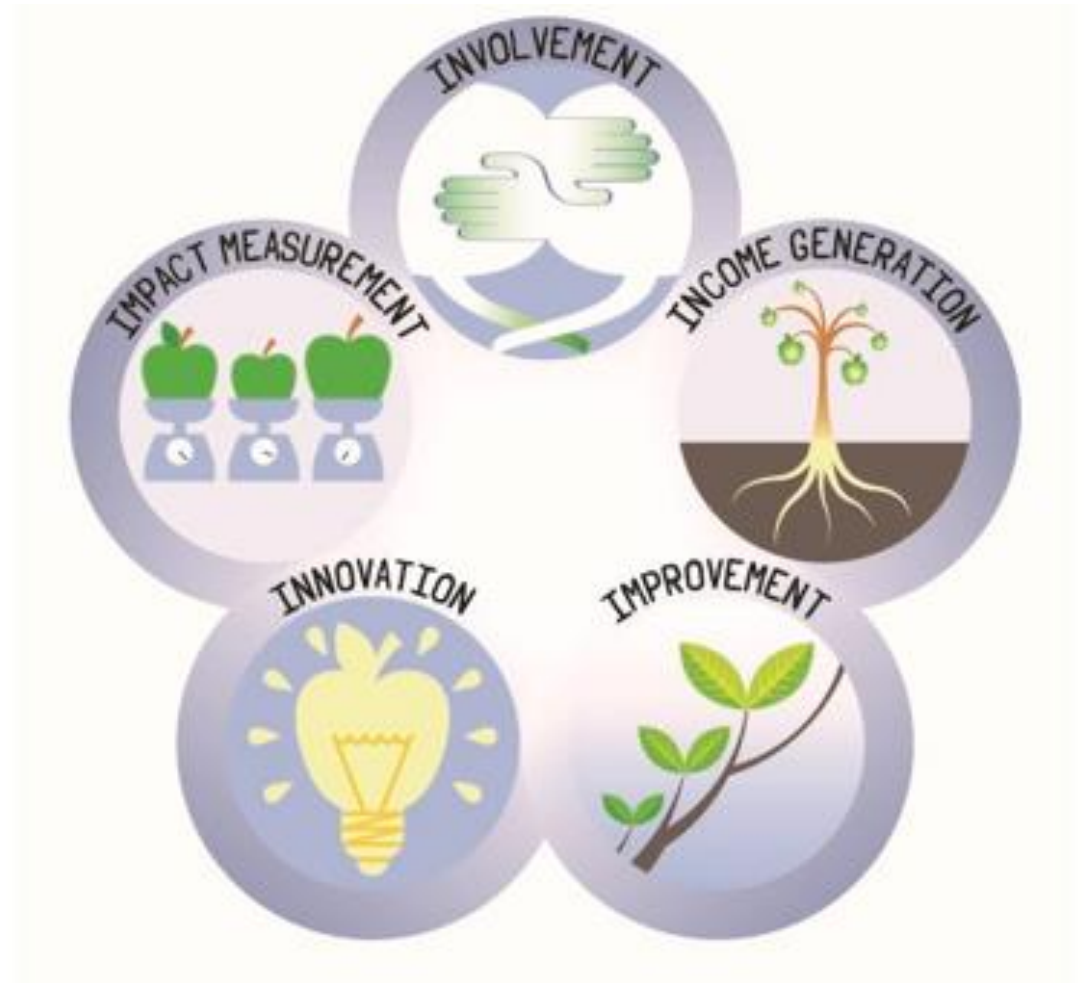
A range of short video clips from the Institute of Fundraising on:

- Developing a Fundraising Strategy
- SWOT Analysis for Fundraising
- An Introduction to Trust Fundraising
- Case for Support
- An Introduction to Major Donor Fundraising
- www.youtube.com/playlist?list=PL5E79F0FBFB0194C7

Sustainability: Making a Lasting Difference

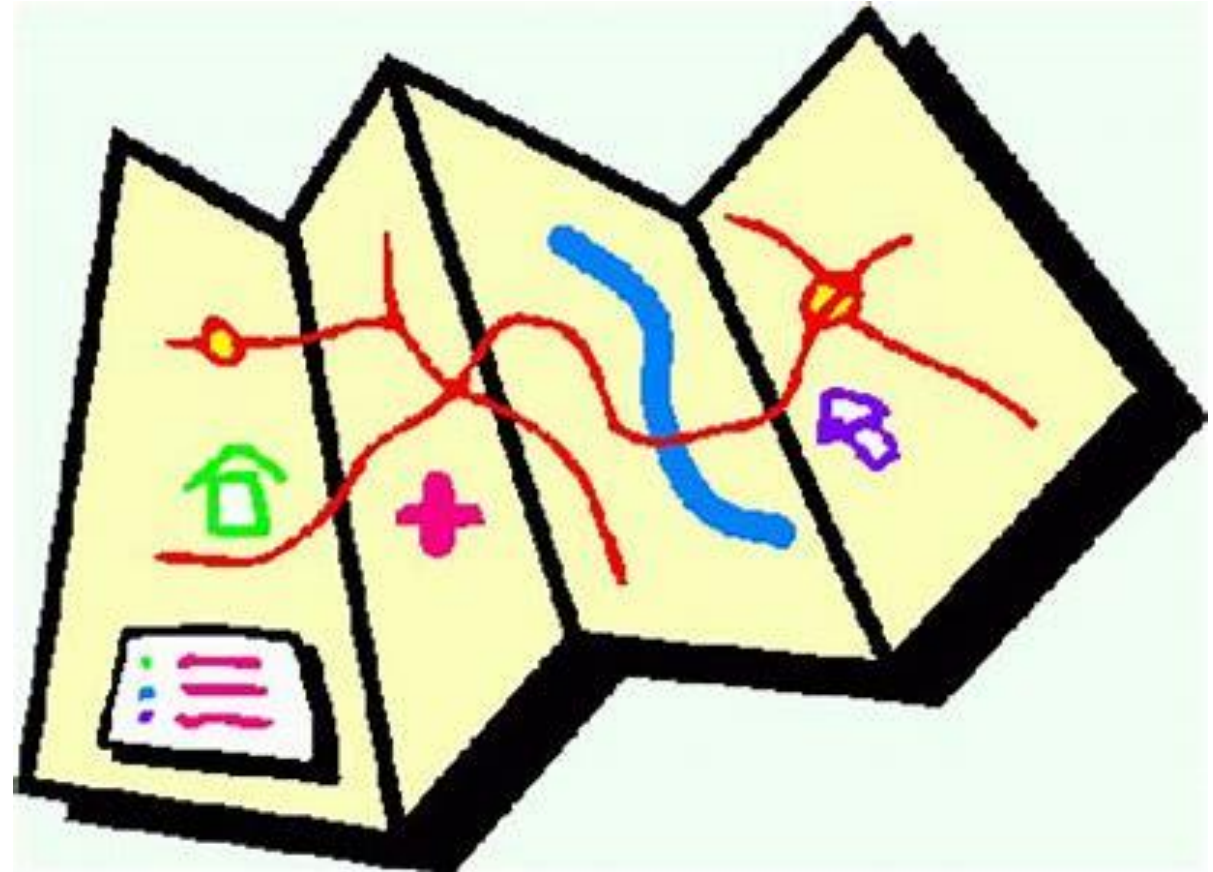
- Involvement
- Income Generation
- Improvement
- Innovation
- Impact Measurement

www.lastingdifference.com



Turning a Business Strategy into a Plan

Fundraising Planning



Turning a Business Strategy into a Plan



Turning a Business Strategy into a Plan

external environment

composed of all the outside factors or influences that impact the operation of business



Turning a Business Strategy into a Plan



Understanding PESTLE

Political



Understanding PESTLE

Economic



Understanding PESTLE

Social



Understanding PESTLE

Technological



Understanding PESTLE

Legal



Understanding PESTLE

Environmental



Turning a Business Strategy into a Plan



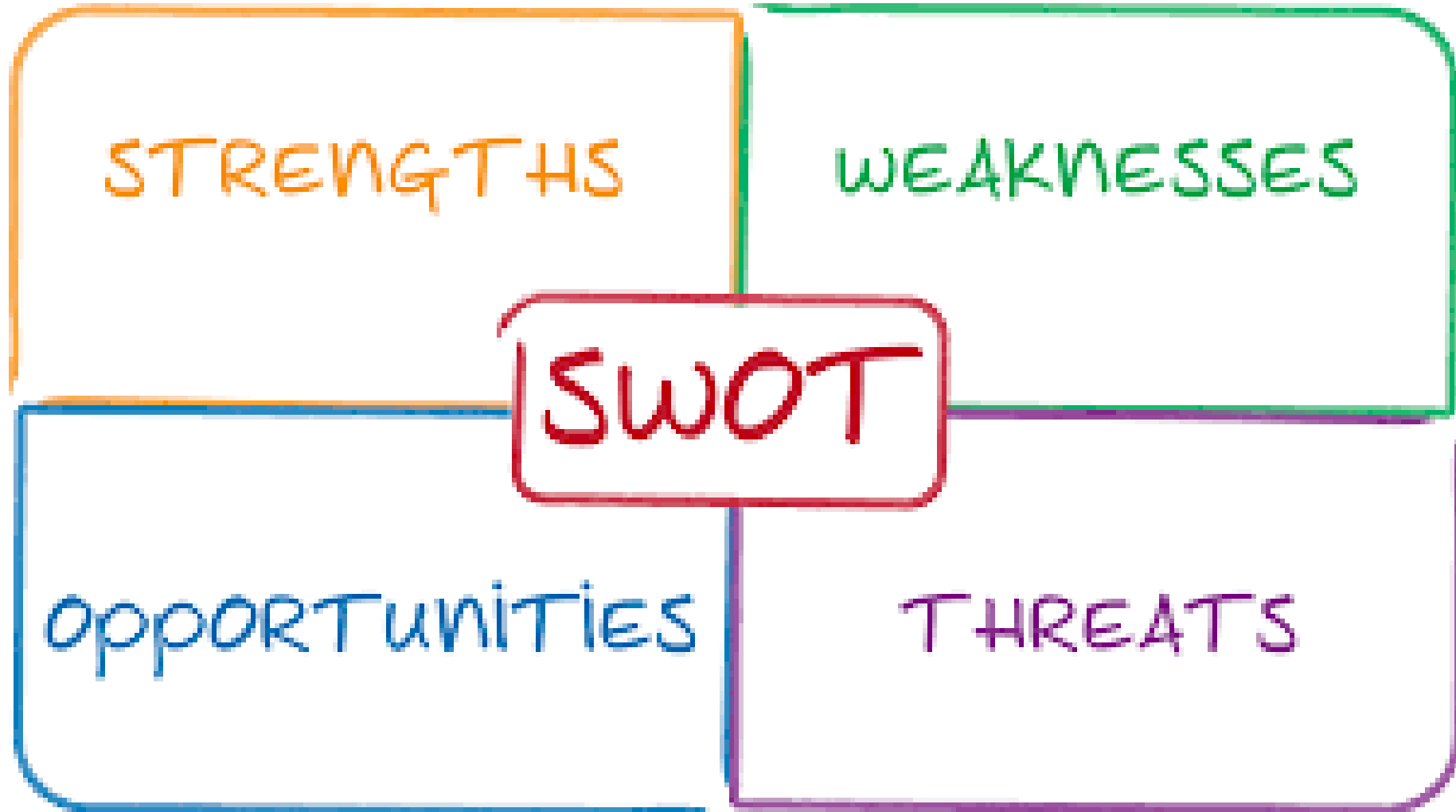
Turning a Business Strategy into a Plan

Engage Stakeholders

- Who are my key stakeholders (and who are they not)?
- What are they currently thinking, saying, feeling or doing?
- What do I want them to be saying, feeling, thinking or doing?
- What strategies can I use to better engage them?



Turning a Business Strategy into a Plan



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Turning a Business Strategy into a Plan

Setting Aims and Objectives

Example one - Trusts

AIM: in the next financial year, we aim to raise £100,000 from trusts by:

Objective 1: Securing at least one lead grant of £30,000

Objective 2: Securing at least three grants of £10,000

Objective 3: Securing at least two grants from trusts who have not funded us before

Example two- Individual Donors

AIM: in the next financial year, we aim to raise £50,000 from individual donors by:

Objective 1 – Doing three direct mail appeals to our donor database, each with a target of £10,000 (one each in April, August and December)

Objective 2 – Identifying and recruiting at least two major donors and securing £10,000 gifts from each of them

Turning a Business Strategy into a Plan

- Audit Existing Fundraising
- Access Possible Opportunities
- Clarify Constraints
- Understand Risks and Benefits



Turning a Business Strategy into a Plan

What methods does your organisation use to raise money?



Turning a Business Strategy into a Plan

Ansoff Matrix

Strategies for growth and understanding risk

		Products	
		Existing	New
Markets	Existing	Market Penetration	Product Development
	New	Market Development	Diversification

Turning a Business Strategy into a Plan



Turning a Business Strategy into a Plan

THE ULTIMATE NONPROFIT CALENDAR

months are highlighted when most organizations are engaging in each activity

www.wildapricot.com



March is the busiest month for events. Perhaps that's why it's called, March Madness!



December is the least busy month for events. No surprise, because of the holidays!



		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MANAGEMENT 	Fiscal Year End						JUN						DEC
	Yearly Goal Setting	JAN										NOV	
	Annual General Meeting					MAY	JUN				OCT	NOV	
	Board Member Selection										OCT	NOV	DEC
	Board Meetings			MAR									
MONEY 	Donation Campaigns	JAN											DEC
	Fundraising Events		FEB	MAR						SEP	OCT		DEC
	Tournaments								AUG				
MEMBERS 	Recruit Volunteers	JAN		MAR		MAY				SEP			
	Member Meetings		FEB	MAR									
	Membership Renewals	JAN											
	Networking Events		FEB	MAR									
	Conferences/Conventions/Retreats			MAR				JUL		SEP	OCT		
	Awards/Appreciation Events	JAN		MAR		MAY							

To create this calendar, we analyzed 17,000+ of our customer organizations, 1,000,000+ events they created, plus surveyed 700+ nonprofit administrators. Highlights are when >11% of organizations are engaging in an activity.

Turning a Business Strategy into a Plan

Monitoring Returns

- Be able to compare effectiveness
- Find appropriate measures
- Understand what works and what doesn't



Warning! Success... Be Prepared!



Getting Ready - Evaluate

Think about how your organisation will monitor and evaluate the service you provide.

You most probably will have set your outcomes when you applied for your grant, so when you start to deliver your project, but sure you have a system in place to capture the information you need to report on.

Getting Ready... Evaluate

Information can come in a variety of forms and may include spreadsheets, reports and videos.

Even if one person has the main responsibility it is good to involve others in analysing information, including service users or volunteers (bearing in mind confidentiality).

Getting other people involved:

- increases their ownership of the evaluation process
- helps them to understand how you will use the information they provide or gather and why you need to collect it in the first place
- gives different perspectives
- increases understanding of what information needs to be collected

Analysing Information

When collecting information, ask

- what you did to deliver your outcomes
- which activities or processes were most effective or important
- whether things worked in the way you expected

As you analyse your material, you may notice gaps. If this happens, you need to ask yourself, whether this is because:

- you have set the wrong outcome
- you need to do more work to achieve the outcome
- you probably are achieving the outcome but you haven't collected any information about it

What is a Good Report?

1. Tells a Story
2. Is Well Structured
3. Makes A Clear Link
4. Uses Numbers Clearly
5. Provides Qualitative Information
6. Is Clear About What You Know
7. Shows Individual's Experiences
8. Is Honest
9. Sets Out Learning
10. Sent Before Deadline

What is a Good Report?

You may also wish to include:

- Info on a broader context
- Supporting evidence
- Visuals

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