

Cost of Living Fundraising Series



Department for
Communities

An Roinn
Pobal

Department for
Commonities



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Fundraising and Marketing Strategy

Gather information

To make informed Decision

Help people understand the impact **they** can make

Communicate an appealing mix of ways to help


Give them a superior experience, so they keep coming back for more



Contents

Legal & Ethical <https://www.fundraisingregulator.org.uk>

Staff and Trustee input and buy-in:

- Providing quantifiable evidence that demonstrates the *benefits* of the work
 - Proactively seek testimonials qualitative information and storytelling
 - Find beneficiaries who are happy to share their story or speak at public events
 - Promoting opportunities through networks and piggybacking on communications
 - Encouraging people to sign up to the newsletter and to follow on social media – can be as simple as including on email signatures.
 - Finding out from contacts how to approach their organisation for support.
 - Input at nurturing events.
 - Using agreed language to present a consistent brand image.
 - Supporting social media by liking and commenting on posts.
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Communication

Help people and organisations understand the *benefits*

Promote fundraising opportunities

Build loyalty and minimise donor attrition.

Journey

Awareness

Interest

Evaluation

Trial

Adoption



Branding

Colour

Core messaging–Mission, Vision, beliefs & attitudes

Case for support

Qualitative

Quantitative

USP



Communication Platforms

Print and broadcast Media

In-house printed materials

Free Websites

Social Media

Website

E-Newsletter in harmony with your mission



Supporter Care

Help as much as you can to maximise income.

Make them feel appreciated and fulfilled with a written down supporter journey.

Lapsed donors!



11.15am

COFFEE, TEA AND A PEE!

Fundraising Mix

Paid for service you are is uniquely placed to deliver

New clients for current paid for services services

Charity led fundraising events

Supporter led fundraising

Third party led fundraising – parachute jumps, ziplines, marathons etc you recruit participants to piggy back on

events organised by others

Volunteer Fundraising groups

Collections and bag packs

Society lottery or prize draw

Trading

Donations

Committed donors

Major donors

Legacy giving

Crowd funding

Corporate giving

Commercial partnerships

Online giving platforms

Grant giving bodies

Gift aid



How to make prudent decisions on what to include in the strategy?

Make them *informed* Decisions!

Organisational audit.



Research methods

Session with staff with recorded findings

Consultation with key stakeholders

Consultation with other relevant organisations

Desk research


Questionnaires

Review of current communication and income streams.

Research Focus

External analysis of the marketplace & successful charities, including those operating in other geographical regions.

Internal analysis, including a review of fundraising methods and processes; communication channels and messages, un-tapped opportunities and profile of current stakeholders.



Workshop

Strengths Weaknesses Opportunities and Threats

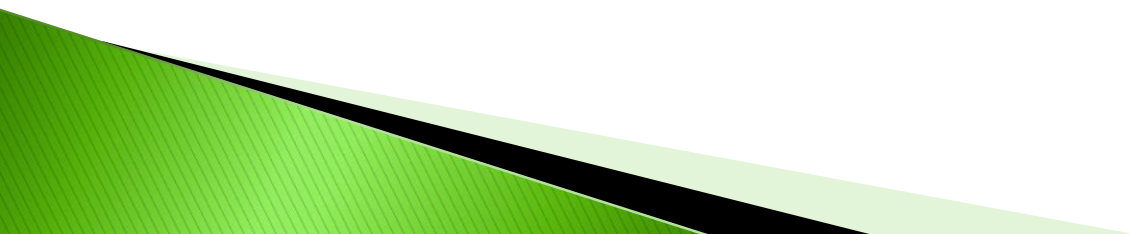
Outcome:

One income stream each of you will explore further!

**Do we all agree complete
confidentiality?**



Map out key milestones that will get you to where you want to be, monitoring progress along the way.



If I can help on your journey:

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