FUNDRAISING

Fingal PPN
and
Blanchardstown
Area Partnership

Training Programme
Autumn 2017

Quality Matters
supporting improvement in social services

About this workshop

What's this?

Each nonprofit is running two businesses; the business of achieving their vision, through their services, actions and campaigns and; the business of raising money to advance their cause.

This session will explain what is important and need to know for community and voluntary organisations interested in Fundraising. In this session, you will be introduced to exercises, resources and the theories that can help with developing an effective fundraising strategy.

How can I use it?

This presentation will cover the key steps for developing a fundraising plan for your organisation.

It will help you to:

- **Identify your target market**
- **Choose an appropriate fundraising method**
- **Understand the psychology behind giving**
- **Identify your 'case for support'**
- **Create, and articulate a shopping basket**
- **The importance of 'Thank You', and donor care**

Quality Matters
supporting improvement in social services

Hello!

I am Oisín O'Reilly

9 - 5 I work with BeLonG To LGBT Youth Services as the Head of Fundraising and Operations.

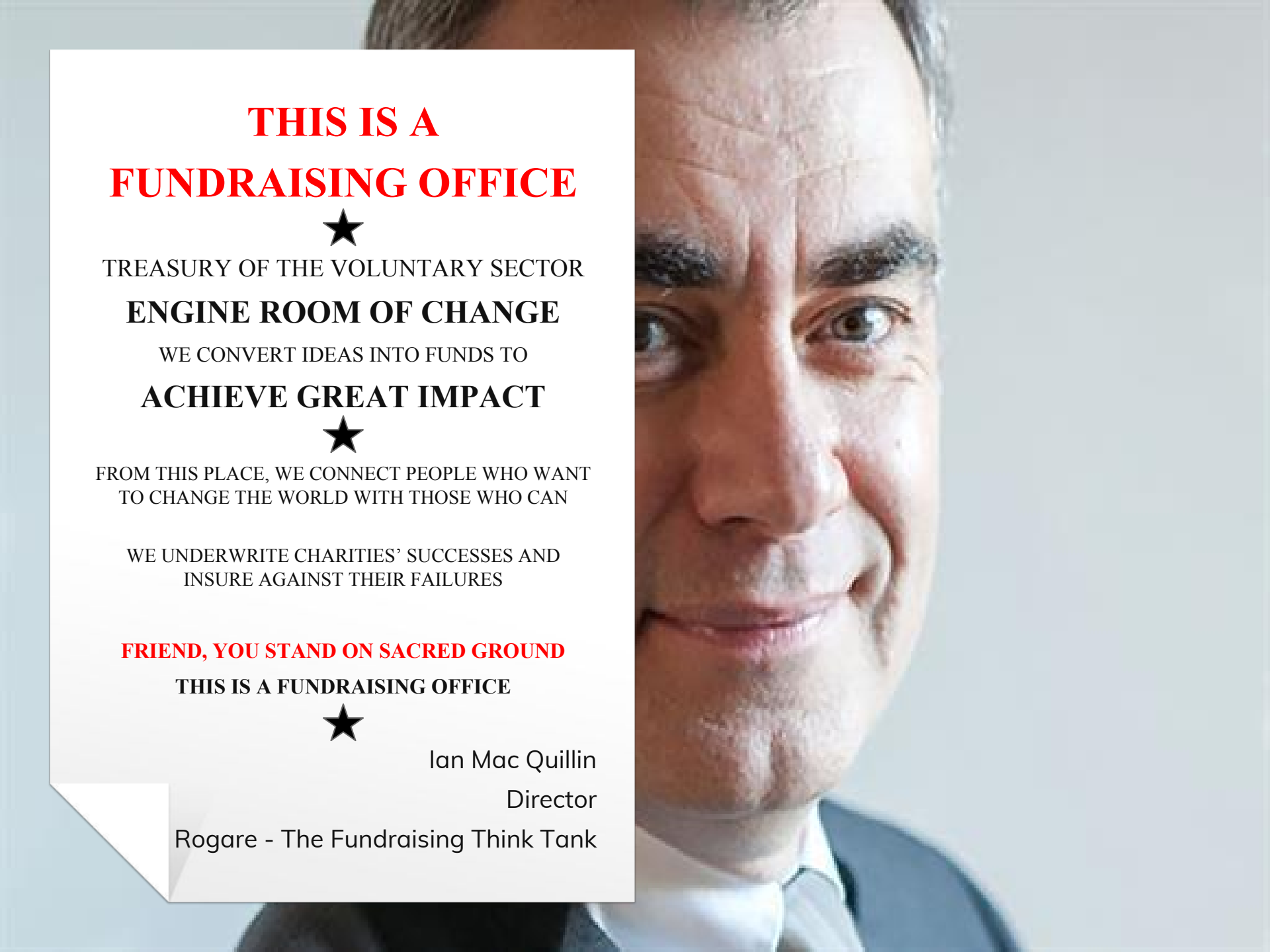
In my spare time I work as a Fundraising Consultant with Quality Matters, a research charity working with small to large nonprofits and charities.

Our work involves supporting organisations with strategic planning, evaluation, training and consultancy.

Today’s objective

To start building a fundraising plan to raise money or secure in-kind goods and services.

In the office, you will need to work with your staff to complete this plan.



THIS IS A
FUNDRAISING OFFICE

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TREASURY OF THE VOLUNTARY SECTOR

ENGINE ROOM OF CHANGE

WE CONVERT IDEAS INTO FUNDS TO

ACHIEVE GREAT IMPACT

★

FROM THIS PLACE, WE CONNECT PEOPLE WHO WANT
TO CHANGE THE WORLD WITH THOSE WHO CAN

WE UNDERWRITE CHARITIES' SUCCESSES AND
INSURE AGAINST THEIR FAILURES

FRIEND, YOU STAND ON SACRED GROUND

THIS IS A FUNDRAISING OFFICE

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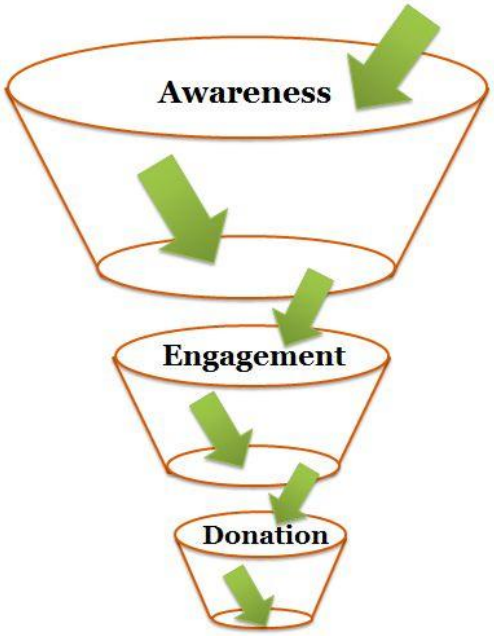
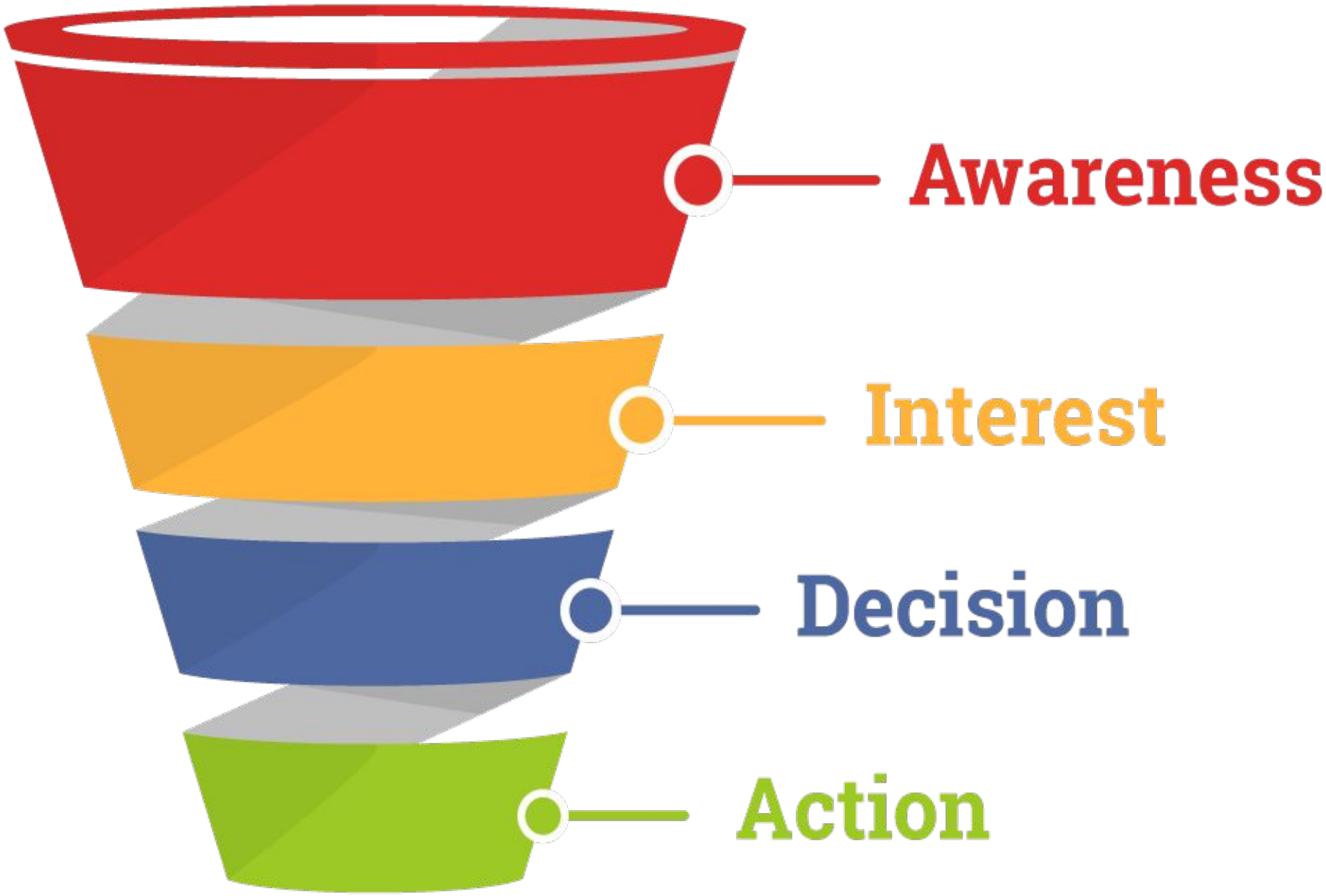
Ian Mac Quillin
Director
Rogare - The Fundraising Think Tank

Starting a fundraising plan for your organisation

What are the long-term and short-term steps for making a fundraising plan?



Stranger	Aware	Online Engagement	Joins Mailing List/ Attends Event	Donates
Has no knowledge of your organization or cause.	Has become aware of your work through your communications and marketing. Remains passive.	They have moved from passive to active. They have chosen to engage.	Things are heating up now you have the opportunity to solicit effectively.	Your job is just beginning, now to have to look after your donor!


Awareness
Interest
Decision
Action

Starting a fundraising plan

Audit Time

Where are we at right now? What has worked well in the past. What is going on in the market right now? Where in their life cycles are our fundraising products?

Set Goals

What is our fundraising target? Are we clear on how much we need and how the funds raised will be used?

Messaging

Who are we trying to reach and what message will work best on them? The psychology of giving.

Shopping Cart

What will the donor's donation achieve for the beneficiary?

Keep asking why!

Donor Care

It's cheaper and easier to retain a donor than it is to go find a new one! How are you going to look after the donors you have right now?

ROI

Review and evaluate, what was the Return On Investment for this fundraising activity or plan? What can you improve upon, what did you learn?

Audit Time

What has worked well and not so well for your organisation in the past? What is going on in the world around you?

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Starting Your Audit

Income	2015	2016	2017
Activity 1	12,000	11,500	15,000
Activity 2	3,500	6,000	6,500
Activity 3	800	950	1,150
Activity 4	1,950	2,250	3,900

Expenses	2015	2016	2017
Activity 1	4,000	3,200	4,800
Activity 2	800	2,000	2,200
Activity 3	50	150	250
Activity 4	500	750	1,250

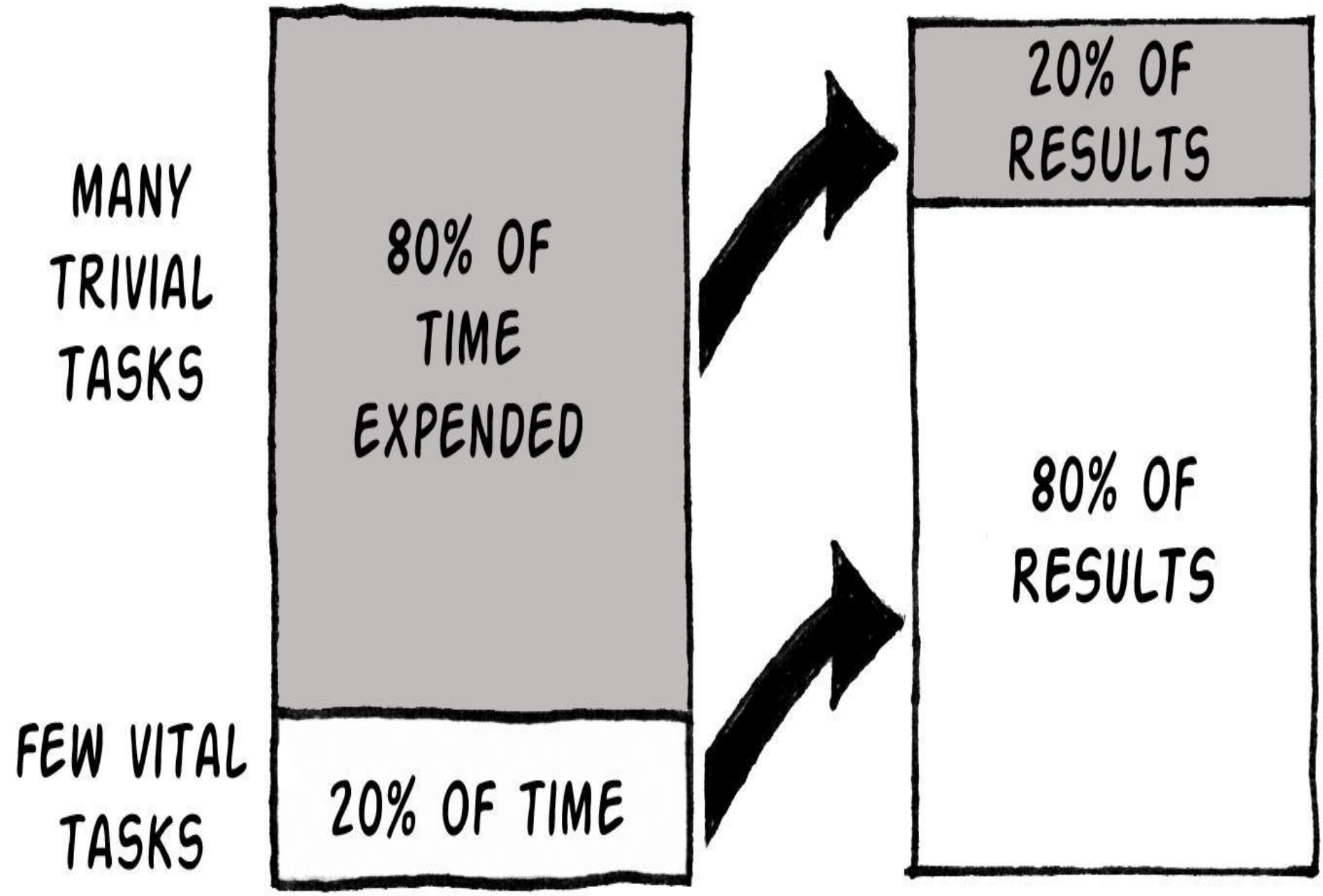
Calculate your ROI by Activity

$$\frac{\text{Total Raised - Expenses}}{\text{Expenses}} \times 100$$

Expressed as a percentage

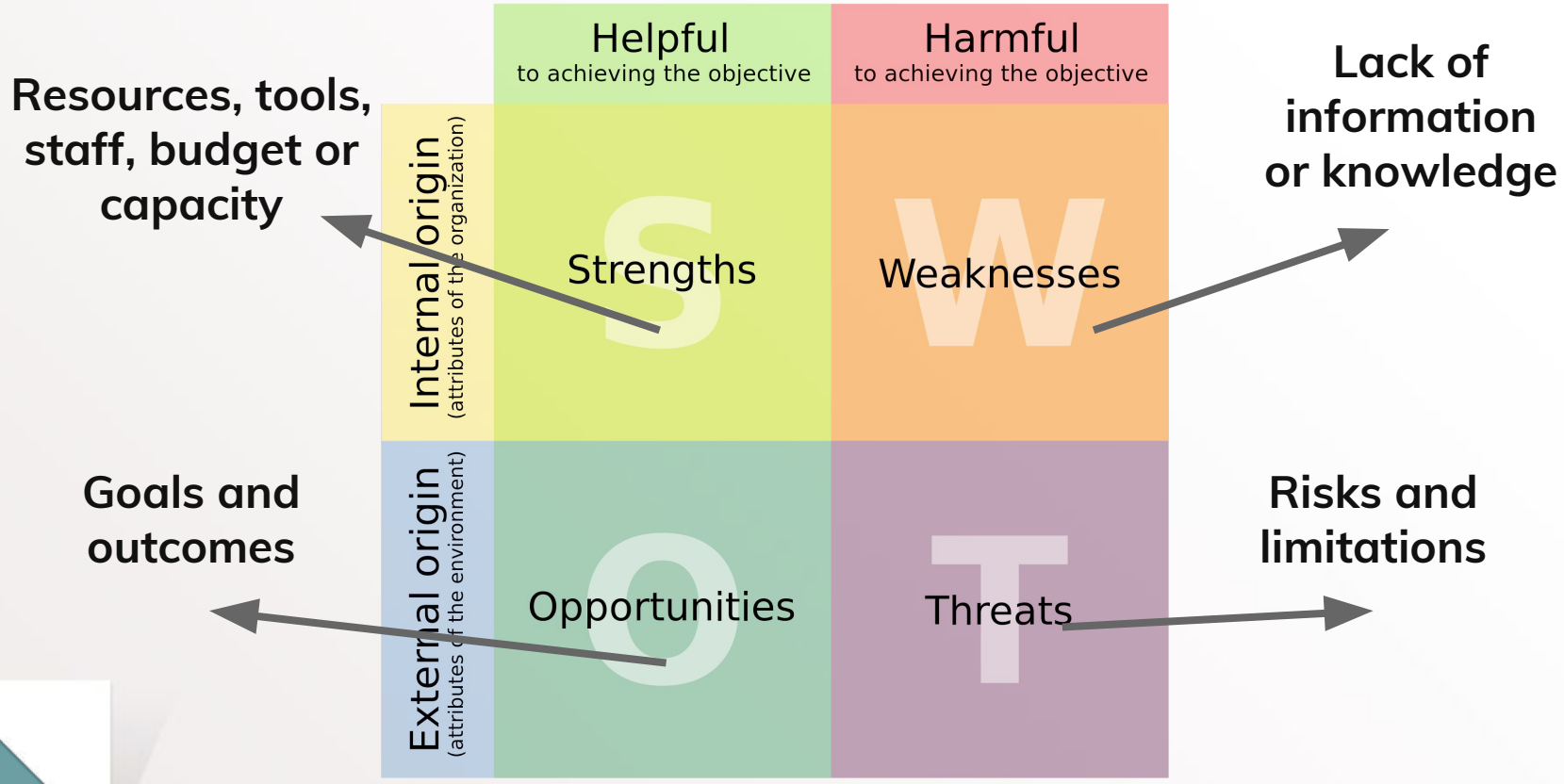
$$\frac{12{,}000 - 4{,}000}{4{,}000} \times 100$$

200%


MANY TRIVIAL TASKS
80% OF TIME EXPENDED
FEW VITAL TASKS
20% OF TIME
20% OF RESULTS
80% OF RESULTS

Analyse Situation

Complete a SWOT analysis



Market Research

1. Industry Leaders - look at who are leaders in fundraising - steal their ideas!

2. Other non-profits serving the same cause - what are they doing?

3. Other non-profits of a similar size - what have they been able to achieve?

Set Goals

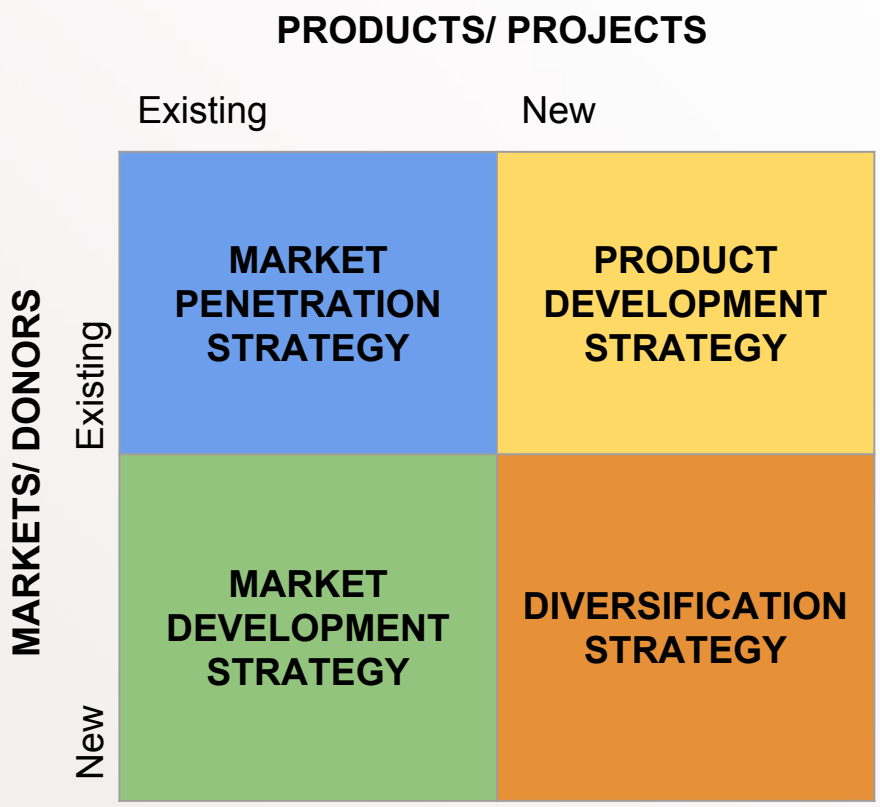
How much do you need to raise and by when?

Creating Your Fundraising Goal

Description	2018	2019	2020
Project 1	12,000	15,000	17,000
Project 2	5,000	5,000	5,000
Expense 1	1,200	1,350	1,450
Expense 2	800	1,000	1,200
Sub-total	19,000	22,350	24,650
Fundraising Investment	6,333	7,450	8,217
Total	**25,333**	**29,800**	**32,867**

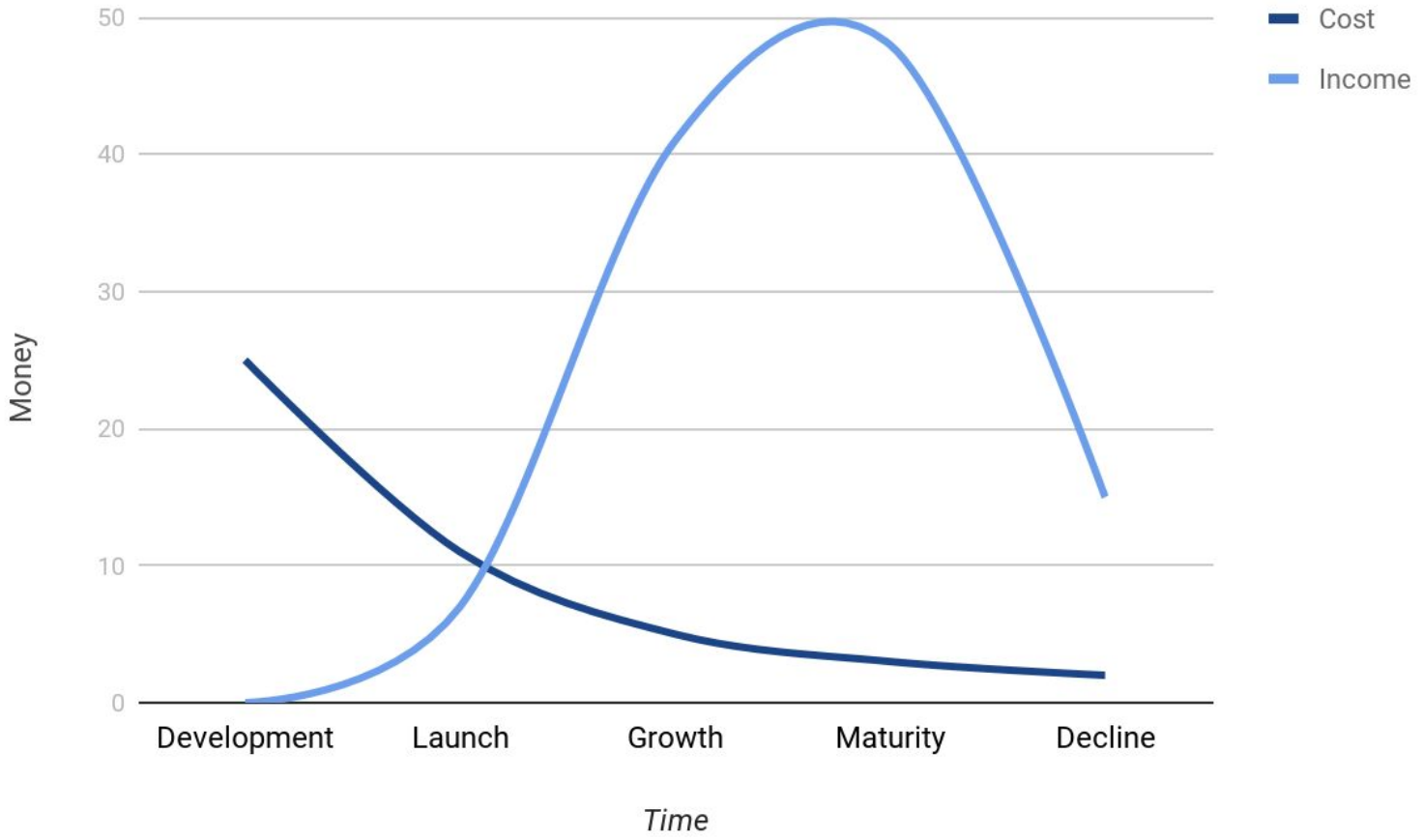
Goal = 88,0000

Ansoff Matrix



- More money from existing donors for our current work.
- More money from new donors for our current work.
- More money from existing donors for new work.
- More money from new donors, for new work.

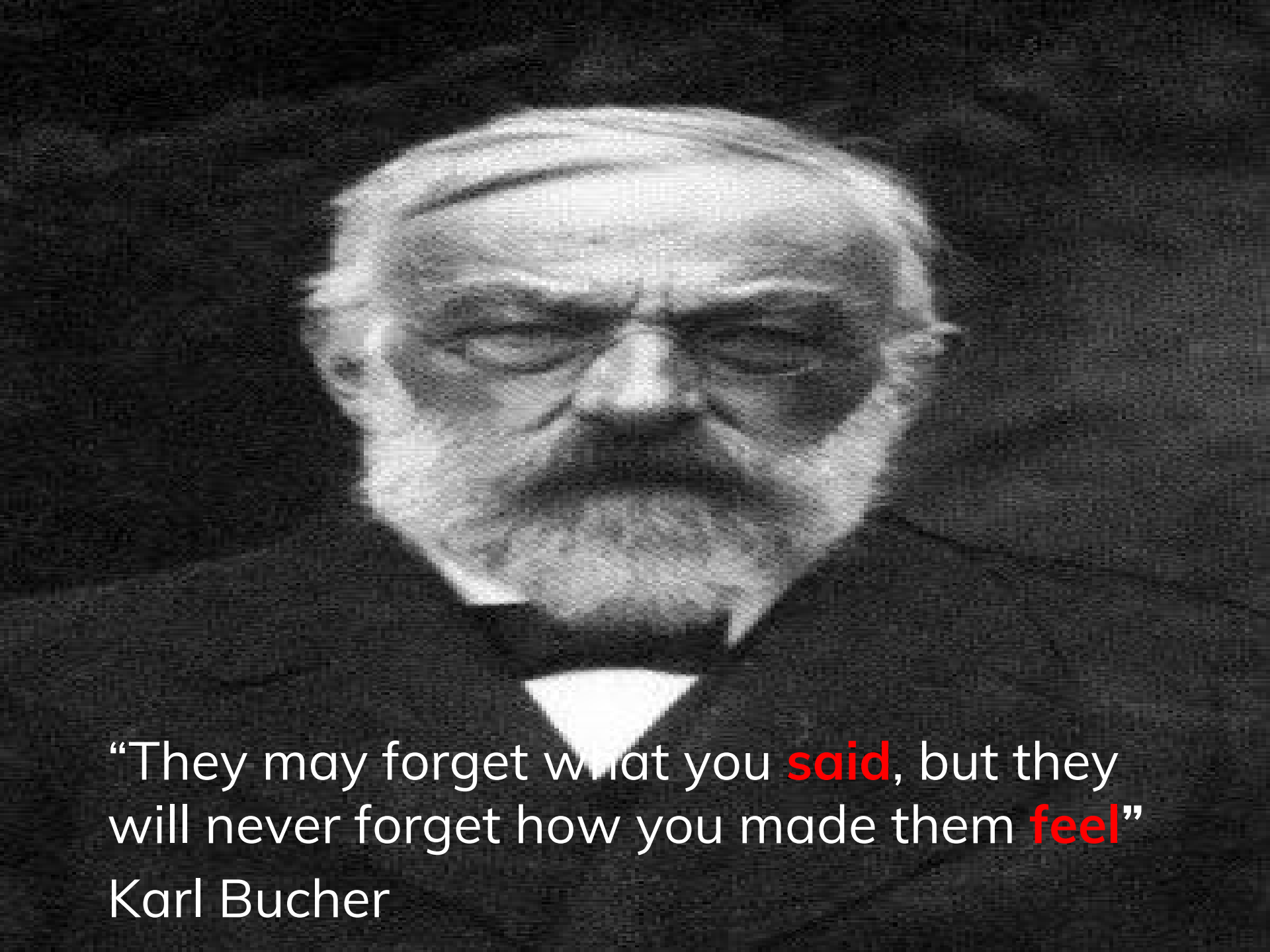
Life Cycle


50
40
30
20
10
0
Money
Cost
Income
Development
Launch
Growth
Maturity
Decline
Time

Things to think about when choosing methods

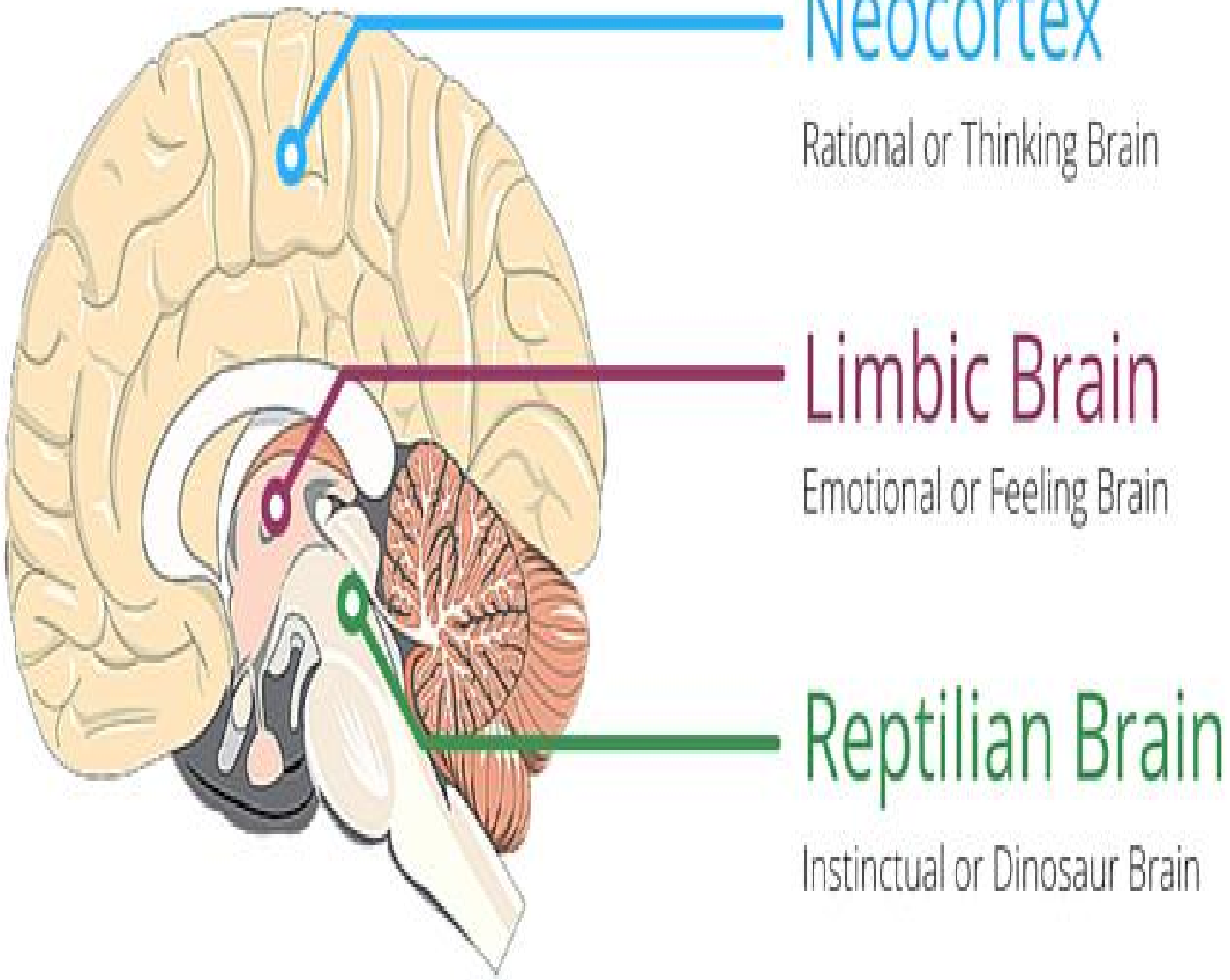
Messaging

Which message will work best for which segments of donors? The psychology of giving.

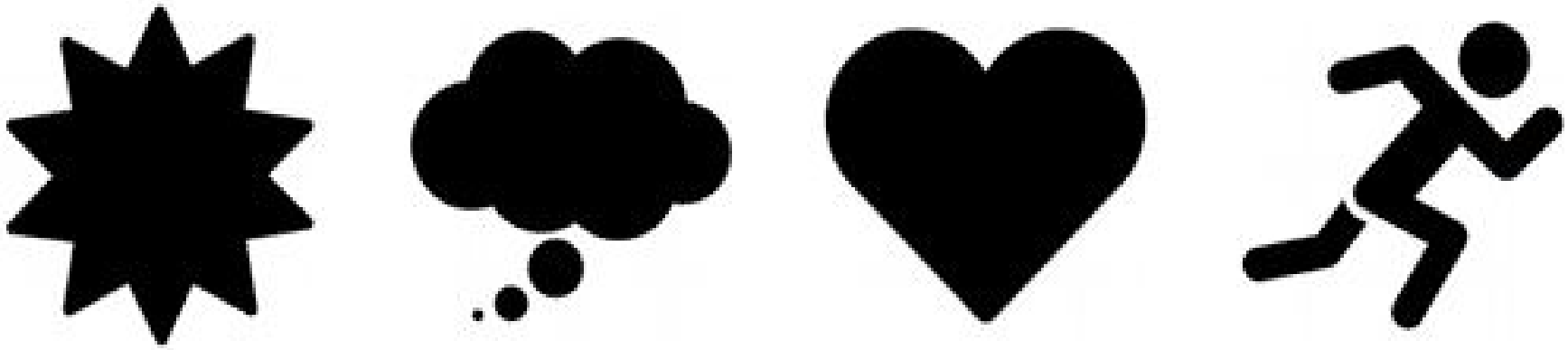


“They may forget what you **said**, but they will never forget how you made them **feel**”

Karl Bucher

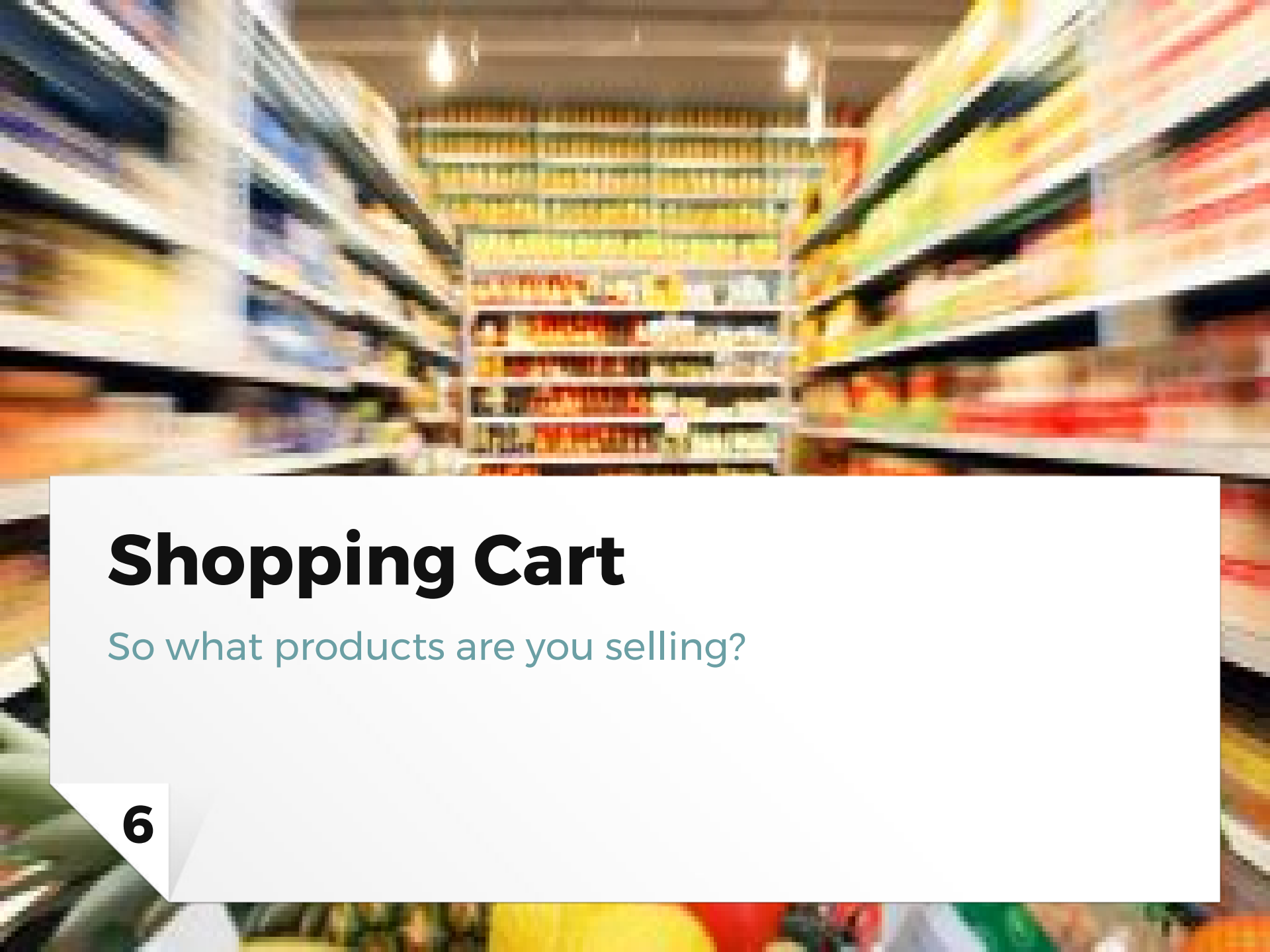

Neocortex
Rational or Thinking Brain
Limbic Brain
Emotional or Feeling Brain
Reptilian Brain
Instinctual or Dinosaur Brain

The Cognitive Model



Situation → **Thought** → **Emotion** → **Behavior**

something happens — the situation is interpreted — a feeling occurs as a result of the thought — an action in response to the emotion



Shopping Cart

So what products are you selling?

Message Map

Activity	Segment	Proposition	Price Point
Table Quiz	Parents	Eve is in danger of dying, she has not eaten in 3 days. A gift of 10euro will save her life with a nutritious meal.	10.00 per person
Christmas Letter	Local Small Businesses		100.00 per business

Most donate pages on charity websites have handy examples of shopping lists.

Donor Love

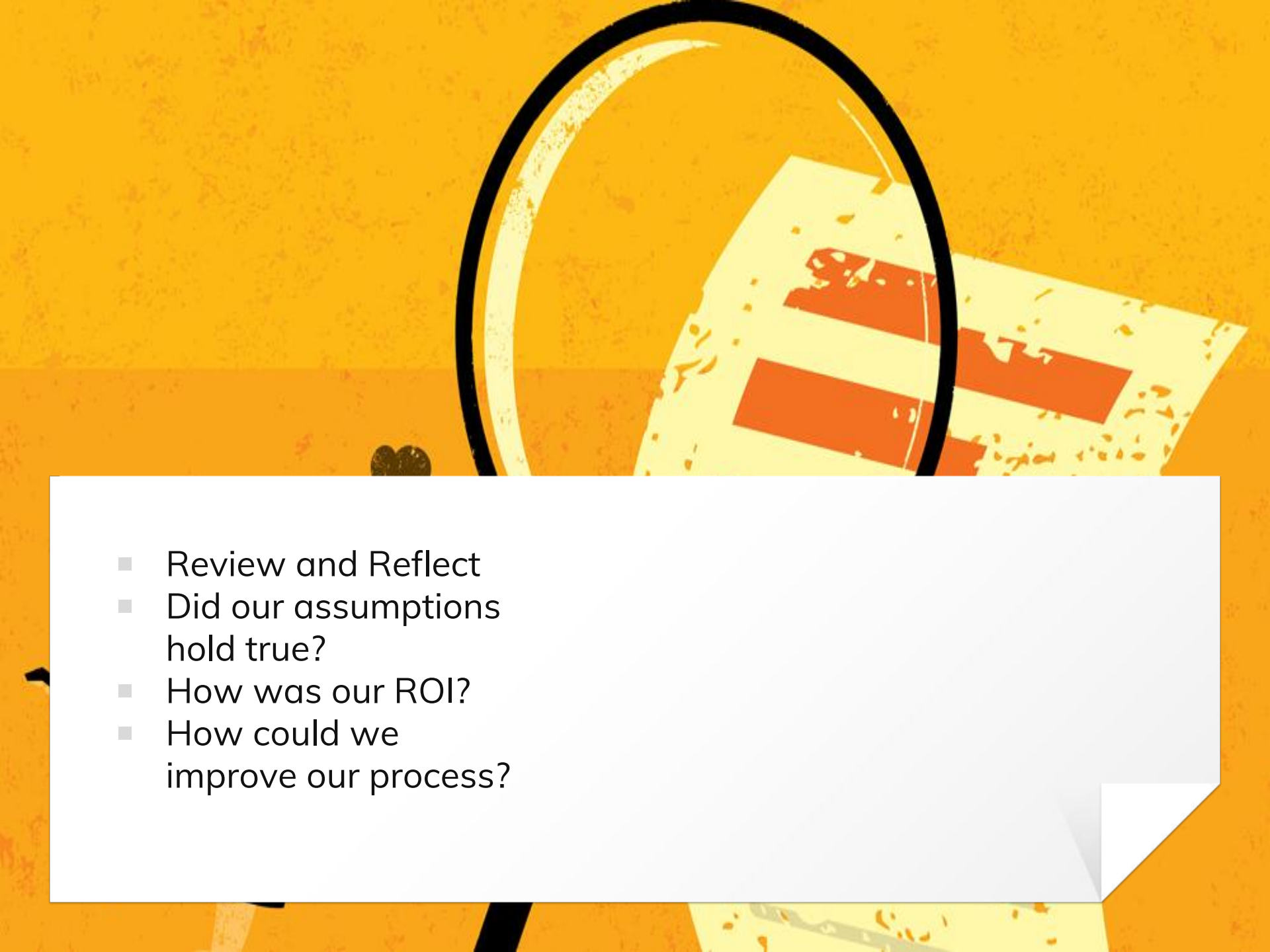
Now that we've got some donors, how are we going to show them some love?

The Donor Journey

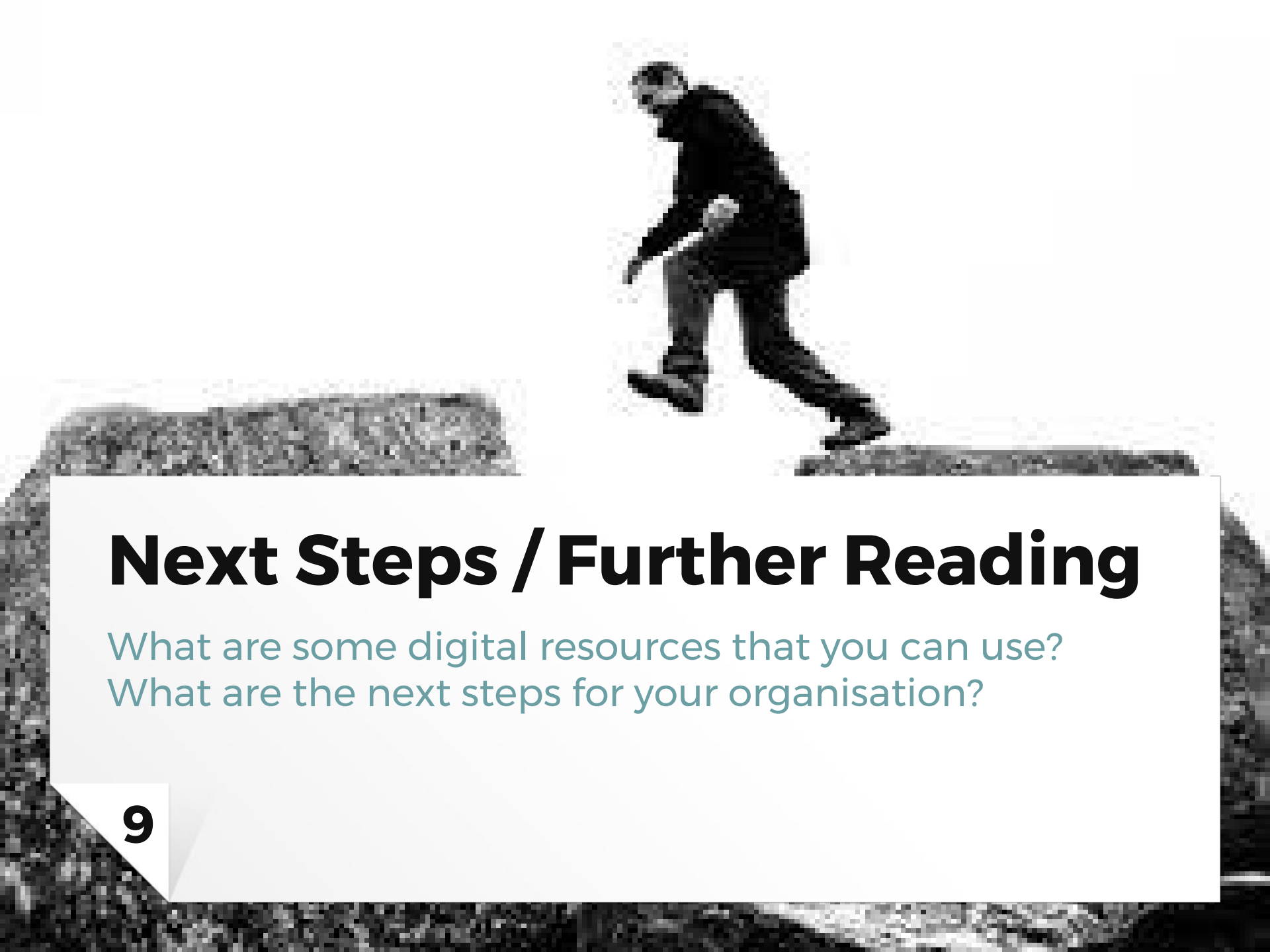
Segment/ Channel	M1	M2	M3	M4	M5
Parents	Thank You Call	Newsletter by Post	Flyer Update	etc	etc
Local Businesses	Thank You Letter	Thank You Call	etc	etc	etc

Return on Investment

How are we going to improve our fundraising toolkit and understanding?



- Review and Reflect
- Did our assumptions hold true?
- How was our ROI?
- How could we improve our process?



Next Steps / Further Reading

What are some digital resources that you can use?
What are the next steps for your organisation?

Further Reading and Digital Tools

Other online resources and toolkits

- The Showcase of Fundraising Innovation and Inspiration
- Fundraiser Help

Other books/articles:

- The Essential Fundraising Handbook for Small Nonprofits by Betsy Baker
- Fundraising Principles and Practice by Adrian Sargent & Jen Shang
- Successful Fundraising: A Complete Handbook for Volunteers and Professionals by Joan Flanagan
- Fundraising Guidance Note - Charities Regulatory Authority

Other apps and digital technology:

- Everyday Hero or JustGiving or iFundraise
- And many more....

Thanks!

Any questions?

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