



Building Strong Local Communities

REGIONAL COMMUNITIES

Top Fund-Raising Tips Document



Introduction

If you're in need of a little inspiration, our Top Tips Fundraising Handbook is bursting with ideas to support your groups with their fund-raising goals. With help from our Charity Partners and Kate Raybone from the Institute of Fundraising we hope this guide gives you some fresh ideas and helps you think outside the box for new and exciting ways to raise money. Whatever you teams choose to do, one thing is for sure-you will be making a difference enabling and encouraging your supporters to raise more money for your Community Group.

GOOD LUCK WITH YOUR FUNDRAISING!

Ask yourself these questions

What if your organisation didn't exist? Who would be worse off?

Using this type of crisis and urgency in your messaging and communications can help incite people to give.

Is the primary objective of your fundraising event to raise funds OR raise profile?

A fundraising event that makes a loss it not a success. Unless developing relationships for the long term with a focus on return on engagement rather than investment is the priority.

Have you identified the true, full costs of running your organisation?

Are you working these costs into your funding applications, where eligibility criteria allows? If not, you could end up with a portfolio of compelling projects without your business as usual funded.

Do you have a diverse mix of funding to spread the risk and growth potential?

Even a small charity can innovate and try new ways to raise funds.

Is fundraising the responsibility of everyone in your organisation? Is it in every job and role description?

The most successful fundraising is a collaborative effort. We are privileged to have the opportunity to ask people to work with our organisations to change the world for the better. This is so much more than asking for money...

Ideas / Tips to Support Fundraising



Advertise, get in as much media coverage as possible, there are loads out there if you look and get as many other businesses involved as possible. Share with family, friends and contacts and as early as possible.

Be prepared to get involved in partnership fundraising events - working together will enable you to motivate each other and increase impact.

Ensure you have a sound evaluation system in place- you can only evidence your success and encourage people to support you if you have recorded impact and outcomes successfully.

Spot trends in lifestyle to make fundraising opportunities fresh and current! And let social media do the hard work for you.

Don't be afraid of failure... Start small and test it out... borrow equipment and see if it connects with your community. Then grow fast scaling up to larger reach.

Be Different - If you're passionate about a campaign but a fun run or bake sale just doesn't cut it, think outside the box – it could be the best fundraising move you ever make. Think out of the box. Don't do what everyone else is doing to raise funds. Hold some brainstorming sessions with your teams, and don't throw any ideas out, just because you think it might not work.

A whole host of amazing fundraising campaigns have generated worldwide attention thanks to their ingenuity. From the #nomakeupselfie for Cancer Research to the Ice Bucket Challenge for the ALS Association. Both are relatively simple concepts, but managed to take social media by storm.

Plan Effectively - To really maximise your campaign – plan, plan, plan! Fundraising is all about selling your project to anyone and everyone who'll listen. You've a tough pitch ahead, but once you've got the ball rolling and secured that initial 'investment,' the sponsorships will start flying in.

Know your goals: First, be clear on your project and your goals. Encouraging others to sponsor your efforts is easy when you're well versed in what your charity stands for. Be ready to detail the hard facts: who your charity is, why you're fundraising for them and what you ultimately hope to achieve. If you don't believe in what you're fundraising for, no one will.

Know your audience: In the planning stages, it's important to think about who your campaign is targeted at. Don't focus on specific groups of people; instead, concentrate on creating a narrative that's accessible and relatable to all. What aspects of your project strike a chord and will persuade people to get involved? Think about language, tone and projecting the right tone of voice.

Call on your team: If you're struggling to put your campaign into words, call on the help of friends and family. Having a great support network from the off can be just the motivation you need to push your campaign to its potential.

Create A Realistic Time Frame - Rome wasn't built in a day, and neither was your campaign. The earlier you start to collect sponsors and start the better. It takes the pressure off, and gives you plenty of time to smash those targets. Timing is critical. If there are any events, festivals or special dates coming up, use them as an opportunity to promote your fundraising campaign. Create a calendar that highlights important occasions and organise your marketing efforts accordingly.

Set Ambitious Sponsorship Targets - Be specific: If you want to persuade the public to part ways with their hard-earned cash, you need to be pretty convincing. Break it down: If setting a huge sponsorship total is too daunting, approach it week-by-week. Smaller, more manageable targets can still highlight your amazing progress.

Remember to use Gift Aid - If you're able to/eligible, boost your donations even further by encouraging sponsors to say yes to tax incentives by ticking the Gift Aid Box on sponsorship forms or donation forms.

Share Your Story - People like stories – stories we can relate to, stories that move and inspire, stories that make us see life from another perspective. And often, it's the unique and harrowing personal tales of fundraisers that motivates people to reach in their pocket.

Being brutally honest about what's driving you to the finish line can be hard, but also cathartic. Not only does it humanise your campaign; it also proves to sponsors that you're passionate about what you do and that you've no intention of backing out.

Network - Whilst the support of your family and friends is great, it's only the beginning. If you want your campaign to attract as much attention as possible, you need to speak to the right people.

Make calls to relevant businesses, send proposal letters, arrange meetings and cultivate relationships with sponsors and non-sponsors alike. Being proactive and direct promises positive results. Send thank you letters, and keep them updated with your progress.

Use Social Media - We can't stress the importance of social media enough. It gets the conversation started between you and your sponsors. In addition to Facebook, Twitter, Instagram and the likes, create a blog that documents your every move – it brings a face to your campaign, whilst also generating further support.

Be Patient - There are no two ways about it; fundraising is hard. It takes an incredible amount of effort and perseverance. Don't be disheartened! The highs always outshine the lows. When you catch yourself feeling down about fundraising, picture the end results: how amazing you'll feel, how impressed your sponsors will be and the difference you'll make to your chosen charity.

As Nelson Mandela said, "it always seems impossible, until it's done."

Thank you,

to our current
Community Partners and
Kate Raybone from the
Institute of Fundraising for their
help in putting this hints and
tips document together.



If you are interested in becoming an active member for your local Regional Community Group please contact our Community Team on: **01902 492235** or via email: **Communityteam@midcounties.coop**

Visit our website to learn more about our community programme including our Keeping it Local programme for trading sites that are located outside of our Regional Community areas.

To find out more visit: <https://www.midcounties.coop/community/regional/>



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