

The 5 things every small charity needs to know about developing a fundraising strategy

Who should attend this session?

Fundraisers from small charities who wish to develop a plan to access and secure support from a range of funders

Learning outcomes

By the end of this session fundraisers will be able to:

- Identify relevant regulation and best practice in fundraising
- State how to build a fundraising plan
- Construct the outline of a fundraising strategy for their organisation

What will be covered?

- Getting started: the law, best practice and 'the rules'
- Where is your organisation now?
- Where does it want to get to?
- How is it going to get there?
- Delivering on the strategy

Session outline

Time	Activity
09.30	Registration & coffee
10.00	Welcome, introductions and personal objectives
10.20	The current fundraising environment in the UK Relevant legislation: FRSB; Codes of Fundraising Practice
10.30	One: Where are you now? Fundraising facts and figures Fundraising plans PEST analysis for fundraising (including exercise)
11.30	Break
11.45	SWOT for fundraising (including exercise)
12.30	Two: Where do you want to get to? Organisational priorities; aims and objectives (including exercise)
13.00	Lunch
13.45	Organisational priorities; aims and objectives (presentations & discussion)
14.25	Three: How are you going to get there? Identifying potential income streams A fundraising mix (including exercise)
	Break
	Four: Writing the fundraising plan Resources needed implement fundraising activities (including exercise)
	Exercise
	Five: Keeping the strategy alive Ethics; monitoring and evaluation; risk
16.15	Recap and review of personal objectives
16.30	Finish