

Fundraising for small charities



A partnership initiative between the Institute of Fundraising and Attend, supported by the Cabinet Office.

Attend have been working in partnership with the Institute of Fundraising to develop and deliver a series of fundraising workshops tailored to the needs of 'grassroots' local charities. This initiative was sponsored by the Cabinet Office with the purpose of engaging with small charities, and meeting the needs of those responsible for the development of their charity's work (both paid staff and volunteers).

These workshops allowed delegates to explore how they can enhance current approaches to income generation and also consider other methods of fundraising that could help with the activities of their charity.

The programme evaluation identified the most useful topics for these workshops, and these are outlined below.

Developing a Fundraising Strategy

This is to help delegates to develop a coherent framework to diversify their funding streams.

Key learning outcomes for delegates are to:

- Establish how to develop a strategy that complies with legislation and celebrates best practice in fundraising
- Identify which fundraising methods will work best for them
- Develop an action plan to implement the fundraising strategy

Coverage includes: How to get started, the law, best practice; where your organisation is now; where does it want to get to and how it is going to get there; delivering on the strategy.

Output from the workshop:

Delegates will produce a fundraising strategy action plan, which includes a range of relevant fundraising methods.

Developing a Case for Support

This is to help delegates develop an effective case for why funders should support their cause.

Key learning outcomes for delegates are to:

- Identify how to build the case for support
- Develop a case for support for a specific project or situation
- Develop a plan to use the case for support in the future

Coverage includes: Introduction and key concepts; researching material for your case; getting your written case ready to use; making a verbal approach; keeping case statements up to date.

Output from the workshop:

Delegates will produce cases for support both for their organisation and for a current/future project.

Community and Events Fundraising

This is to help delegates access and secure funding from their local community using a variety of approaches.

Key outcomes are to:

- Identify different ways of fundraising within local communities
- Establish how volunteers can both support and lead this work
- Develop an action plan for fundraising from events

Coverage includes: Communities & events fundraising Codes of Practice; researching sources of income locally; identifying and developing support for projects; event planning and management; developing relationships.

Output from the workshop:

Delegates will produce a plan for community and events fundraising, which involves volunteers at each stage.

Trusts Fundraising

This is to help delegates access and secure funding from UK grant-making Trusts and Foundations.

Key outcomes are to:

- Identify the different types of Trusts and Foundations
- Develop the key messages to communicate
- Establish what is required to submit an application

Coverage includes: Trust funding Codes of Practice; researching potential funders; getting the information ready for your project or service; making an application: what to include; following up and managing the relationship.

Output from the workshop:

Delegates will produce a clear summary of their charity's work and an action plan for making Trust applications.

Corporate Fundraising

This is to help delegates access support and funding from local and national companies.

Key outcomes are to:

- Identify potential business 'partners' from their communities
- Develop a 'pitch' that celebrates a win-win situation
- Establish how to nurture relationships within businesses

Coverage includes: Corporate fundraising Codes of Practice; finding potential business partners; getting project or service information ready; making an approach: what to include; following up and managing the relationship.

Output from the workshop:

Delegates will develop a strategy for approaching businesses and a specific pitch for one relevant company.

Sample of feedback comments received to date...

"This course has given me the confidence to make applications to Grant-giving and Foundation Trusts."

"A very helpful and worthwhile day. I hope such courses will continue – they are essential and plug a gap in provision for very small charities with limited resources."

"Trainers are flexible and available and approachable during lunch and breaks. I loved this course."

The combination of the two speakers styles kept the course fresh and engaging"
