

The Fundraising



Fundraising Experts share our long awaited top 50 secrets. Watch out for our book, **The Fundraising Blueprint**, to be launched soon.

Here it is. A summarised version of the top 50 tips which make up the **Fundraising Blueprint**.



At a time of economic uncertainty, we reveal the top 50 secrets to ensure you are able to drastically increase your income. This magical blueprint will revolutionise your fundraising if implemented properly.

The secret is to undertake online and offline fundraising. If you need any advice or assistance in implementing this, just ask us by completing the 'Ask a fundraising guru' section on www.fundraisingexperts.co.uk

1. Complete a fundraising strategy- where you are, where you want to be in the next year, 2 years, 5 years and how you will get there
2. Advertise your charity FREE on google. Google allow charities in the UK to advertise for FREE. They offer grants to allow you to run a pay per click campaign where you can ask entrepreneurs and wealthy individuals to donate to your cause
3. Access Individual Donors- don't focus exclusively on grant funders- there are more fish in the sea- Individual Donors gave over £5 billion last year alone to charitable causes
4. Access corporate and business donors. Annual giving by businesses and corporate firms exceeded £4 billion last year
5. The secret to effective fundraising is a combination of **online** and **offline** strategies- online strategies must include optimising your website naturally, producing an effective video and making it viral and effective email marketing to all your supporters through a newsletter
6. Get in the media- you can attract free publicity by getting your press releases out. Here's the secret: nominate a spokesperson from your organisation as a specialist in any area- it could be crime, the local neighbourhood, community issues etc. Then- contact the local newspapers and TV channels. Ask them if they ever need a specialist on the following subject or area, you have someone who can be interviewed at short notice. The press and media are always searching for people

they can interview at short notice. This is your short cut to attracting thousands, if not millions of pounds of free publicity

7. Start your offline fundraising- this involves direct mail. Regularly send out direct mail, letters or newsletters to your supporters and potential funders. If you are an Aid or Relief Charity, start testing direct mail in selected UK postcodes. We tested one small campaign which brought in over £39,000 of public donations for a charity based in Brazil!
8. Get a good comprehensive business plan- this is not only important for your organisation's growth strategy, many larger funders will insist upon it
9. For capital projects, ensure you have a good, viable feasibility study
10. Hire a professional fundraiser- they may not be cheap- but if they can help you write high quality applications, then it is well worth it. Technically, your applications need to be perfect. After all, would you get a dentist to undertake heart surgery? When the grant application is sent to funders, it will carry the reputation of your organisation with it. Don't damage this reputation by sending out poor quality or technically unsound bids
11. Invite funders to your events
12. Produce an effective annual report that not only talks about the successes of your group, but also its key challenges and why you need funding. A glossy annual report that only sings your organisations praises shows that you do not need additional funding
13. Find the key words using google insights that people search daily that link to your work. Embed these key words in your website. Drive traffic to your website and then entice visitors to download an interesting report or article. Get their details and ask permission to send them your newsletters- the key is to build a relationship. You need to know who is visiting your website and then you need to build a rapport with them. Just one of those visitors could give you a donation of £2 Million- which is what happened to one of our clients
14. Get video marketing- a video conveys a million words in a powerful and compelling way. In short, it is the future. If you haven't got one on your website- you are missing a serious strategy. Make your video viral.
15. Join Just Giving, The Big Give, Virgin Money Giving and have links on your website to facilitate people to give you donations online
16. Use Gift Aid to accelerate your donations
17. Set up a social enterprise to embark on online or off line trading- consider setting up an Ebay page for instance.
18. Did you know that Fundraising Dinners can be a hugely powerful way to raise money? Here's how we have done them for our clients: invite local businesses and local people to a charity dinner, have a charismatic and eloquent speaker, have tickets at between £10- £15 per head which should include a nice meal and entertainment. Finish off with your fundraising appeal. Our Fundraising Dinners have raised from £20,000 to £75,000 on a single night. It is important to get the appeal spot on
19. Access as many good funding databases as possible- use a mix of databases- government donors, corporate giving, individual donors, international donors
20. Build a partnership with a local business and ask them to become your fundraising buddy- it will look good for their business to support a local charity
21. Invite and build relationships with your local councillors and your local MP- they could do wonders to promote your cause
22. Search for a celebrity to act as the public face for your charity. For example, we managed to gain the support of Katie Price (Jordan) to support one of our equestrian

- charities and it paid real dividends. A celebrity can promote your charity in a way no other person can. There are celebrities out there looking to support good charities
23. Keep your existing funders sweet- remember it is always easier to ask for money from an existing funder than a new one as the trust is already there. Keep current funders happy and informed on a regular basis
 24. Network, network and network. Find out what the latest funding sources are and stay ahead of the game
 25. Attend fundraising workshops and briefings organised by funders as they can give vital information
 26. Undertake radio and press interviews and submit regular pieces of interest
 27. Together we're stronger. Think about linking up with another charity to submit a larger funding bid. In the current climate of doom and gloom, funders are increasingly giving preference to partnership and consortium bids for grant funding
 28. Obtain references from past funders about how well a grant they have given has been managed- this will boost your credibility with potential funders and show you as a credible and low risk organisation
 29. Obtain letters of support from local stakeholders and attach these at the back of your business plan
 30. Obtain video testimonials from beneficiaries who think you are doing fantastic work. There is no substitute for a real life story
 31. Undertake effective grass roots community consultation to find out what people want. Avoid a top down approach and develop your fundraising around the needs of your beneficiaries rather than dictating to them what you think they need
 32. Ensure you have robust and transparent financial management systems- if your finances don't look right, funders will run a mile
 33. Obtain testimonials from beneficiaries and place them on your website
 34. Collect evidence of consulting your beneficiaries. For example collect photos (seek permission first) and document responses to questionnaires
 35. Connect with organisations that are used as models of good practice nationally- go and visit them and see what lessons you can learn
 36. Understand the LIFETIME value of a funder. If you maintain a relationship correctly with a funder in many cases they will repeat fund you. So many organisations fail again to understand that when you are successful, that is THE BEGINNING, and not THE END!
 37. Acquire assets to sustain and grow your organisation- start thinking like a business, a social one, but still a business
 38. Make use of volunteers- in the current climate, many people are looking for volunteering opportunities. Contact your CVS and tell them you need volunteer fundraisers
 39. Think about how you as a charity can improve performance and quality. The better you can project your organisation, the better chance you will have at winning new contracts and funding. The government has launched FREE ISO9001 certification, which you can obtain within 30 days. This will help you obtain this and 6 other certifications that will enable you to win public sector contracts.
 40. Follow the funding bodies' criteria to the T. Be meticulous. If you overlook the detail, then you will miss out on vital funding
 41. Don't copy other groups in your area- be different and innovative. Funders will quickly see if there are two or three of you doing the same thing in the area, without talking to each other
 42. Find out what the local priorities are in terms of the Local Enterprise Partnership and the local council, ensure yours match what they say in theirs
 43. Ask the funder for advice after you write a bid- ask them if they would mind scanning over your bid before you submit it. Recognise that the administration people are not the ones who make decisions so there is no conflict of interest. It is certainly worth a try.

44. Be clear about your vision- what are you doing, and why? Importantly, where do you want to be in 5 years time?
45. Get some 'real' fundraising training- there is so much poor quality training out there and you can end up wasting time and money- be choosy
46. Get connected- join Facebook, twitter and linked in and connect with other charities!
47. Plug your organisation into the strategic decision making processes locally, regionally and nationally- this will boost your organisation's credibility
48. Get credible public figures and mainstream agencies to say nice things about your organisation and what a great service you provide. If possible, get these on video and place them on your website. When it comes to not for profits- everything is about trust and credibility- the more you have, the more chances of your group securing funding
49. Search for experts to join your management committee or steering group as volunteers. What does this do? It shows funders that your organisation is guided by professionals and that they can trust you to DELIVER. If you cannot deliver properly, forget it.
50. Don't 'ambulance chase' funders. Be clear about what you want to achieve and then select funders carefully. Do not under any circumstances send one bid to a multitude of funders as many of them talk to each other. Sending half baked unsolicited applications to many funders will only reflect badly on your organisation.

For further information, advice and resources please contact:

www.fundraisingexperts.co.uk