

How fundraising works... and how to make it work for you

5 Questions to ask

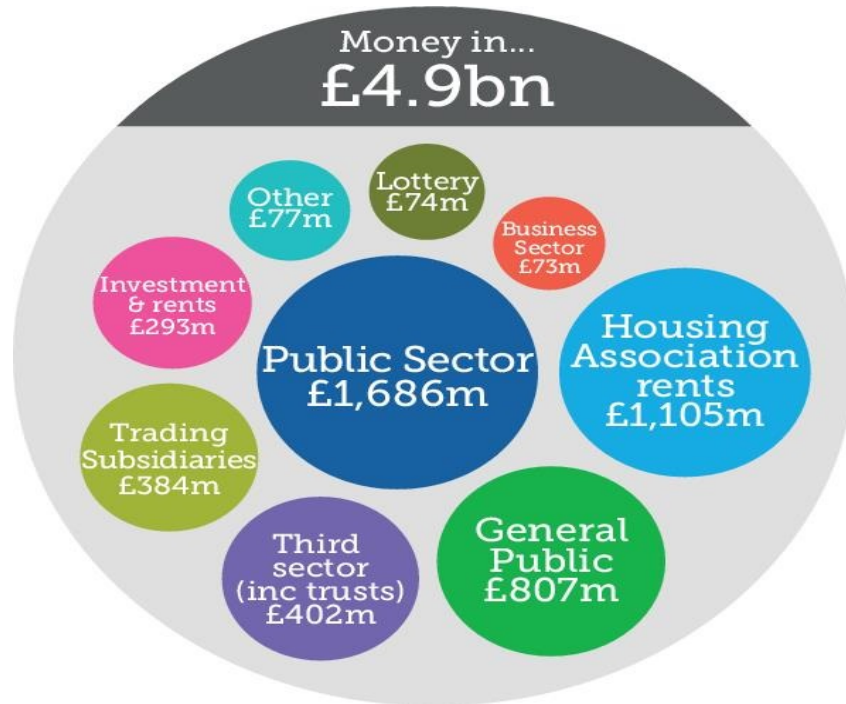
- **Who has the money?**
What are the potential sources?
- **How much do they have?**
By total amount, by sector
- **Who gets it?**
By thematic area
- **How much does it cost to raise?**
ROI – time and money
- **What do you need the funding for?**
Project, Capital, running costs/salaries

This information will vary from country to country

Where might you find out this information?

An Example of the Funding Landscape - Scotland

What is the funding Landscape in your Country?



SECTOR SHARE OF INCOME

SOCIAL CARE	35%
HOUSING	26%
ECONOMIC DEVELOPMENT	10%
HEALTH	9%
CULTURE AND RECREATION	7%
ENVIRONMENT AND ANIMALS	7%
EDUCATION AND RESEARCH	5%
LAW, ADVOCACY AND POLITICS	4%

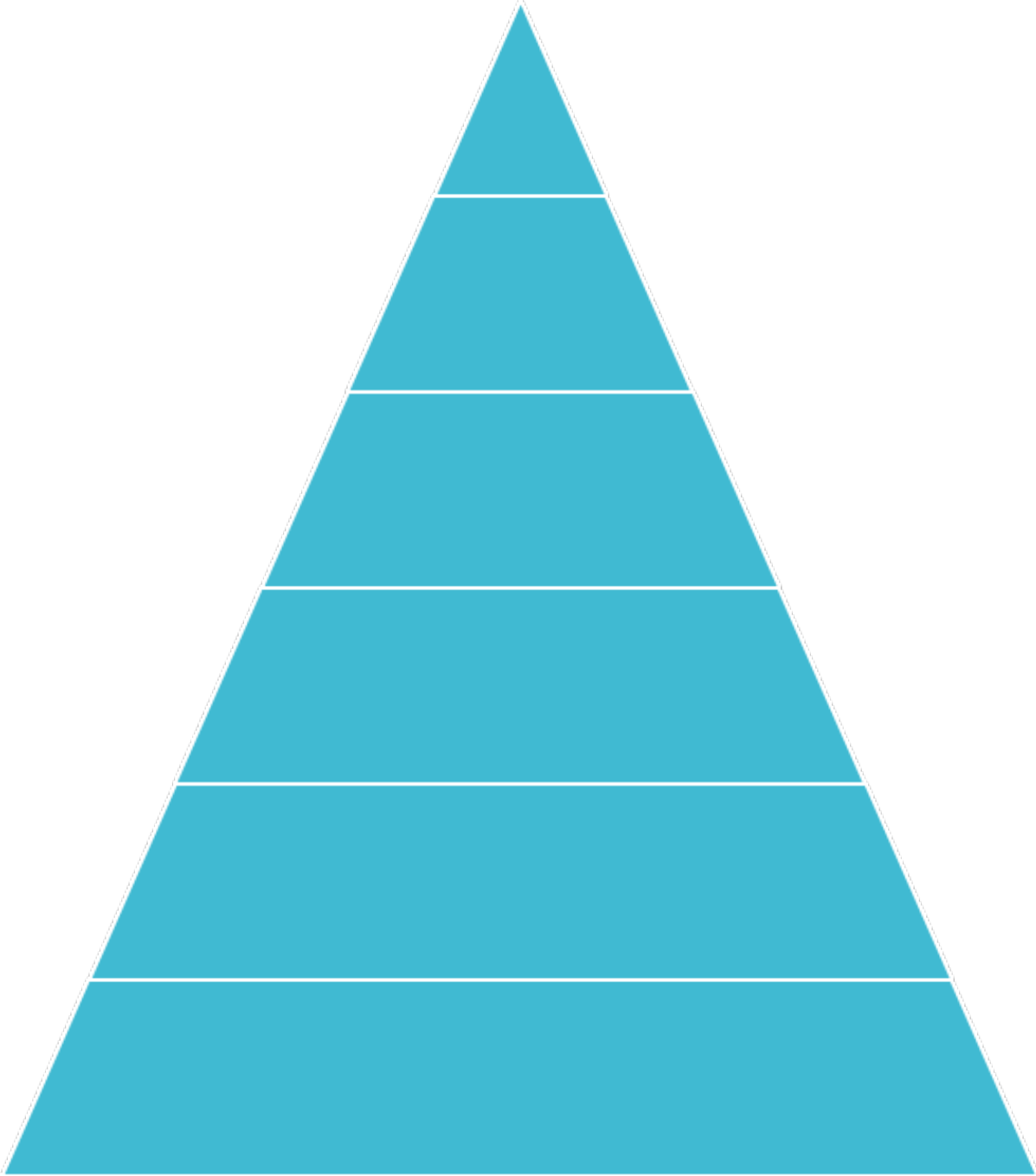
HOW MUCH DOES IT COST TO RAISE MONEY?

Different methods of fundraising vary on their return for the pound/time spent. This is often called ROI or return on investment

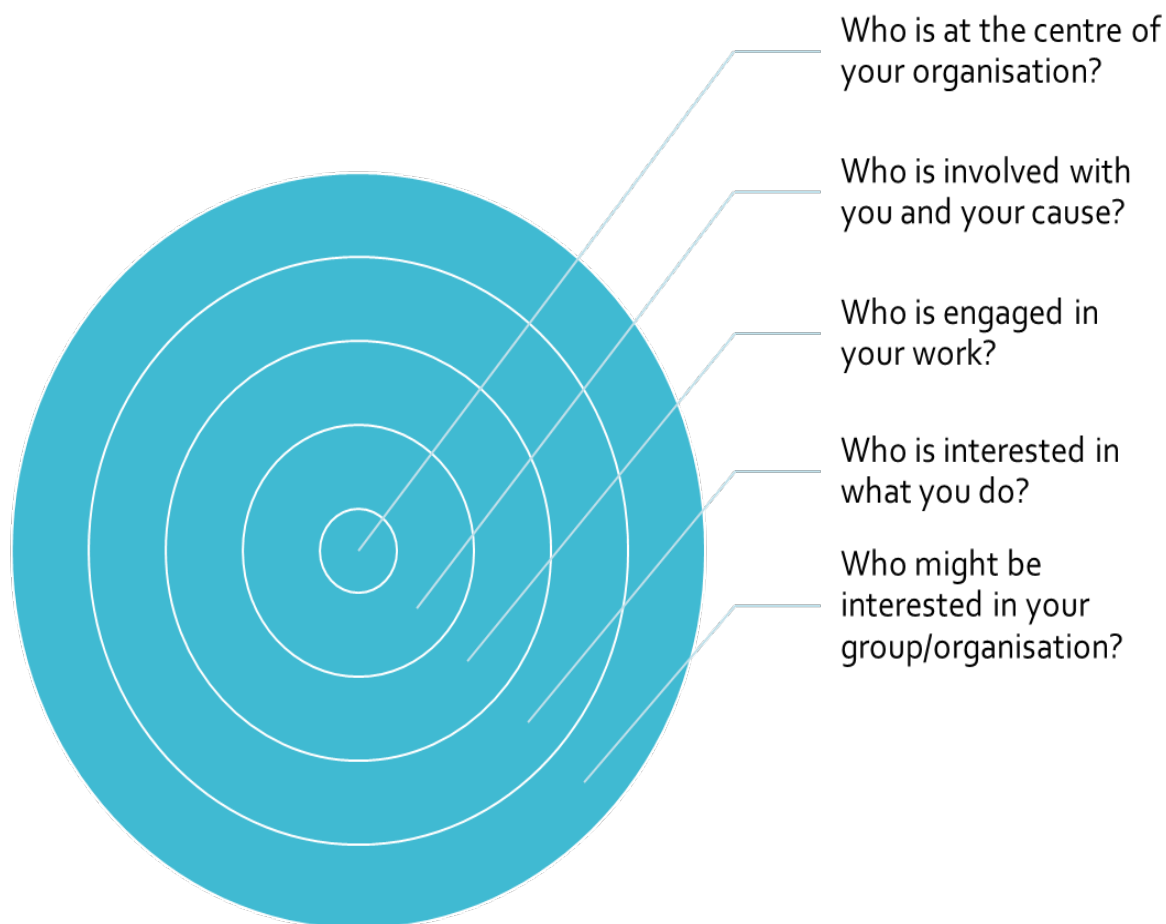
LEGACY FUNDRAISING	1: 27
CHARITABLE TRUSTS	1: 9.6
INDIVIDUAL GIVING (major donors/membership)	1: 5
CORPORATE	1: 4.3
EVENTS	1: 2.4
COMMUNITY FUNDRAISING	1: 2.06
COMPETITIONS AND LOTTERIES	1: 1.91
INDIVIDUAL DONOR DIRECT MAIL	1: 1.5

3 Fundraising models and theories

The Pyramid and 80/20 Rule



The Onion



There is no 'right' answer to this – for some organizations its their beneficiaries who are at the centre, other groups it can be their volunteers - or members – Plotting this out will give you clues about who you might ask for support..... and how to prioritize your fundraising – asking the people closest to you first

The 3 C's

- **Connection to you both personal and organizational**
- **Concern about your values, mission and work**
- **Capacity to give**

The seven steps of fundraising

1. Identify your potential donors

2. Research potential donors

3. Plan for potential donors

4. Involve the donor

5. Ask the donor

6. Thank the donor

7. Stewardship

- **A Few Resources on World Wide Giving and Fundraising**



- **CAF WORLD GIVING INDEX 2018**

<https://www.cafonline.org/about-us/publications/2018-publications/caf-world-giving-index-2018>



<http://ccss.jhu.edu/publications-findings/?category=1>

- **Global Trends in Giving**

<https://givingreport.ngo/> 2018 Report due soon

2017 <https://4bt4ip3d0mz731wvfx1ffdgr-wpengine.netdna-ssl.com/wp-content/uploads/2017/09/2017-Global-Trends-in-Giving-Report-English-Final1.pdf>

- **European Foundation Centre**

<https://www.efc.be/>

- **Funds for NGOs**

<https://www2.fundsforngos.org/>

- *DAFNE is a network of 27 donors and foundations networks from across Europe, with a collective membership of over 10,000 foundations*

<https://dafne-online.eu/>

nfpSynergy is a research consultancy that aims to provide the ideas, insights and information to help non-profits and charities thrive. New report on Fundraising around the World

<https://nfpsynergy.net/>