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Fundraising



# Essential Fundraising for Small Charities

## Developing a Fundraising Strategy

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# DEVELOPING A FUNDRAISING STRATEGY IN A SMALL CHARITY

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# Always start with Needs & Priorities



i.e. What do you need the money for?

Adopt a **‘Needs led’** approach

You should only be working with funders if they are aligned to your strategic aims

# Who needs to be involved in developing the fundraising strategy?

## Stakeholder Interviews

- Board
- Service providers
- Senior team
- Beneficiaries
- Supporters or potential supporters
- Competitors
- Who else?





# What Is your charity prepared to invest in Fundraising?



# ARE YOU ORGANISATIONALLY READY?

Theory of change?

Case for support?

Culture of Philanthropy?

Resources?

# **Outlining your fundraising case in simple terms**

What's the problem?

What's the solution?

Why are you the best organisation to provide the solution?

If you are successful what will the outcome be?

What will be the impact of those outcomes?



# **The question of Finances?**

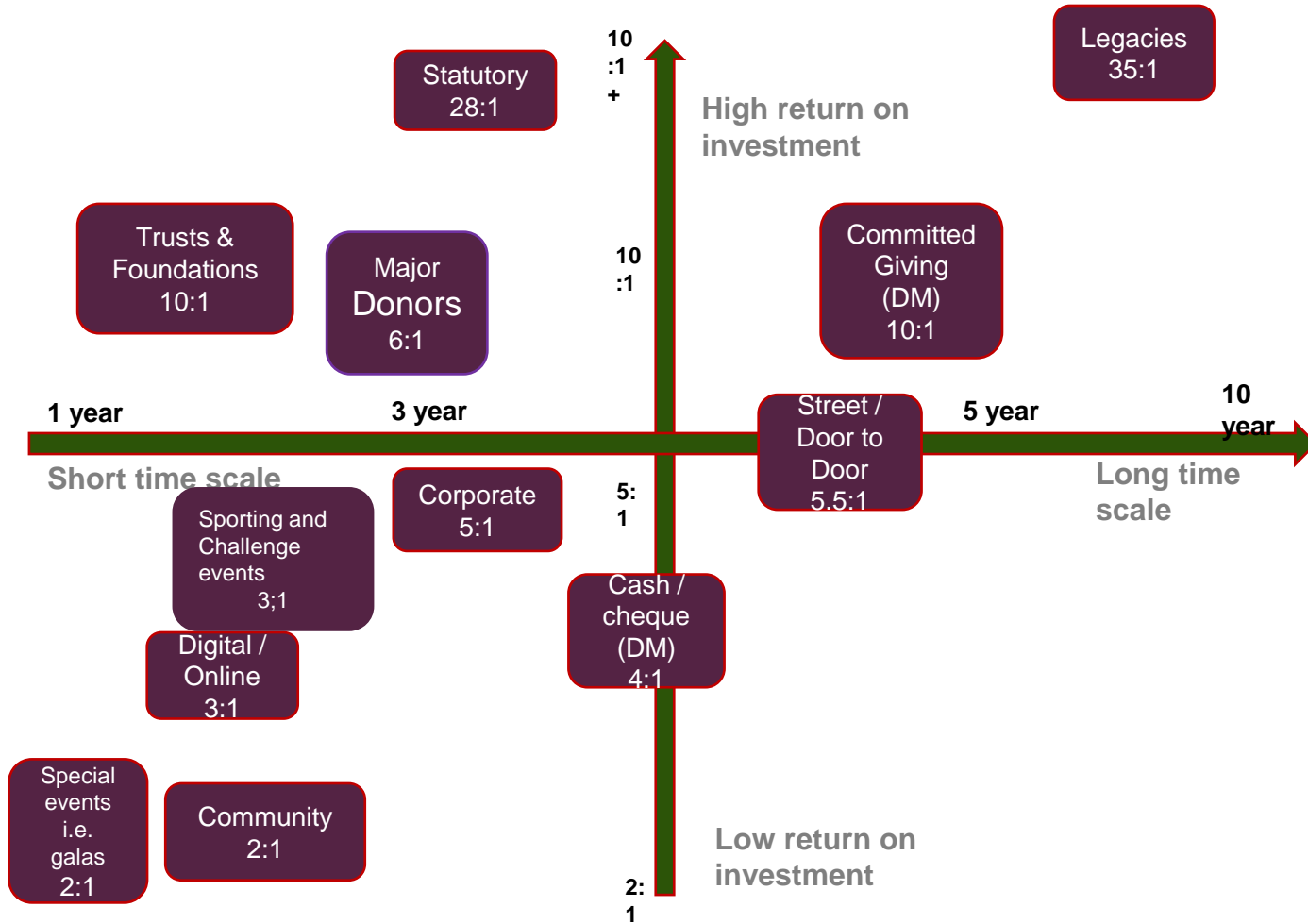
Preparing  
your budget

How much will it  
cost?

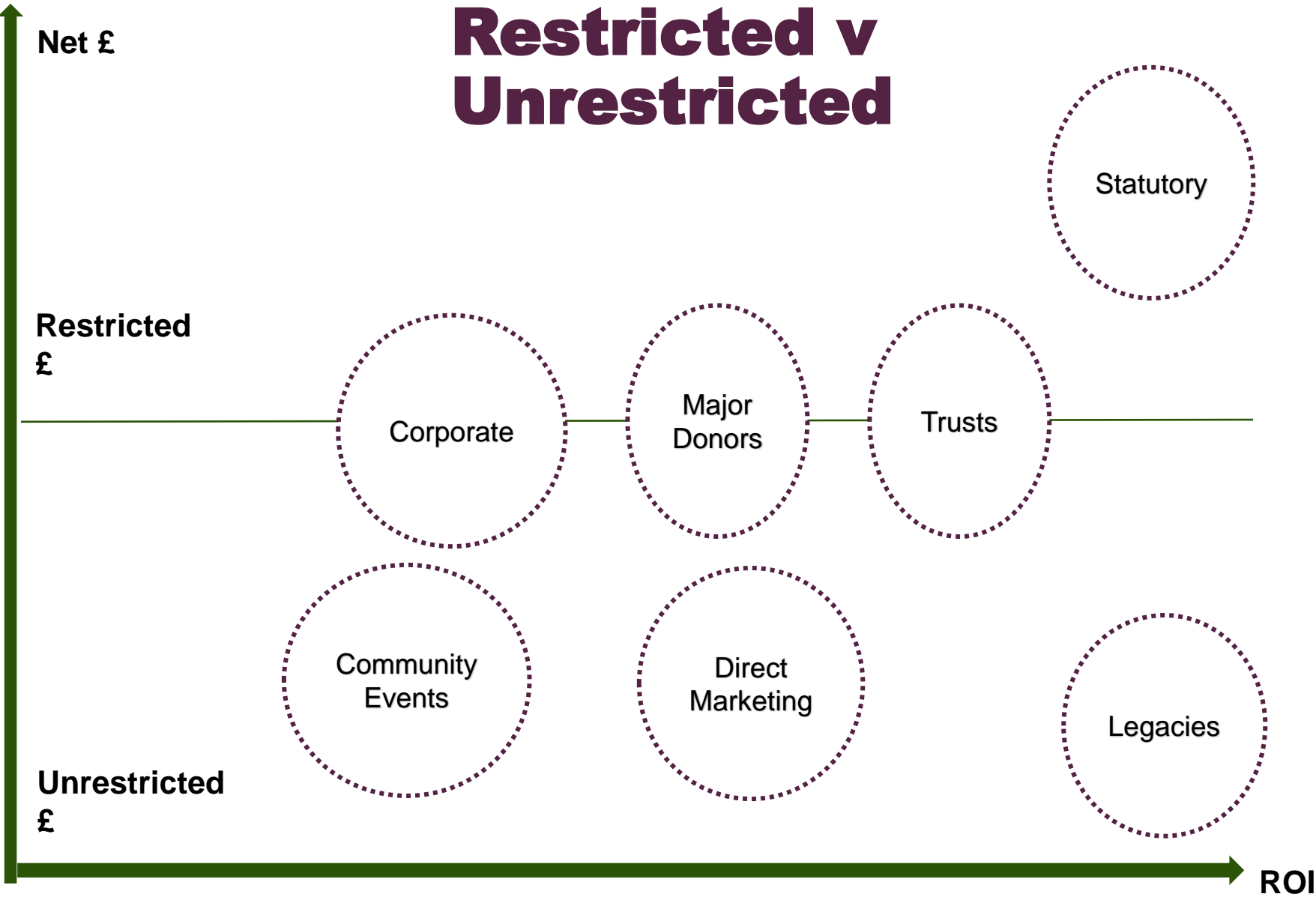
Over how long?

What about  
overheads?

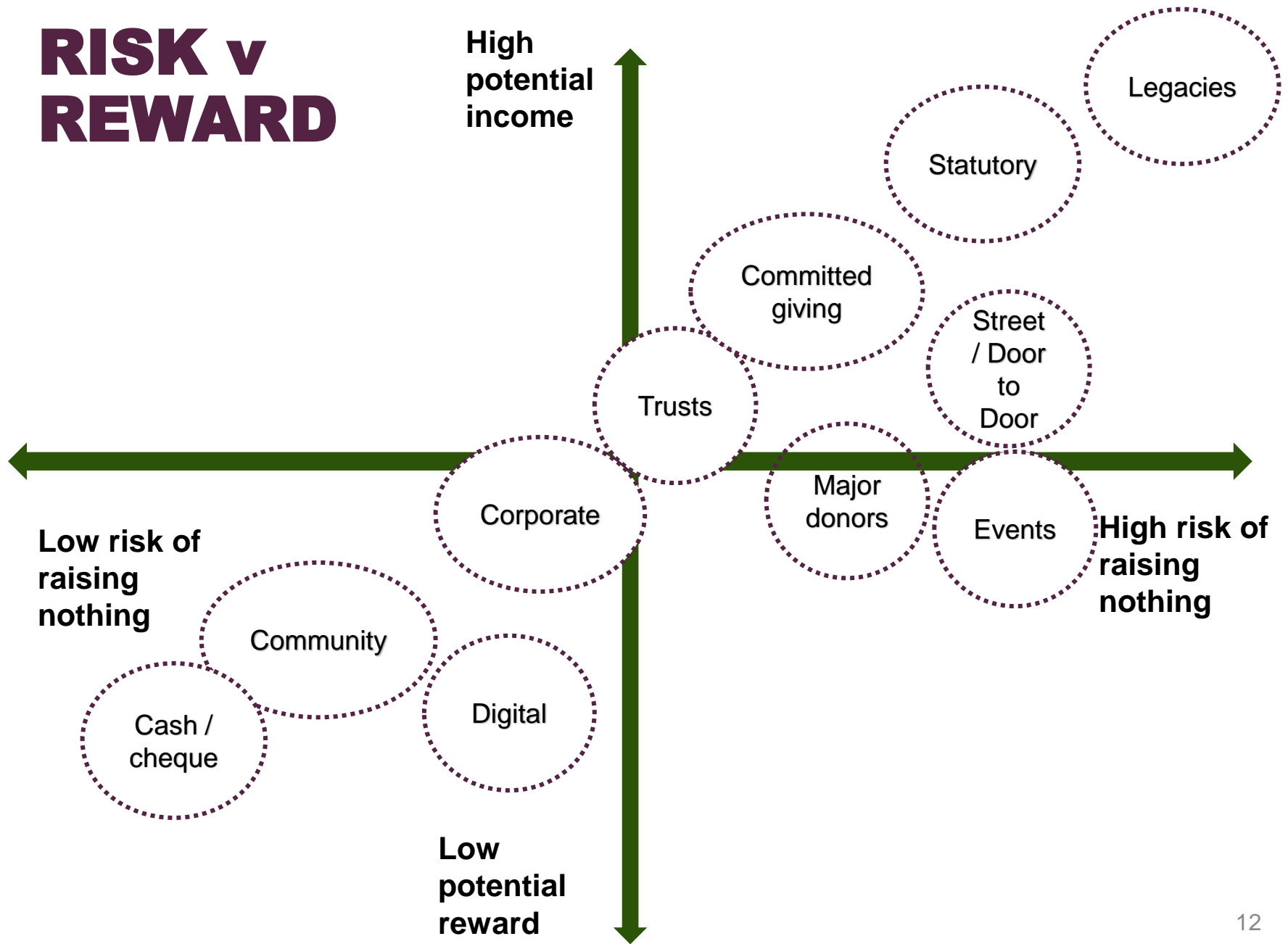
# ROI £ – vs – TIME (how it used to be)



# Restricted v Unrestricted



# RISK v REWARD



# **REFINING YOUR STRATEGY WHAT WILL YOU FOCUS ON? WHAT % WILL COME FROM EACH FUNDING SOURCE?**

What will we park (for now)?

What about long-term sustainability?

What should we be aware of externally & internally?

Capital – vs - Revenue

# WHAT ELSE SHOULD YOUR STRATEGY INCLUDE?

Stewardship/Engagement

Acquiring new supporters

Sustainability

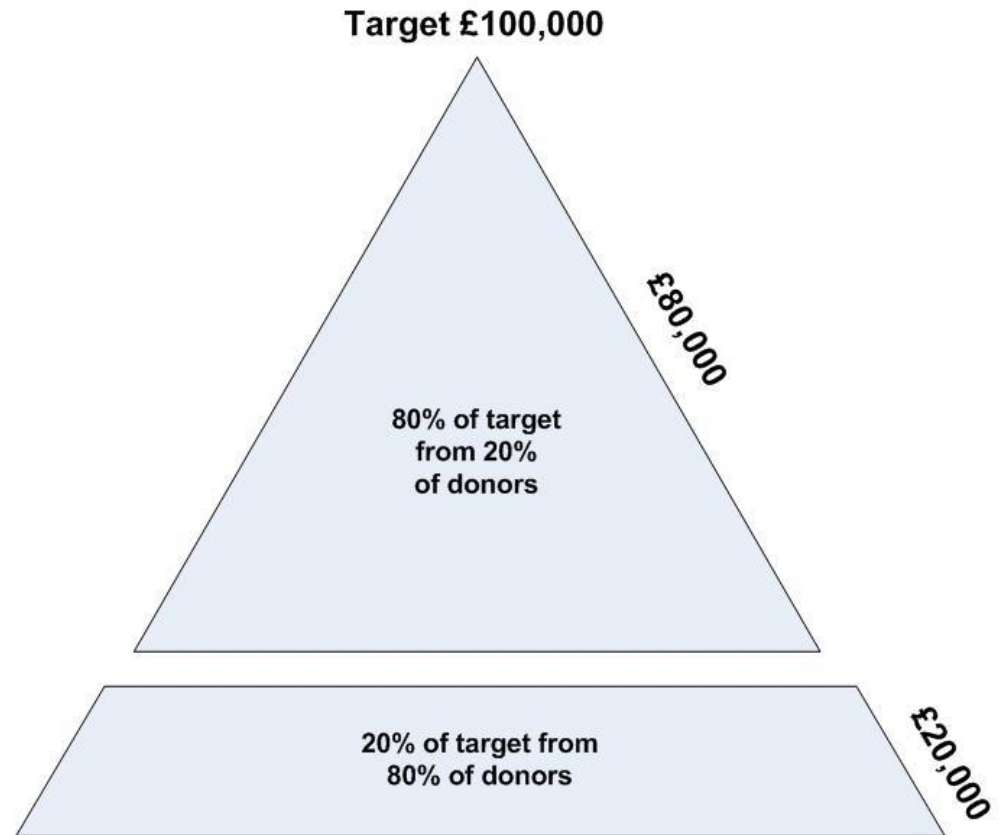
Reporting

Story telling

# The Pareto Principle

Remember:

- Your most valuable and scarcest resource is your time
- Spend your time of supporting the donors and the activities that generate the highest return, in particular work hard on finding ways to make these activities and relationships sustainable
- Find ways to utilise tech and processes to ensure that the other supporters remain motivated, inspired and acknowledged and be ruthless at cutting out activities that don't move your organisation forward



# OTHER IMPORTANT CONSIDERATIONS

Monitoring & Evaluation

A communication plan

A stakeholder engagement plan

Risk register

Policies and Procedures





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# INVOLVING YOUR STAKEHOLDERS

- Ask for feedback
- Incorporate comments as relevant
- Consider the options for presenting your strategy
- Look for ways to share it
- Keep it fresh
- It is a working document which you will use to develop KPI's etc..

# IN YOUR BREAKOUT ROOM...

What aspects of strategy development will you find the most challenging?

How easy will it be for you to find the information you need?

Who can help you?

# NEXT STEPS

## SET UP A MEETING WITH YOUR BOARD / CEO ON YOUR FUNDRAISING STRATEGY.

The agenda should look to cover:

What they feel the organisation should focus on in the next three years to achieve the maximum impact

What the full cost of these activities will be - including overhead

What the timescale is

If their expectations are realistic

How involved would they like to be – will they perhaps nominate someone to be on a strategy working group?

What they will contribute to support this – e.g. open networks and make introductions, attend occasional meetings to speak with donors, make a donation themselves, organise some fundraising etc



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Resources and further guidance on this topic,  
plus details of other events, can be found at:  
[bit.ly/ciofsmall](https://bit.ly/ciofsmall)

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