



the
wheel

Stronger Charities.
Stronger Communities.

FUNDRAISING: TOP 5 TIPS

Mairead O'Connor
18 November 2017



HOW DO WE MAKE OUR ORGANIZATION SUSTAINABLE?

WHO'S JOB IS IT MAKE THE GROUP FINANCIALLY SUSTAINABLE?

TIP 1 – *ALL HANDS ON DECK!*

- This is not one person's job, nor “just” the work of a sub-committee
- Everyone needs to be involved in some way
- However, at all times it is the board or management committee that is **ultimately responsible** for making it happen

IN TWO SENTENCES WHAT IS THE CHANGE YOUR GROUP IS TRYING TO BRING ABOUT?

TIP 2 – *ARTICULATE YOUR PURPOSE*

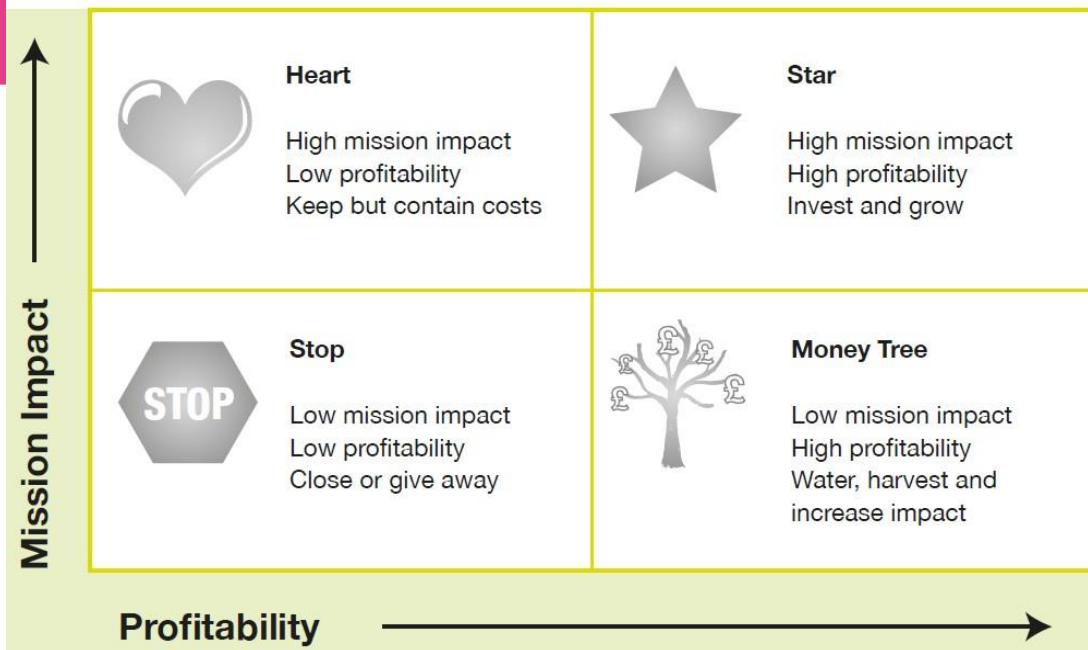
- What is the issue that you address? The problem?
- What are you going to do about it?
- How can people help? What's your call to action?

WHAT'S YOUR MOST SUSTAINABLE SOURCE CURRENTLY?

TIP 4 – *ANALYSE YOUR CURRENT FUNDING*

- How much does it cost to operate?
- What resources are you currently receiving and from where?
- How sustainable are these sources?


MATRIX MAP



Activity	Impact	Profit	Effort	Type	Action
Early years dance class	High	Low	Medium	Heart	Keep but contain costs
Film festival	Medium	Medium but growing	High	Star	Grow and increase impact
Cafe	Low	Low	High	Stop	Stop or outsource
Antique Fairs	Low	High	High	Money tree	Grow and increase impact

TIP 5 – MAKE THE ASK!

- 99.99% of all successful appeals succeed because...
- There are no silver bullets, no snake oil, no goose with a golden egg so at some stage you are going to have to ask people to support you



- Asking someone face to face... is better than...



- Telephoning to ask for support... is better than...



- Writing a personal letter... is better than...



- Giving a presentation to lots of people... is better than...



- Putting out a request on the internet... is better than...



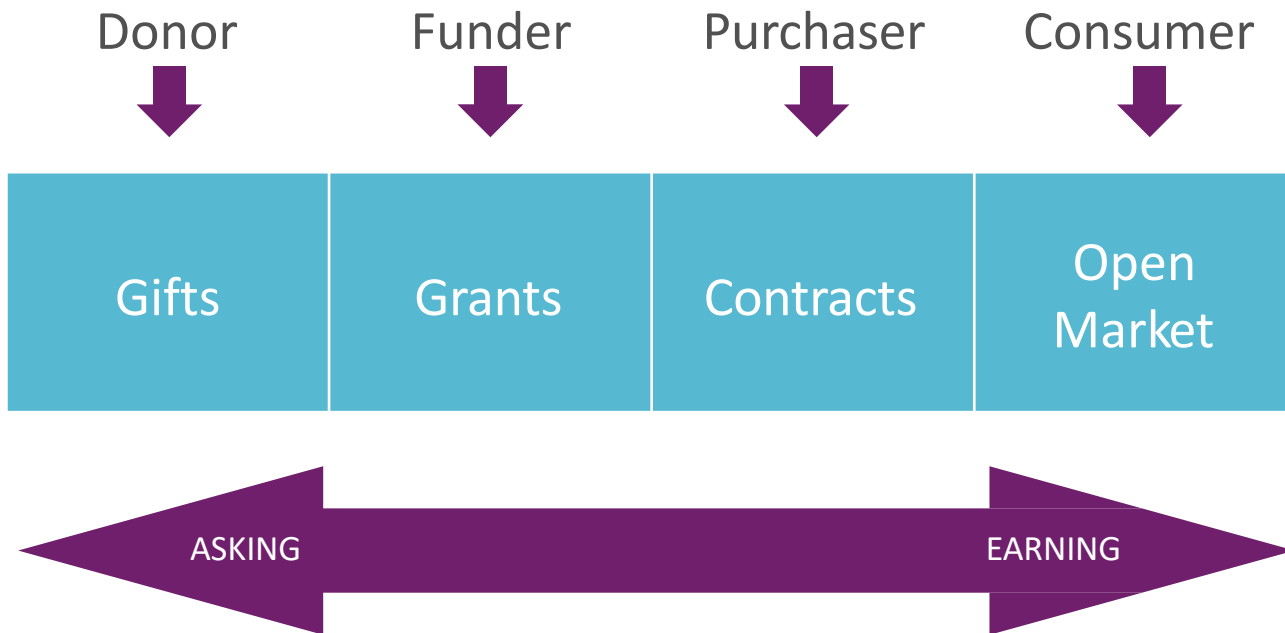
- Sending an appeal to lots of people

BONUS!

TIP 6 – *DIVERSIFY WHERE POSSIBLE*

- Research the possibilities
- Assess the merits and drawbacks of each
- Make a Strategy!

GENERAL SOURCES OF FUNDING



GIFTS

- made by individuals (or corporates) to further the mission of an organisation
- Here the relationship is with a “donor”
- Community Fundraising
- On street collections
- Events
- Fundraising Drives/Appeals
- Payroll Giving
- Telesales
- Legacy Campaigns
- Crowdfunding/Giving Circles
- Corporate



GRANTS

- restricted funding to deliver specific work
- often received after an application process
- Here there is a relationship with a “funder”
- Trusts & Foundations
- Statutory
- Local Government
- Central Government
- European Union
- Corporate
- International/Diaspora



CONTRACTS

- usually involve payment for provision of products or services according to agreed terms
- often between voluntary organisations and public bodies
- relationship here is with a “purchaser”
- Public Body
- Statutory Agency/Semi State
- Procurement/Tendering contract for services
- Increasingly Private Sector
- Increasingly Foundations & Trusts



OPEN MARKET

- means selling products or services to customers
- not as part of a long-term structured contract
- Trading and enterprise activity
- Providing services or advice for a fee
- relationship here is with a “customer”
- Traded Goods & Services
- Cause Marketing
- Social Enterprises
- Charity Shops
- Online



MAKE BETTER FUNDING APPLICATIONS

4 Phases

- **Research** – who supports us; the funder; the fund
- **Prepare** your material – annual report & accounts; project plan; budget; evidence
- **Check** the form & guidelines
- Get **help** – treasurer; proof-readers; supporters

WRITING THE APPLICATION

Schedule enough time:

- Session 1 – collect information, contact info, details of the project, evidence
- Session 2 – aims, objectives, activities, outcomes etc
- Session 3 – budget, support documentation

Review and seek clarification if needed

RESOURCES

- Free to download wheel.ie





DISCUSSION



Stronger Charities.
Stronger Communities.

48 Fleet Street
Dublin 2, D02 T883

+353 (0) 1 454 8727
info@wheel.ie

@The_Wheel_IRL
[Facebook.com/TheWheelIreland/](https://www.facebook.com/TheWheelIreland/)