

Essential *Dos and Don'ts* for Successful Fundraising

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The Wheel

- A national membership-based charity which helps voluntary groups, clubs, and charities get their work done.
- Training, advice, information, good practice standards, help-desk
- Fundraising advice and grant search
www.wheel.ie/funding
- Represents the voluntary sector in National Social Partnership + other fora

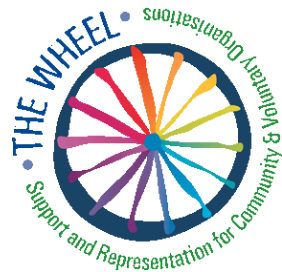


This session

1. A funding strategy: where and how to start
2. Where to source funds
3. Funding applications do's and don'ts
4. Fundraising fundamentals do's and don'ts
5. Resources



1. A funding strategy: where and how to start



A funding strategy

- The fundamentals:
 - Identify the essential running costs to achieve mission for the next three years (operations and capital)
 - Identify the known sources of income over that period (recording all reasonable assumptions)
 - The target for the funding plan is now equal to the gap between the two.



The details

1. Make a plan with income targets as well as what you intend to invest
2. Focus on sustainability and long-term growth (if you can) over short-term crisis
3. Ensure the development and growth of what already works (membership, earned income, fees, 'friends of', appeal letters, events etc)



The details, *cntd.*

4. Create a list of possible ideas and methods and sources
5. Rule out immediately the 'no-hope-er' ideas
6. Put in place a plan to explore the best of the rest
7. Evaluate the outcomes and drop what doesn't work, focusing on the rest



2. Where to source funds



There are four sources of money:

1. Statutory

Departmental & local government, sports council, partnerships, EU etc

2. Corporations

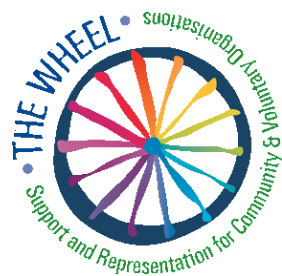
Sponsorships, donations, Corporate Social Responsibility, Charity of the Year, Staff Funds etc

3. Individuals

Events, membership, raffles/lotteries, donations, etc

4. Trusts & Foundations

Grants, clubs and societies, local, national,



Identifying Funders

- Fundingpoint at www.wheel.ie/funding
- Newspapers / Websites
- Local chamber of commerce
- Local newspapers
- 'Rich List's
- The Charity Regulator



Fundingpoint at www.wheel.ie/funding

- Over 700 funding scheme from all funding sources available: statutory (natl and local), EU, corporate, philanthropic trusts and foundations
- online tools to aid research for non-technical people including deadline management
- free guidance on how to fundraise and links to a huge free library of other resources.

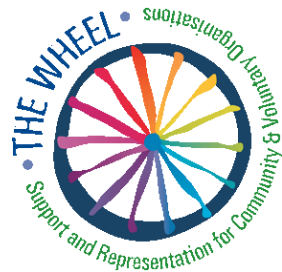


3. Funding applications do's and don'ts



Reasons why applications fail

1. Applicant is not eligible
2. Projects are not well planned
3. Not presented clearly and concisely
4. Fails to meet the criteria
5. Unclear how the applicant can prove they will be able to do what they say



Reasons why applications fail

6. The budget is problematic
7. The applicant misses the deadline
8. The form is incomplete or illegible
9. Problems with the application enclosures
10. The applicant is asking for too much (or too little) NB. Tailor the message to the audience – if able to pay €100 don't seek €1,000; if able to pay €1,000 don't seek €100.



Common Exclusions

- Core / ongoing running costs
- Current salaries / projects
- Retrospective costs
- Long-term funding
- Non-registered charities
- Work outside Ireland
- Large capital projects
- Replacing statutory funding / responsibility



What foundation-funders are likely to fund:

- New and innovative methods of tackling particular problems
- A one-off item of equipment or project
- Short-term projects
- Targeting at most disadvantaged
- Activities for which other forms of fundraising is difficult



Presenting Your Projects - Your Project Should

- Convince of the need – but don't beg
- Be properly planned – but clear and concise
- Inspire the reader – but not be over-zealous
- Ask for the right amount of money – not always the maximum amount of money
- Be innovative – but not wacky



Some key components of the proposal

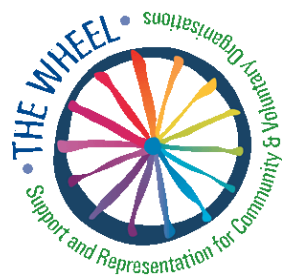
- Your organisation – its background, aims and objectives
- The need for the project - the detail of what you will do - the outcomes you expect
- How it meets the funders criteria
- How you will know if it is successful
- What is the total budget



The Application

Three general forms of application:

- **Application Form:** Forms that have been developed by the funder, which the applicant must use to apply.
- **Letter or Report with questions defined by the Funder:** Instead of an application form some funders will ask applicants to answer a set of questions.
- **Free-Form Letter or Report:** Other funders will just ask groups to 'apply in writing' and it is usually up to the applicant to second-guess what the funders want.
- (Your connections and conversations?)



Ten Reasons Why Applications Succeed

1. The organisation makes an application
2. The need for the project is strongly evidenced
3. The applicant applies to the most appropriate funders
4. The applicant researches the funder before making an application
5. The application is received complete by the deadline



Ten Reasons Why Applications Succeed

6. The applicant has a good relationship with the funder
7. The applicant is better than the competition on the day
8. The budget is accurate and realistic
9. The applicant organisation is well governed
10. The applicant has a good track record with funding



4. Fundraising fundamentals dos and don'ts

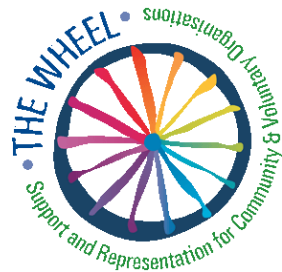
*...a 3-part fundraising framework
for clubs/associations that works
in Ireland...*



An Irish Fundraising Framework made easy (1 of 3):

There are only two types of supporter:

1. Those who have supported you already
2. Those who have not yet supported you



An Irish Fundraising Framework made easy (2 of 3):

There are four sources of money:

1. Statutory

EU, local government, partnerships, etc

2. Corporations

Sponsorships, donations

3. Individuals

Events, membership, raffles/lotteries, donations, etc

4. Trusts & Foundations

Grants



An Irish Fundraising Framework made easy (3 of 3):

There are four steps to fundraising:

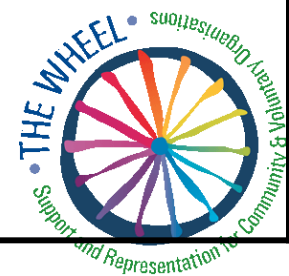
1. Identification (research)
2. Cultivation (relationship building)
3. Solicitation (asking)
4. Stewardship (minding the relationship)



Implementation:

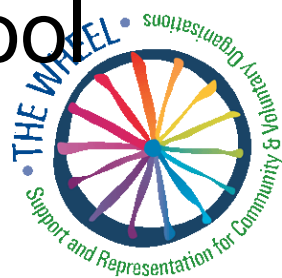
| | Capacity? <i>(<u>after</u> research)</i> | Last contact | Current status | Next action | Rating <i>(based on an <u>informed estimate</u>)</i> |
|--------------------------------|---|---|--|---|--|
| XYZ Foundation | Have given €5K to similar groups before | Mark confirmed details on the phone [date] | Needs a proposal by deadline of 31 st Mar | Mary to draft proposal. Mark to review and sign-off | B |
| Women for mini-marathon | With 30x raising avg of €200ea last year, we can raise €12K by getting 60x people | 30x sent updates 3 times over the year. Asked to 'bring a friend' in last email/letter. | 20x signed up to 'bring a friend'. | Call the 10x to investigate. If not, then recruit more. | A |

| | Capacity? <i>(after research)</i> | Last contact | Current status | Next action | Rating <i>(based on informed estimate)</i> |
|----------------------------------|---|---|---|---|--|
| ABC company | €7K (for sponsorship of conference) | The MD attended our pub-quiz last month and our Chair wrote to thank him personally afterwards. | A luke-warm prospect | Set up coffee/lunch meeting to update re change we're making and to thank for contribution in quiz. | C+ |
| Christmas appeal mailshot | €10K from 500 = avg of €20/ea | The 500 current & lapsed donors contact twice with updates | 60% of target database has given in last 18 months, so high likelihood of repeat. | Personalise the letter to different segments in the 500x | A |



10 fundraising facts of life

1. Money is not given – it has to be raised
2. It does not come in – it has to be gone after
3. It is not offered – it has to be asked for
4. Money is the oxygen of your organisation
5. Money is not raised at your desks
6. Asking is your greatest fundraising tool



7. Money is attracted by strength, not weakness
8. People like to support winners
9. People need to be inspired by a vision
10. If you're not asking your donors for money, someone else is!

The Ireland Funds (www.irlfunds.org)



Fundraising signposts

- ‘Guide to making Grant applications’ (*from fundingpoint at www.wheel.ie/funding*)
- ‘Philanthropy & Fundraising Toolkit’, *The Ireland Funds* (www.irlfunds.org)
- Fundraising Ireland: *the network for Irish fundraisers*: (www.fundraisingireland.ie)
- ‘Money Counts’: *a guide for managing finances in small organisations* (*from www.wheel.ie/recession-toolkit*)



Thank you.

www.wheel.ie

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