

## ESTHER Partnership Forum Fundraising Workshop

## Introduction

- Academy Street Workshop
- Kevin Delaney
- This Morning
- After Today

## **Before We Start**

- Our goal is to help your organisation raise more money
- All questions, comments and contributions are welcome
- We are building your fundraising community as well as your skills
- Leave what you think you need to one side for now

## What is Fundraising?

Fundraising is the act of raising money in order to right wrongs, enable change, saves lives and make a positive difference on the world

If you need to raise money for your organisation or programme to operate then you are a fundraising organisation

## "Great we have a fundraising officer / development committee / grants manager etc to handle that"



**Every person involved with** your organisation - staff, board members, volunteers, beneficiaries etc. has a role in fundraising.



## You need a Fundraising Plan

### A Fundraising Plan Covers....

- Goal and Mission Why we Exist
- **A Fundraising Goal** What are we raising money for?
- An overview of the market and environment What's going on out there
- Needs Analysis How much money we need and for what
- Analysis of current resources
- Analysis of current fundraising products
- Fundraising Strategy What products and why
- Detailed delivery plan
- Measures for success

## Before you ask anybody for money you need to ask yourself

Why do you exist? What do you do? Why should I care? Why you and not others?

## You also need to know the answer to

How much money do we need?

Where does the money go?

What does success look like?

What about next year?

## Understand the Fundraising Environment Competition

**But!** There are... **People homeless** People out of work Animals abandoned **Rainforest collapsing** 

## Why should I give money to you for xyz?

## Everybody has the Right to be given the opportunity to support your organisation.

# If you don't ask them to support you, you are denying them that Right.

## How to ask for money



## Lets review the Fundraising Mix

Community Fundraising	Corporate Fundraising	Direct Marketing	Face to Face
Tele Fundraising	Grants	Major Donor	Legacy
Retail	Campaigns	Events	DRTV
Online	Foundations	Alumni	Memberships

## **Community Fundraising**



## **Corporate Fundraising**



TESCO Charity & Year

## Major Donors



## **Grants & Foundations**



There are 2 main ways to improve your success in securing grants

## Are you eligible?

Does your project meet the criteria?

Do you have the expertise requested?

Have you all the documents requested?

Is the project in the right area, with right people etc?

# Fill out the application properly

Complete every question Give ALL the information requested Ask questions Don't break the rules

Where can your find grant funding for projects?

FUNDINGPOINT

Ireland's most comprehensive source of nonprofit funding opportunities. Subscribe today for access to hundreds of grants, with dozens of upcoming deadlines and opportunities.



Benefits of subscribing to Fundingpoint include:

## How do we go about grants?

Have your story clear - Why do you exist etc?

Have your project clear - goals, milestones, timescales, costs etc

**Identify partners,** potential corporates, local agencies that care about the project

Now look for potential grants

Should you use a grant writer or agency?

## **Other Resources**

Esther Ireland Funding Opportunities

**Science Foundation Ireland** 

<u>Chronicle of Philanthropy</u> <u>Grant Station</u>

**EU Funding** 

## **Direct Mail**

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## Tele fundraising



## Legacies

## WHEN YOU COME BACK AS A WHALE YOU'LL BE BLOODY GLAD YOU PUT GREENPEACE IN YOUR WILL. 1800 81 51 51

## Events



Terms and conditions: 2 watches to be won per Colour Dash NZ event (1 female and 1 male watch). You must purchase an entry to the Colour Dash NZ to enter this draw, and comment on the question above. Only valid song titles are accepted. Winners Drawn each friday at midday.

## Retail



#### Online

SUPPORTING PROSTATE CANCER & MALE MENTAL HEALTH INITIATIVES



#### Alumni



#### Membership



### What does your current mix look like

Community Fundraising	Corporate Fundraising	Direct Marketing	Face to Face
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academy street workshop			



**Rate every** potential fundraising idea against

Innovation

Practicality

Orgs ability to deliver

ROI of money & time

Fit for Philosophy

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## **Donor Care - Saying Thank You**

- You can never say thank you enough
- Send a letter or card to say Thank You after donations or events
- Phone donors to say Thank You or get the Chairperson to do it
- Send a Thank You/Update letter a few months later
- Have a Thank You Day
- It will increase donations



#### - Donor Care Journey

- Share your dreams with all prospective donors
- Use the Magic Arrow
- Treat every donor like they are your dearest grandparent
- Respect your donors and their wishes
- Communicate with them appropriately
- Thank them for making your dreams come true
- Thank them again for making their dreams come true
- Thank them again
- Tell them about another dream

# Thank You



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