



Academy Street Workshop

ESTHER Partnership Forum Fundraising Workshop

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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, save 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

Magic Arrow

I work for...

I care about the
cause because...

I believe that we
are going to...

I think you would
enjoy getting
involved
because...

Will you....?

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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



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Corporate Fundraising



TESCO Charity of the **Year**

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Major Donors



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Grants & Foundations



Growing communities

How charity leaders govern social media globally to thrive online

#NfPSocialMedia

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

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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 you find
grant funding for
projects?**

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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:

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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](#)

[Chronicle of Philanthropy Grant Station](#)

[EU Funding](#)

Direct Mail



Tele fundraising



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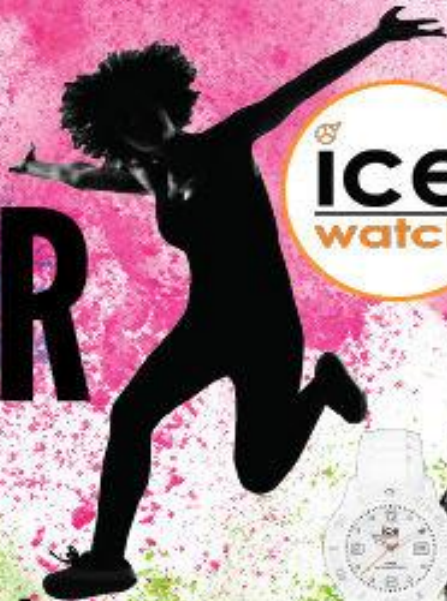
Legacies



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Events

THE COLOUR DASH



ENTER TO
WIN AN
ICE WATCH

5KM FAMILY FUN RUN

Tauranga - 5th October

Hawke's Bay - 12th October

Palmerston North - 19th October

Rotorua - 9th November



www.colourdash.co.nz

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.

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Retail



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Online

SUPPORTING PROSTATE CANCER & MALE MENTAL HEALTH INITIATIVES



MOVEMBER

Knowledge is Power • Moustache is King

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Alumni



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Membership



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What does your current mix look like

Community
Fundraising

Corporate
Fundraising

Direct
Marketing

Face to Face

Tele
Fundraising

Grants

Major Donor

Legacy

Retail

Campaigns

Events

DRTV

Online

Foundations

Alumni

Memberships

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YOU CAN DO ANYTHING,
BUT NOT EVERYTHING.

-DAVID ALLEN



**Rate every
potential
fundraising
idea against**

Innovation

Practicality

Orgs ability to deliver

ROI of money & time

Fit for Philosophy

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 - **Fundraising Strategy** - What products and why
 - **Detailed delivery plan**
 - **Measures for success**
-

Donor Care

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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
-

Thank
you



RNIB

supporting blind and
partially sighted people

– 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

The logo for Academy Street Workshop, featuring the words "academy", "street", and "workshop" stacked vertically in a bold, blue, sans-serif font on a white rectangular background.

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kevin@academystreetworkshop.com
