

# **Fundraising 101**

## **Introduction to Fundraising**

**Lucy Stone (She/Her)**  
**No Stone Unturned Fundraising**



# Lucy Stone - about me!

- Increase Grant, Trust and Foundation income
- Develop new income streams
- Improve relationships with funders
- Arts & Cultural organisations
- Sussex Grassroots Organisations

# Who I've worked with



# Session overview

1. What are the different fundraising options open to you?
2. How do you know which options are right for your organisation?
3. What are the practical first steps you can take to diversify your income?
4. How can you support everyone in the organisation to help with fundraising?
5. What else might you need to think about?

# 1. What are the different fundraising options open to you?

# Why look at different options?

- Security in different income streams.
- Financial resilience.
- Untapped potential.
- Develop new relationships.



Do more of your amazing work!

# What are the options?

## Top line data

- Size of the different income streams.
- Main income streams for charities and not for profits.
- Risk.
- Return on investment (ROI).
- Cultivation timelines.
- Length of relationship.

# Context is key!

All of this data must be understood within the context of:

- Charities report in different ways.
- 97% of charities have an income of under £1 million.
- ROI data is becoming more thin on the ground.
- Some charities have vastly different ROIs but this does not always take into account longer term investment.



	<b>Time to get a result</b>	<b>Length of relationship</b>	<b>Pot size</b>	<b>ROI</b>
<b>Grants, Trusts &amp; Foundations</b>	6-9 months	1-3 years	£6.5 billion	10:1
<b>National Lottery</b>	6-9 months	1-5 years	£1.65 billion	10:1
<b>Corporations</b>	2 years	3 years	£362 million	5:1
<b>Relationship Fundraising</b>				
Individual Giving / Supporters	1.5 years	Ongoing	£10.3 billion	10:1
Major Donors	2.5 years	Ongoing	£3.2 billion	6:1
Legacy	4.4 years	Ongoing	£2.8 billion	35:1
Events	3-5 years	Ongoing	£135.5 million	2:1

# Trusts, Foundations & Lottery

- Trusts & Foundations = £6.5 billion donated
  - Wellcome Trust gave out £349 million
  - The top 10 give out over £1 billion
  - £2.9 billion from the top 300 trusts
  - Tens of thousands of Trusts & Foundations
  
- National Lottery = £1.65 billion

# Individual Giving Pyramid



# What are the other options?

- Government spending = £15.3 billion/ year including grants, fees and contracts, government endowments for grant-makers, and annual grant-in-aid awarded to 'arm's length bodies' (ALBs)
- Earned income - data varies
- Social Investment Funds - data varies

**2. How do you know  
which options are right  
for your organisation?**

# Invest & Plan - luck won't work

What is clear is that charities who invest and plan for the long term get the results.

'Ice bucket challenge' or 'Captain Sir Thomas Moore' phenomenon fundraising transformations are rare.

# Income Bingo!

<b>Monthly Donations</b>	<b>Legacy</b>	<b>Membership schemes</b>	<b>Crowdfunding</b>
<b>Merchandise</b>	<b>Major Donors</b>	<b>Online</b>	<b>Trusts &amp; Foundations</b>
<b>Live Streaming</b>	<b>Ebay</b>	<b>Events (virtual &amp; challenge)</b>	<b>Retail</b>
<b>Charity Ball</b>	<b>Street Fundraising</b>	<b>Door to door</b>	<b>Corporates</b>



**BINGO!**



# It's not bingo!

You need to find the mix  
that works best for you.



*“Start with people. Your existing supporters and potential supporters. Then decide, from the myriad of possibilities, how best to reach them. But don’t structure your fundraising plan by starting with a list of types/disciplines of fundraising.*

*You are you. You are unique. You are addressing a specific need. People and organisations will want to engage with you, and support you.*

*Start there.”*

“How many different types of fundraising are there?”

Giles Pegram CBE, 3 January 2019 [here](#)

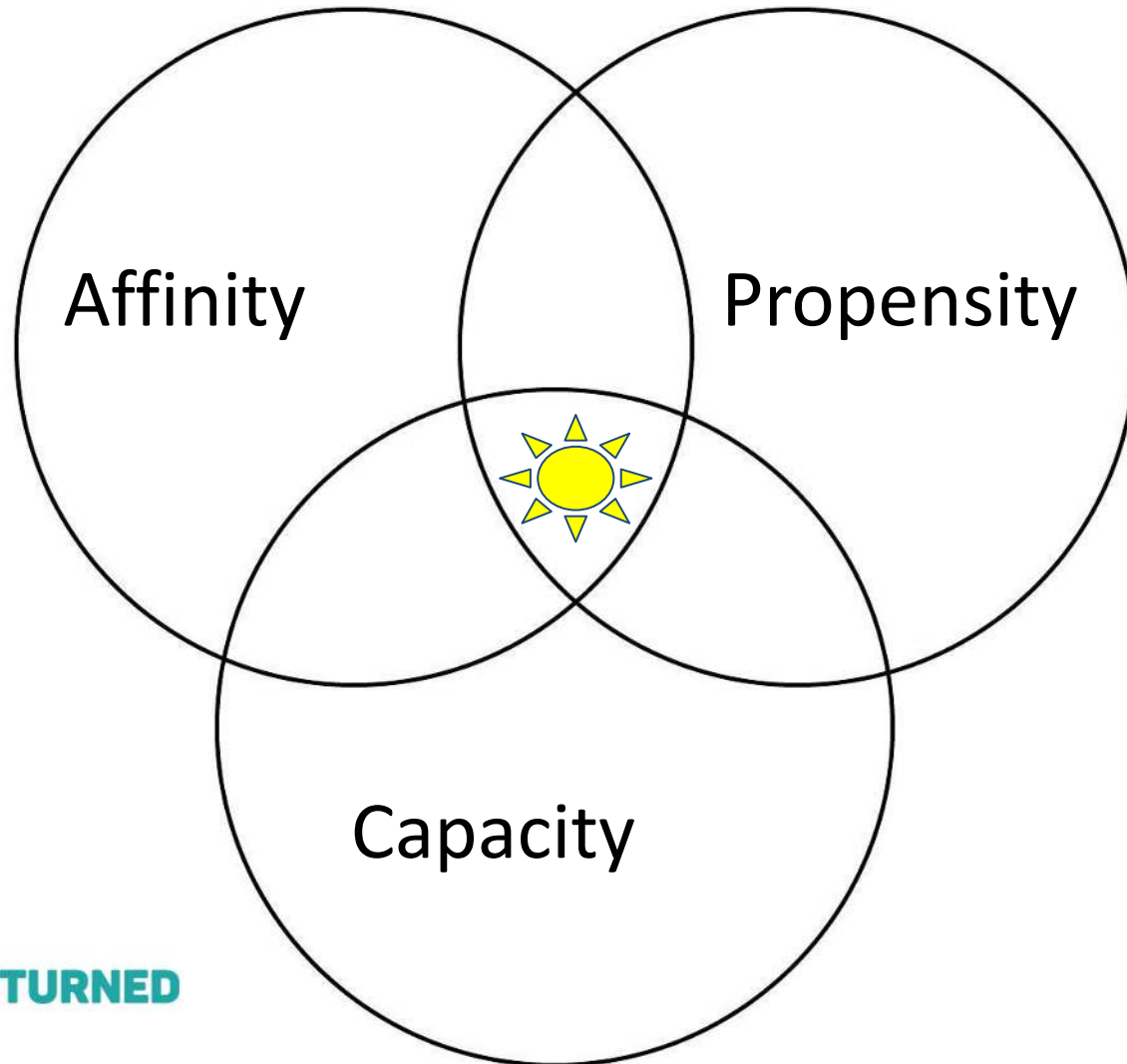


**3. What are the practical first steps you can take to diversify your income?**

# Why would someone support you?

- Social Benefit
- What you deliver / activities
- Who you work with
- Cultural and Economic Value
- Your Audiences
- Connection to the Cause
- Personal values
- Faith and Religion
- Social Proof

# Finding the right supporters



# Affinity: Link to your cause

- Do they have a connection to your work?
- Emotional, social or political connections.
- Do you have an affinity to your mission?
- We all have preferences - no cause is for every supporter.
- Find the connection!

# Propensity: Inclination to give

- Do they already give to you or similar causes?
- How to do they give - membership schemes, regular donations, big gifts, percentage sales, events?
- How do they approach giving - loud and proud or under the radar?

# Capacity: Ability to give

- How much might they be able to give?
- What kind of gift could they make - cash, time, assets, connections?
- Are they able to give personally, through a company or a charitable trust?



# Who are these people?



# We can wear many hats

For example an individual may support charities as

- trustee of a grant giving not-for-profit
- staff member of a business with a 'charity of the year'
- challenge event fundraiser
- volunteer
- regular donor
- in memory in will

# Who - Network mapping

Network of people you have around you or want to have around you.

- Who do you know?
- Who do they know?
- Who do you want to get to know?



# Network mapping - current

- Who already supports you?
- Who is in your network? Networks of Staff, Trustees, Organisations.
- Who are your stakeholders?
- What are your connections?

**BUT!**

Are you managing those  
relationships well?

**Be honest!**

# Network mapping - new

- Are your current supporters able to introduce you to others?
- Where can you make new connections?
- Who do you want to reach?
- Who else might be interested in what you do?

**4. How can you support everyone in the organisation to help with fundraising?**





People give to people - fundraising is about relationships.

Your team will be amazing at developing relationships & partnerships!

We need to make it less scary when it's linked to fundraising.

# Making fundraising less scary!

- Talking about money is hard - how can you start to have conversations in your organisation about fundraising?
- Trustees - do you have expertise on your board?
- Network mapping - how can they be part of that?
- Do they feel comfortable talking about your work? Do you need time to practice the 'elevator pitch'?
- What would your team feel comfortable doing?

**5. What else might you  
need to think about?**

# Things to think about

- Ethical policy - how do you make decisions about who will you accept support from.
- Tax efficient giving (e.g. a £10k donation from a 40% tax rate payer only costs them £7.5k).
- Stewardship & Donor Journey - have you mapped your touchpoints and interactions?

# Board and trustees

- Is your board on board with fundraising?
- Will they understand how to support you doing this work?
- How are they making decisions about investment in fundraising?
- Do you have someone with fundraising experience on your board?
- Do you have a sub group or development committee?

# Gift Aid

- Are you up to date with your Gift Aid claims?
- Did you know you can claim for the last 4 years?
- Have you claimed Gift Aid on Small Donations (GASDS)
  - 25% on cash donations of £30 or less without the need for a Gift Aid declaration
  - buckets and collecting tins
  - £2,000 (on £8,000 of donations) per year
- Is your statement up to date - can you claim for all previous and future donations?

# Facebook groups

[Fundraising Chat](#)

[Trust Fundraising Hub](#)

[Sussex Fundraisers Group](#)

[Fundraisers in Kent](#)

# Keep in touch

I will be producing free templates over the coming months so please email me



[lucy@nostoneuntuned.uk](mailto:lucy@nostoneuntuned.uk)



[@Lucy\\_Stone](https://twitter.com/Lucy_Stone)



[www.nostoneuntuned.uk](http://www.nostoneuntuned.uk)



[www.linkedin.com/in/lucy-stone-charity/](http://www.linkedin.com/in/lucy-stone-charity/)

