

How can our group fundraise effectively?



Key Terms:

- **SWOT Analysis:** A tool for helping groups to decide their future direction. Everyone lists what they think are the group's internal Strengths & Weaknesses, and external Opportunities & Threats.



What Groups tell us:

- "They say I'm a born fundraiser, but it all gets left to me, and I've had enough!"
- "The last worker left, and all our funding history is in his head. I'm trying to piece it all together, but it's hard."
- "Noreen can sell anything to anyone, but I'd rather write letters than ask people for things face-to-face, so we split the tasks."



What Funders tell us:

- "If it all depends on one key person, isn't there a risk it will all fall apart? We want to know the group as a whole owns the fundraising decisions."
- "We don't want applications written by outside professionals, we want them to come from the group itself, in their own words. That way, the passion comes through."



Are you ready for Funding?



- If you leave at all to one person, you're losing out on other people's skills and points of view, and that person may leave!
 - Many different skills are useful in fundraising, including:
 - Consulting people about their needs.
 - Budgeting skills.
 - Researching funding sources.
 - Writing application letters & filling in forms.
 - Talking to supporters (local councillors, churches – or anyone who might buy a raffle ticket or donate a prize!).
 - Keeping records.
- One option is to hold a big consultation meeting (or several), to get as many views as possible about the priorities for the next year (or 2, or 3). You could use a tool like a SWOT analysis, or a 'wall' of ideas written on post-its. You would then need a smaller fundraising task group to take the ideas forward, with regular meetings to update each other.
- 'Quick wins' (bids for small amounts to funders who let you know the results in a short timescale) are a good way to keep everyone motivated.