



How to develop an organisation fundraising strategy step by step

**5th EPF Regional Advocay Seminar
Lisbon, 26th October, 2012**

Presentations



me ...

Consultant in

- Fundraising for italian and international not-for-profit organization
- CSR strategies with italian and international companies

www.simonabiancu.it

Presentations



...
and
you

Focus on ...



- How to develop a **Fundraising**
- **strategy** for your
- **organization**

First of all ...



...a volunteer as a

rapporteur

on behalf of this working group?

Let's go into deep

The basics of Fundraising

- **Relationships**
- **Mission**
- **Organization** as a whole



Raising funds means ...

- Go **outside**,
- **communicate**;
- **ask** for support in a structured, permanent and well-organized way,
- firstly **informing**, then **becoming aware** and, finally, **involving** your potential donors



Strategy – definition



A strategy is
a **plan of action**
designed
to **achieve a specific goal**

Let's start – plan your strategy

- **Check** your present situation (SWOT analysis);
- **Imagine** what could you be in the mid-term period (3-5 years);
- **Identify** the strategy you want to achieve (GIVES model)
- **Choose** priorities & paths

1. SWOT analysis



2. The perspective (imagine)



1. Identify **goals** (qualitatives and quantitatives → SMART model) and the relative scheduling;
2. Define criterias of outcomes **measuring**(ROI)
3. Identify your **needs** in terms of funding (be precise and do it for each campaign!)

3. Strategy – the key question



which is the best way to reach the goals I have in
my perspective view?



you cannot follow everything, you need to

identify your strategy
(or rather the best actual option for your
organization)

3. The strategy



Each strategy
is alternative
to the others:

a choice is needed

4. The strategy



GIVES model



based on the
strategy chosen (and maintained),
it's time to ...

3. The choices (priorities + strategic path)



1. **Define priorities** (in terms of programmes/projects);
2. **Identify your targets** (stakeholders and targets map, database);
3. Build a “**range chart**”;

...

3. The choices (priorities + strategic path)



...

4. Choose the **Fundraising tools** to be used in each campaign;
5. Identifying “people” from the organizations (**roles and competencies**);
6. Set up a **communication plan** (connected for each campaign);

Go! – the operational phase



Based on what you have fixed

- Write your “**shopping-list**” on a day-by-day basis
- Be **clear, precise** and committed
- Do have **regular meetings** with your volunteers, employees and supporters involved in the campaign to share the mutual activities and opinions with them

During and later – checks



1. Regularly **check** the job done compared with the established criterias to measure your ROI;
2. **Review** your operative plans in case of need;
3. **Go straight on**: let's have a mid-term vision about your programmes (→ and don't give up on them if things go bad initially!)

...and in the end



Start again the whole process!



raising funds should be a **permanent** activity,
which involves the **entire organization**,
aimed to **realize the mission**
(that's the "Fundraising cycle").

Final considerations



...and, to conclude,

some points to keep your attention on



1. Something to help you imagine the strategy



Try to change perspective & point of view



If I were a potential donor...

- Am I sure this is the organization I will choose to donate/to volunteer?
- What are my expectations about this organization's plan?
- Why should I donate to such organization?

1. Something to help you imagine the strategy



Prospective answers

- Trust;
- Accountability;
- Well-set project;
- Capability to respond to the needs why it exists;
- Efficacy in terms of organization and communication;
- ...

1. Something to help you imagine the strategy



... the key point is:

TRUST

between your organization

and

potential donors

1. Something to help you imagine the strategy



So...

- **cultivate** it!
- **communicate** with your “people”!
- **motivate** your volunteers!
- keep constantly **update** your communication tools!
- **meet, talk with** and **enhance** people



2. Something to help you remind the key point of Fundraising



THE BASIC OF FUNDRAISING
IS
THE **RELATIONSHIP!**
(and then money)

3. Something to help you in general



If you don't have money you probably have:

- **Ideas** (achievable programmes);
- **Time** (amount of volunteers);
- Clear **priorities** (efficacy, efficiency, no waste of time)

3. Something to help you in general



- Lots of **friends** (potential donors);
- **Popularity** within your area (relationships with public bodies, ...);
- Knowledge or everything is **for free** (Internet, opensource software, social networks, ...)



Thank you for your attention!

info@simonabiancu.it



+39 3402778876



simona.biancu



simonabiancu



simona_biancu