



How to be a successful fundraiser

**5th EPF Regional Advocay Seminar
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Presentations



me ...

Consultancy in

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

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Presentations



...
and
you

Focus on ...

- What does it mean to be a “**successful fundraiser**”?
- **Skills needed**
- **Dos and Don't's**

First of all ...



...a volunteer acting as

rapporteur

on behalf of this working group?

The concept



We should be able to
measure our success



we could arrange lots of events, phone
friends and relatives many times per
month, mailing hundred of letters but...

The concept

...

could we define ourselves as
successful fundraisers

if

we have no idea/not a precise idea
about the goal we have to reach?

The concept



This means that

- we need to have **clear goals** to achieve;
- such goals are the **measure** of our success as fundraisers;
- in order to reach our goals we need to know that ...

The concept



Raising funds
is not easy,
but it is a great way
to enhance the mutual solidarity
between people and context

The concept



Raising funds is not only a question of asking for money



it implies the creation of your reputation, a people-raising strategy, the visibility of your organization

Personal characteristics



Get out
and
spread the word about your cause.

Personal characteristics



Try to develop
deep and lasting relationships
with key supporters and donors

Personal characteristics



Be passionate!

People will respond better to someone
who knows a lot about his/her
organization and is excited about it

p.s. Fundraising = emotion + mind

Techniques - planning



Plan your fundraising activity



it's the most effective way to keep your
organization "organized"

Techniques - planning



Remember that
you need to work smarter, not harder



create systems to make your work easier.

Techniques - planning



Track everything connected with
raising funds activities



database, archives, wiki:
everything will help you
to handle your organization

Techniques - planning



Regularly review your fundraising plan and
make adjustments as needed



a fundraising plan is the opposite
of a “one-shot” approach

Techniques - planning



Create **diverse fundraising programmes** using
diverse fundraising tools within your strategy



this allows you to properly capture
your target and spread your cause

Techniques – planning ... and copy!



remember that

if a strategy works for others

it will work for you...

Techniques – planning ... and copy!



...

- identify successful strategies employed by other fundraisers and organisations,
 - break the strategy down into its component parts
- ...

Techniques – planning ... and copy!



...

- understand the sequence and then
- copy or modify it to make it suitable for your organisation

People - volunteers



Giving time is a great gift



don't forget to **thanks and motivate**
your volunteers

People – the relationship



Mantra for fundraisers:

people gives to
people to help other
people

(H. Rosso, E. Tempel, V. Melandri, "Il libro del fund raising", ETAS 2004, p. 96)

People – the relationship



**Raising fund is a matter of relationships
between people**, not a question of giving
money



your donors are not your bancomat!

People – the organization



Experience team building with people from your organization



ask them to work together,
sit with them to face problems,
share with them opportunities and ideas

People – the others



Connect your project specifically to the donor.



know WHY you're asking this specific people/
company/other for money for THIS project,
NOW. You have to make that connection clear.

People – the others



Storytelling is the most important tool in your hands to involve people in your cause



the key point is: let people outside understand your impacts on the situation

People – the others



Build the network



involve your stakeholders in the
organisation,

share your success stories and
don't be afraid to **ask** for more

People – the others



Say **thank you** to your donors!

and

constantly keep a high level of

accountability

towards your donors

People – the others



Regularly information
about
what you are doing/have done
is **the most effective way to
cultivate loyalty**

To conclude...



Don't be discouraged!



keep in mind that you will probably hear
potential donors say “no”
more often than
say “yes”

To conclude...



Learn from them

and figure out

how to

better approach others

next time

Credits

Some contents are from blogs I usually read

- getFullyFunded (getfullyfunded.com/blog)
- Fired-Up fundraising (www.gailperry.com)
- Fundraising.it (www.fundraising.it)
- 101 Fundraising (www.101fundraising.org)
- Philantropy (www.philantropy.com) ...



Thank you for your attention!

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