**USEFUL RESOURCES**

**Directory of Social Change**

* [www.dsc.org.uk](http://www.dsc.org.uk)
* Publications: (search for previous year’s guides on Amazon/eBay)
* Websites: Fundsonline – 8,000 trust funders listed, some are essentially individual philanthropists/families

**Institute of Fundraising**

* <https://www.institute-of-fundraising.org.uk/guidance/>
* Training
* Peer groups
* Guidance: <https://www.institute-of-fundraising.org.uk/guidance/>

**Online fundraising**

o [www.justgiving.com](http://www.justgiving.com)

o <https://uk.virginmoneygiving.com/giving/>

o [www.crowdfunder.co.uk/](http://www.crowdfunder.co.uk/)

o [www.kickstarter.com](http://www.kickstarter.com)

o [www.biggive.org](http://www.biggive.org) – can be used for match giving of individual and trust gifts

**Related charitable trusts**

* [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission) ‘Find a Charity’ enter the trust name, or charity commission number (Google to find the CC number if you don’t know it)

Whilst you are looking at your prospective donors as potential individual donors, many people giving at a major level will donate through a trust or other tax efficient process. It is worth using the search function on the Charity Commission website to look for “prospect name”, as if they do have a trust, the accounts can give good insight into an individual’s philanthropic interests and giving level.

**Major donors**

o Your existing supporter circles, warmest outwards

o Your existing local and personal networks, your friends / families networks – people are often very happy to make introductions (as they get the happiness of helping a great cause)

o Local business owners

o Local newspapers / Evening Standard / Rich List

o ‘Making the Ask’ - <https://www.blackbaud.co.uk/files/bbe/WhitePapers/The_art_of_the_ask.pdf>

**Data Protection**

o GDPR: <https://ico.org.uk/> - detailed info on data protection / contact ICO with questions

o <https://www.institute-of-fundraising.org.uk/blog/gdpr-what-we-didnt-know-last-year>

**Initial Exercises**

These simple exercises help work out where you and your group are in terms of:

How you perceive and vocalise the need for support of your group’s services/activities, so you can work on pulling together the strongest fundraising messaging possible.

If possible, write up your answers individually and then discuss as a group to maximise unique responses.

**Need**

The extremely short “elevator pitch”

*If you can’t explain your work quickly and clearly to a potential donor, you are losing valuable support.*

Use the table to note down which key points you should include.

Avoid jargon or terminology inaccessible to the general public.

Explain your project in 30 words or less:

| **Key point**  | **Notes** |
| --- | --- |
| What is the need |  |
| Who benefits from your project |  |
| What impact is your project creating  |  |
| What would happen if your project doesn’t happen |  |

**Your case for support**

Expanding on your Elevator Pitch, can you write notes on each of the following sections?

This will form the basis of your ‘case for support’ – the content for your face-to-face fundraising pitch/ask, and funding proposals/applications.

Practice for a funder meeting as though it is a job interview – clear examples of previous achievements, plans for the future, and an awareness you won’t get asked all the points listed below, but could be asked about any of them, so be prepared.

It’s great to have some really memorable statistics *“Did you know that single mothers are four times more likely to need to use food banks than other parents?”.*

| Why you |  |
| --- | --- |
| Who are you |  |
| Why now |  |
| What is your track record / expertise in this area |  |
| Who will it benefit |  |
| How will it benefit them |  |
| What will happen |  |
| What will happen if you do not carry out this work |  |
| Where will it happen |  |
| When is this needed – why now |  |
| When will it be delivered |  |
| How many beneficiaries / participants |  |
| How / how much will it help anyone |  |
| How will you measure this – evaluation model / outcomes |  |
| Whose voices are in your proposal – lived experience / case studies |  |
| What experts / statistics can you quote |  |
| Who is prepared to act as a referee |  |
| Will this work align with your organisation’s long-term strategy |  |
| What is the long-term legacy / wider impact of this work |  |
| What will you do if you don’t receive the full amount requested |  |