Getting a grip...

and keeping it!



Volume 4 | Issue 2 Sept 2020

© Response Consulting 2020 - All rights reserved.

response consulting

Getting a Grip and Keeping It- Thinking Ahead- Planning for Successful Fundraising

“Nothing worth having comes easy.”

The first Charity Health Check from ACEVO, the membership body for Chief Executives has shown most charities are facing significant deterioration in their financial health while they fight to protect delivery of front-line services. Researchers asked 174 charities across England and Wales about changes seen in April across five key markers of financial health. The majority saw reserves, cash-flow, donations and new business income falling in the last month. And according to a recent report by Charities Aid Foundation (CAF) (June 2020) over half of the charities they surveyed might not last another 6 months without help.

These figures are bleak, but as your organisation recovers, and you are planning what your ‘new normal’ will be like, now is a good time to take stock and think about your funding ‘mix’. Are you too reliant on some areas of fundraising? Could you be building up other sources of income, to bring in valuable unrestricted donations?

Now could be a time to develop new ways of giving, such as digital fundraising, major donor giving or legacies. Charities can often neglect these areas of fundraising, in the search for quick fix funding to keep their services going.

Before you start making changes you need to ensure your organisation has the right environment for fundraising. Key factors include:

- Well run and financially sound organisation

Your vision is your dream with purpose.

- Supportive attitude towards fundraising within the organisation- particularly amongst your board

- Willingness to invest and develop internal fundraising capacity

- Clear policies and procedures for dealing with donors and donations

Think about your **Case for Support - how you tell your story.** Now is a good time to take stock. Does it still resonate, or could it be presented in a different way?

response
consulting

Stay hungry

Six in ten people (61%) in the West Midlands said the main reason they had given money in the last three months was because it was a cause they believed in:

- 39% think supporting charities is a good thing to do

- 30% gave because the charity has helped someone they know

- 15% reported that a campaign caught their eye and attention

(Institute of Fundraising Insights on Charity Fundraising West Midlands Regional Factsheet - April 2017)

- Digital Fundraising

Covid has forced many charities to abandon their usual event programme, and to experiment with on-line events instead. Virtual quizzes, Zumba and mountain climbs have been among the events trialled, with some very successful results. Online events, while not raising the same sums of money from traditional challenge events, take much less resource to organise, and so the Return on Investment (ROI) is higher. These can then be added to a portfolio of events for the future.

A CAF survey in April 2020 showed that while cash giving has rapidly declined, web and debit card giving have increased rapidly. As people become less willing to use cash, now is also time to ensure you are set up to receive digital and contactless donations. Check your online giving profile - **Do you have an engaging 'ask'?**

- Is it up to date? - Is it easy for people to make donations? - Does the platform you're using do what you want it to do? - What is the cost per donation?- Do your research.

Take stock!

- Individual Giving

Building up a portfolio of regular donors can help towards the ongoing running costs of the charity. As you progress on your journey, and build up relationships with individual donors, you can solicit bigger donations for individual projects or capital items. However, a good programme needs proper stewardship to keep donors engaged and enable you to build up a picture of your donor, to facilitate an 'ask'. Take time to ensure all your systems and processes are in place to ensure the best donor journey.

- How easy is it for people to sign up to give regular donations?

- Do you have a robust process for regular giving?

- Will a new supporter get a warm welcome and thank you?

- Legacy Fundraising

Many charities steer clear of legacy fundraising, as they are unsure of how to go about it. But a legacy campaign delivered in a very sensitive way by a suitable champion can lead to substantial results, and secure large unrestricted donations for the charity. A legacy is the only opportunity for most people to be a major donor.

Look to the future

According to the Directory of Social Change, the average legacy is worth £18,000, with many worth substantially more, so investing some time and resources now in a legacy campaign would be worth your while. Returns on Investment can be up to £50 per £1 invested, but it is a long- term strategy, and can take two or three years before results start to show.

Helping you to get GRIP- Response Consulting are currently offering a Gap Report and Interim Plan (GRIP) - a short gap analysis and report to help you to focus on recovery from the implications of the COVID pandemic. This can be focussed on fundraising and/or or business and processes. If you would like to discuss any of the above, we would be happy to have an initial chat.

response
consulting



Author: Cath Errington, Associate Consultant

Cath Errington has worked as a successful Fundraising Manager for over twenty years for small and medium charities and is presently a consultant. She has extensive experience of Local Authority tendering, Big Lottery funding, and a wide range of other trusts and foundations, for both revenue and capital projects.

Cath has proven experience of creating and implementing fundraising strategies to achieve maximum results with limited resources by improving techniques and return on investment. This also includes the enhancement of the overall brand of the charity to help develop new supporters and donors.

She is passionate about helping local charities to grow and develop their services in a sustainable manner while increasing their income and reducing overheads.

Cath is qualified with the Institute of Fundraising and adheres to their Code of Conduct for Best Practice in Fundraising.

response
consulting



response consulting

Contact Rob Pearce:
m: 07850 665 932
e: rob@responseconsulting.co.uk