

A person wearing an orange helmet, a white tank top, blue denim shorts, and a black climbing harness is climbing a green wooden wall. They are using their hands and feet to grip rock holds. A red rope is attached to their harness. The background is a green wooden wall with several rock holds.

Getting a grip...

and keeping it!

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Re-prioritise your fundraising strategy

Connect with your donors

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Street smart advice to help you get a grip on managing, communicating, leading and building deeper client relationships.

“Surviving the Tough Times - Fundraising in a Crisis

Charity sector bodies have made initial estimates that charities will miss out on a minimum of £4.3bn of income over the coming 12 months, though the figures could be far higher (NCVO). Many local charities are overly reliant on fundraising events and charity shops as a big source of income - especially over the summer months. Added to this is the problems of volunteers socially isolating, and some charities receiving overwhelming demand for their services. It may feel like now is not the right time to be fundraising. But there are things you should be doing.

URGENT ACTIONS

- Investigate emergency funds available to you - the government has just published a huge package of support, but only available to certain charities. Charity Excellence has a great list of funders and resilience tools available free of charge:

<https://www.charityexcellence.co.uk/>

- Re-prioritise your fundraising strategy.
- Discuss with board whether reserves can be used to keep things going and/or invest in some new initiatives.
- Talk to your donors – if possible by video link.
- Talk to people who normally take part in your events and try and persuade them to become regular donors instead.

Now is time to build up your regular giving!

TAKE STOCK- COMMUNICATE!

A reminder of why people give:

- Belief in the cause
- Belief in the people leading the cause
- Benefits to society
- Benefits to themselves / their organisations.

So connect with your donors, take time to call them, ask how they are, update them on any work you're doing, and any funding needs you have.

Look to the Future

This will pass - don't get caught in the now - how can you make sure you are in the best position to take your charity forward?

Invest (if you can) and innovate - try to reach new beneficiaries, develop new services, recruit more volunteers.

Ensure your fundraising mix is right for the organisation - are there new areas of fundraising you could be developing, that might be less risky at this time - e.g. legacies, regular giving."

Look to the future



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.

We would be happy to have an initial conversation if you would like to talk through some of the challenges and opportunities you are facing in these current circumstances.



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