

Developing a Fundraising Strategy

What is a fundraising strategy?

A fundraising strategy is a plan that sets out the funding need for an organisation, project or event, alongside the identified actions, timescales and possible funding resources to meet this need.

Why develop a fundraising strategy?

It is commonly recognised that better planning helps to avoid wasted time and resources. The development of a fundraising strategy should enable the people in an organisation to ensure that:

- there is a shared understanding of the aims and priorities for the organisation
- the agreed priorities are a 'good fit' with what the organisation is set up to do
- the agreed priorities are complementary to other local activities and services and don't duplicate those that are being undertaken by other organisations
- there is a shared strategy that sets out how those priorities are going to be realised

This is increasingly important at a time when there is uncertainty about funding; a well developed fundraising strategy will help to:

- provide clarity about the organisation's aims / priorities
- ensure that the priorities are realistic and achievable
- ensure better targeting of funders
- ensure the highest possibility of funding success
- encourage a shared responsibility for fundraising

What happens with a fundraising strategy?

A completed fundraising strategy can be used as a stand alone document for a one-off project, or as an appendix to an existing strategic / business plan. A fundraising strategy is not a substitute for a business plan. A completed fundraising strategy is the first step of the process, the most effective strategy will be reviewed to take into account changes within and outside the organisation and to assess and measure progress.

Some ways to integrate a fundraising strategy into an organisation might include:

- regularly review the strategy
- build strategy up-dates into meetings
- identify key milestones for the plan to measure progress
- circulate the plan to new committee members

PAVS "How to... Develop a Fundraising strategy" guide

PAVS has produced a guide to support groups with the development of a fundraising strategy. The guide can be used by small and large organisations alike who want to develop a fundraising strategy for a project, or a more detailed organisational fundraising strategy that complements a business planning process. The guide provides different participatory exercises for an organisation to use which will help to gather the information necessary for the development of the fundraising strategy.

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The sections

The guide is split into the following sections which form the basis of the strategy

1. Review organisation's current funding position
2. Review organisation's aims and priorities
3. Determine organisational funding needs
4. Determine project funding needs
5. Plan organisation's / project's finances
6. Finding the funds

All organisations should work through sections 1 & 2, and then depending on which type of fundraising strategy is being developed choose either 3 or 4, the detail which is used depending on the size of organisation/ project which is being planned for, after this complete sections 5 & 6.

Organisations can either work through the exercises themselves or PAVS can offer independently facilitated sessions, enabling wider participation in the exercises.

The guide has been designed so that the sections and exercises can either be completed: in one session (a full day) or in separate 1-2 hour sessions spread over a number of days/weeks

The exercises can be completed using photocopied templates and some should be copied onto flipchart paper to be worked on as a group. Once the guide has been worked through this provides the information for a fundraising strategy.

What resources are needed to develop a fundraising strategy?

- People - Committee members/staff
- Time (Dependent on the number of sections completed) - some sessions could be a replacement committee meeting and others might need longer to complete - try to plan a timetable for completion before the process begins
- Commitment to the process
- A nominated person/s to guide the group through the exercises or an external facilitator
- A nominated person/s to collate the section write ups and finalise the plan which will form the basis of the strategy
- Relevant documentation i.e. constitution, strategic / business plan
- The guide will only be as useful as the information which is put into it

Taken from the PAVS "How to Develop a Fundraising Strategy" Guide July 2005

If you would like to talk in more detail about Developing a Fundraising Strategy or if you are interested in having more information about PAVS facilitating the development of a fundraising strategy then please contact PAVS' Development Team on (01437) 769 422.