

Developing a Fundraising Plan Part 2




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Seek opportunities




Understand

1. Your advantages
2. Why people give
3. Who they are and how to connect







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Why do people give?



Givers are altruistic and trust matters most

TOP 3	BOTTOM 3
 <p>Know & trust the charity</p> <div style="background-color: white; width: 100px; height: 15px; margin: 5px 0;"></div> <p>71%</p>	 <p>Responsibility to share</p> <div style="background-color: white; width: 100px; height: 15px; margin: 5px 0;"></div> <p>28%</p>
 <p>See the need</p> <div style="background-color: white; width: 100px; height: 15px; margin: 5px 0;"></div> <p>62%</p>	 <p>Religious faith</p> <div style="background-color: white; width: 100px; height: 15px; margin: 5px 0;"></div> <p>20%</p>
 <p>To make a better world</p> <div style="background-color: white; width: 100px; height: 15px; margin: 5px 0;"></div> <p>56%</p>	 <p>Social pressure</p> <div style="background-color: white; width: 100px; height: 15px; margin: 5px 0;"></div> <p>15%</p>

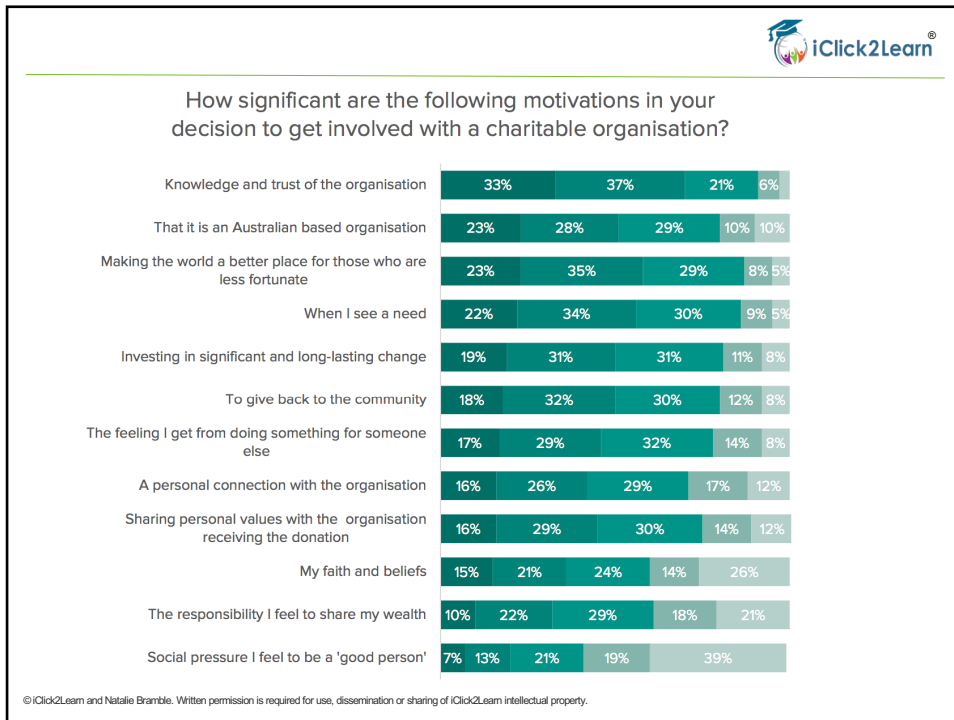
Q. How significant are the following motivations for you in deciding to get involved with a charitable organisation?



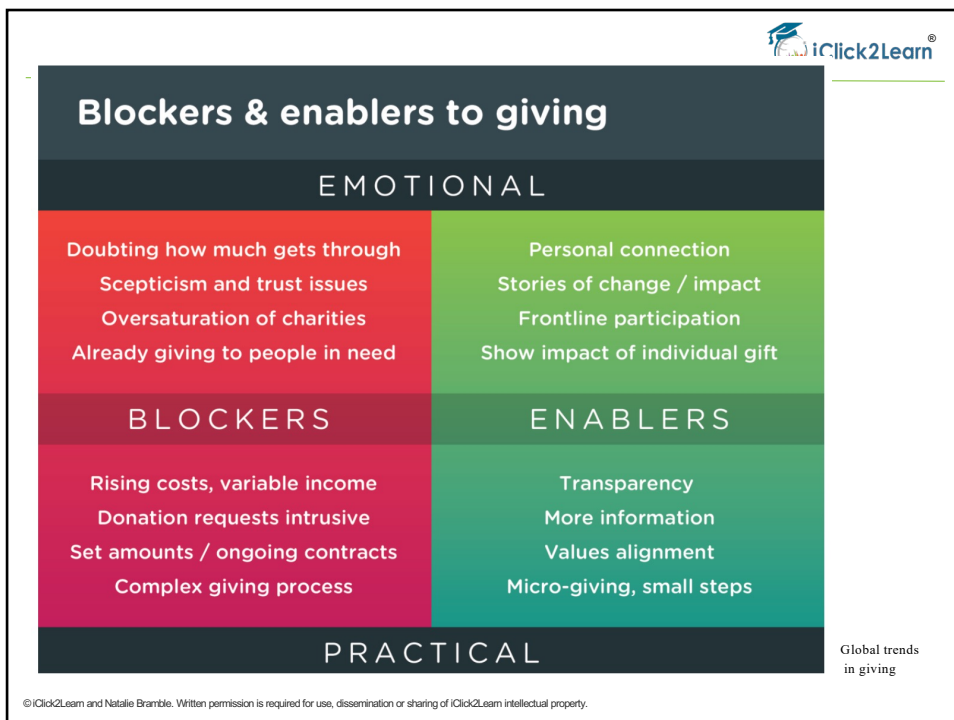
SOURCE: http://www.slideshare.net/markmccrindle/australian-community-trends-report-national-study-summary-by-mark-mccrindle/13?utm_source=slideview&utm_medium=ssemail&utm_campaign=share_clip

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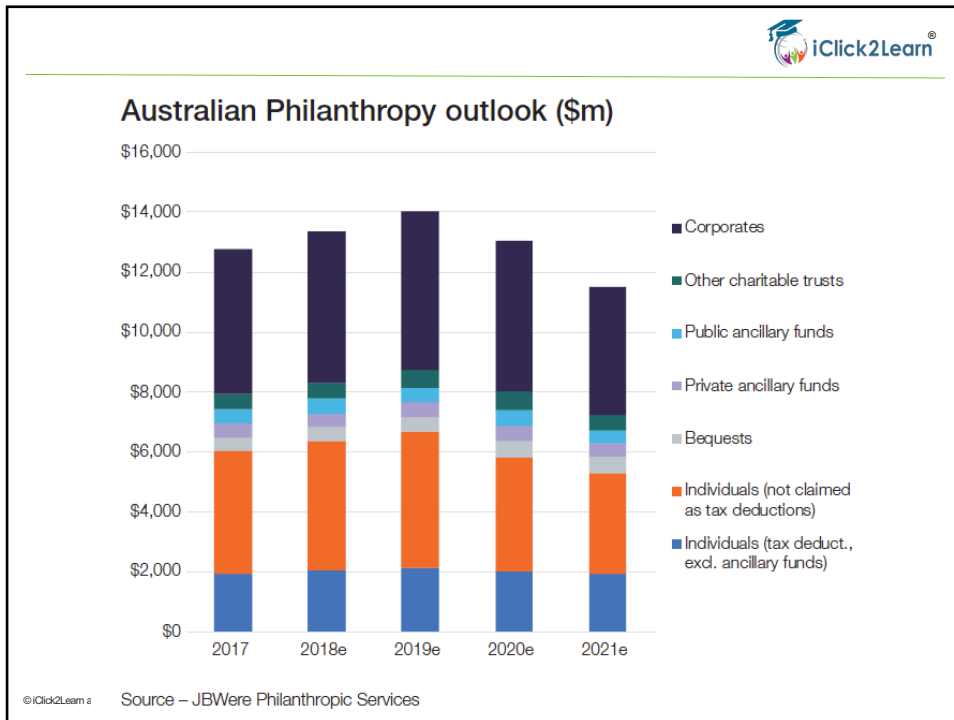
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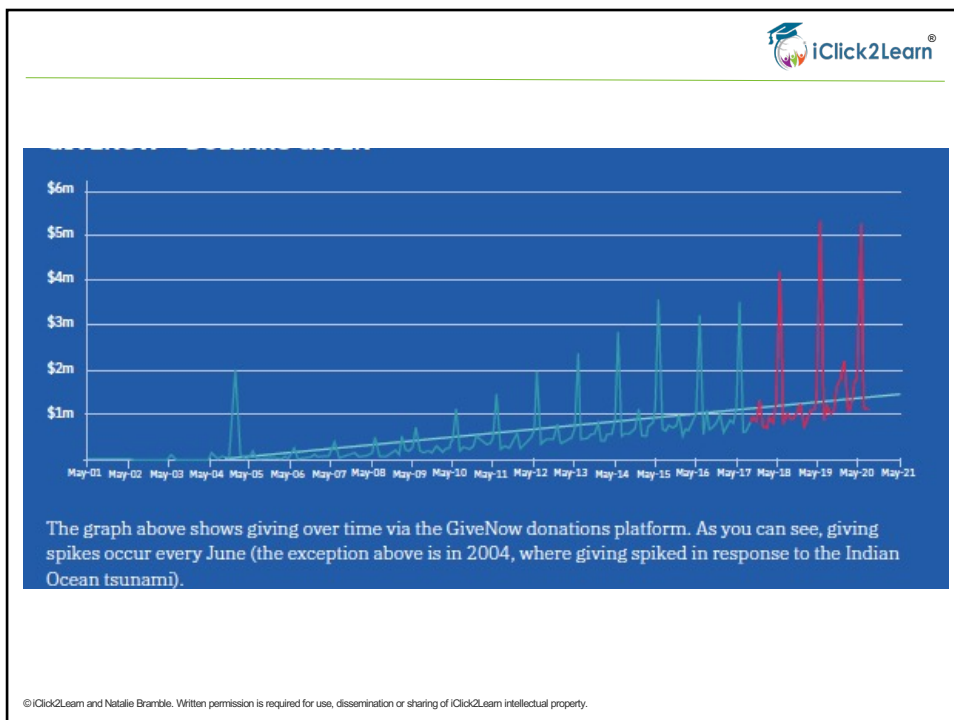
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Donor expectations regarding transparency and accountability continue to increase year on year

The Big Rethink

Show you care about ethics and accountability

Show where the money goes

Inform and educate e.g. Link to 'Choice article'

<https://www.choice.com.au/shopping/everyday-shopping/ethical-buying-and-giving/buying-guides/donating-to-charity>

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7 Gifts from others

1. **Money**
2. **Time**
3. **Expertise**
4. **Products**
5. **Information**
6. **Voice**
7. **Influence**

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Describe your personas



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Messages



Homerise and personalise

Your \$10 will sponsor a local child and give them breakfast this week

not

1 in 10 children don't have a good breakfast and \$10,000 will give us 3 months of breakfasts

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Stories stick



We tell them every day!

Video is easy...

- 2.5 mins max!
- Plain english
- Low production value = authentic

- 4 stories you can start with now
 - Staff member
 - Beneficiary
 - Donor
 - Volunteer

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Who is the hero?

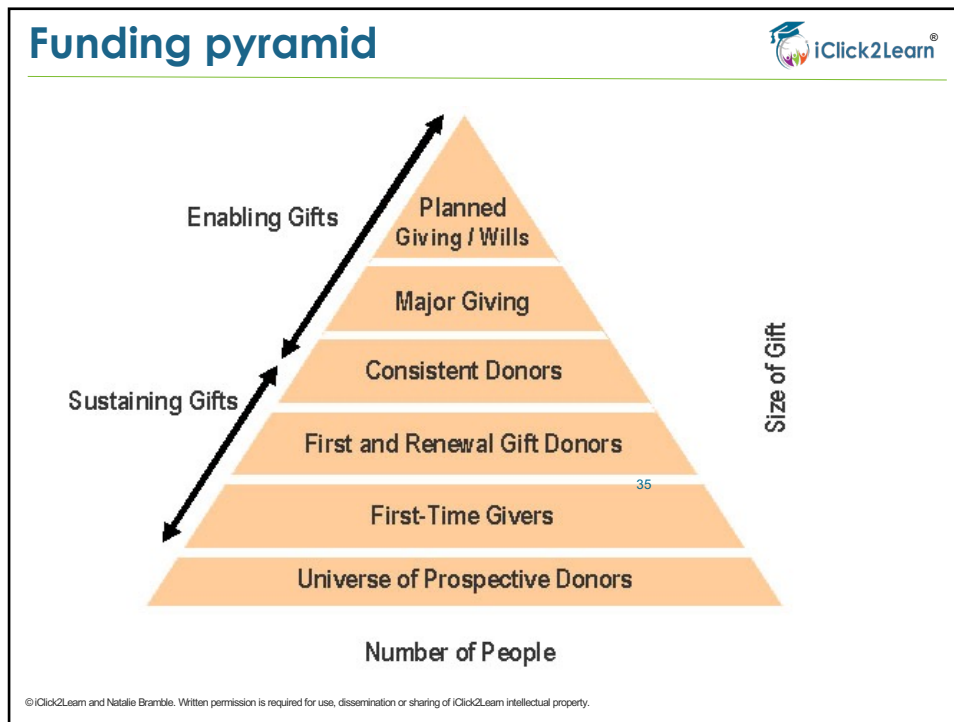


Not you.

The hero is the person you're helping.
How can you share their story of
challenges, opportunities and triumph?

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Take action

- Develop the ask
- Prepare the marketing and communication collateral
- Develop your promotional schedule
- Work out who is doing what
- Set measurable goals to monitor and adjust if it isn't working
- Build relationships, networks and a database

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Campaign plan

What are you seeking funding for?		When will the campaign start?	
		When will it finish?	
What is your fundraising goal?		What is the funder target?	
		Goal / average amount = funders	
What will you use the funding for?		Who will fund you?	

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Action plan

Activity	When	Who	Resource

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Your schedule

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
May Campaign												
-Develop prospect lists			X	X								
-Train team			X	X	X							
-Prepare presentation materials and handouts.			X	X								
-Conduct donor contacts				X	X	X						
XXX Party									X			
-Planning						X	X	X	X			
Concert – August								X				
-Planning						X	X	X				
Concert- September 26									X			
-Planning							X	X	X			
House Parties												
Newsletter												
Thank you calls	X	X	X	X	X	X	X	X	X	X	X	X
Year end appeal										X	X	X

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