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Diversify your Funding

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Hosted with Northern Grampians Shire Council

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What sustainable funding actually means

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BEFORE YOU RAISE A DOLLAR

Are you ready? Eight things to have in place

Work down this list at a committee meeting. Anything you cannot tick is your first job, ahead of any application.

1. Know where you currently get your funds, on one page
2. Have a clear plan, written down and agreed
3. Have a reason for other people to give
4. Have someone in charge, one person, not a committee
5. Invest some of your own resources first
6. Take time, because you will not get it all overnight
7. Secure approval from the committee or board
8. Know your charitable status and the fundraising rules in your state

"If you would not put your own money in, do not go there."

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Why people give, and who you would take money from

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WHY DO PEOPLE GIVE?

To help you buy stuff, or to get an outcome?

N
Need
Identify the need. Name the problem in your town, in plain words, with a number attached.

D
Demand
Evidence the demand. Who is asking for this, how many of them, and how do you know?

O
Outcome
Prove you can offer a better outcome. What changes because your group exists?

Stop talking about activities and projects. Talk about impacts.

Compare two asks. "Would you like to buy a raffle ticket?" against "We are raising money to keep the pool open over summer. Would you like to support that and buy a ticket?"

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THE PROPOSAL, PART ONE

Three questions every funder asks first

Who are you?
Demonstrate you can be trusted. What your impact is, and what you have achieved to date. Numbers, dates and names, not adjectives.

What do you want?
Be clear and state it plainly, then move straight to impact. Funds to pay for a bus is not the ask. Getting eleven kids to training is the ask.

How much do you want?
Do not overstate and do not understate. Build options at three levels rather than one fixed amount, so they can choose to say yes.

"Build options rather than a set investment amount."

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THE PROPOSAL, PART TWO

Why should I care, and what do I get?

The second half of the proposal is entirely about them. Align with their policy, their interests and their motivation, and be specific about the return.

Who you are asking	What they actually want back	So measure
Small business	Brand and sales in their own town	Cost per reach, foot traffic, signage views
Corporate	Impact, and their CSR commitments	People helped, brand impressions, staff engagement
Philanthropist	Impact, and exactly who it helps	Outcomes per dollar, stories with names
Government	Policy delivery and cost benefit	Alignment to a named policy, cost per participant

"The ask is 25 per cent of the work. Follow-up is the other 75 per cent."

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KNOW WHO YOU ARE TALKING TO

Donor personas: a shortcut to the right message

What a persona is

A fictional person who stands in for a real group of your donors: their history, likes, needs, motivations and concerns, built from what you actually know about them plus honest guesswork.

What it gets you

The content, tone and language that resonates with that group, faster decisions about how to reach them, and something memorable enough that your committee actually uses it.

Build one in five minutes, out loud, at your next meeting

- Name and age
- Where they live
- Why they care about us
- What they read and watch
- What would put them off
- What we would ask them for

"Statistics are not compelling. Involvement is."

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CHANGE YOUR MESSAGE

Same facts. Different words.

What we usually say	What they hear	What to say instead
"We need $3,000 for a fence."	*You want to buy something.*	**"There is nowhere safe for 84 juniors to train after dark."**
"Would you like to buy a raffle ticket?"	*You want my two dollars.*	**"We are raising money to keep the pool open over summer. Would you like to support that?"**
"We are a small volunteer committee."	*You may not deliver.*	**"Seven volunteers ran 14 events for 400 people last year, on $11,920."**

Video worth five minutes of your next committee meeting: youtube.com/watch?v=CNhYbJbqg-Y

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WHY PEOPLE SAY YES

To increase trust, increase transparency

Trust is what turns a good cause into a funded one.

1. Demonstrate your ethics and values, in writing
2. Showcase testimonials and impact stories
3. Share case studies with real numbers in them
4. Demonstrate value for money against alternatives
5. Show the ripple effect of what their giving unlocks
6. Report back without being asked, especially when it went well

"Stories are 22 times more memorable than facts alone. Use both."

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DECIDE THIS BEFORE YOU NEED TO

Who would you not take money from?

Type your answer in the chat. There is no wrong answer.

- Gambling and poker machine venues
- Alcohol and tobacco
- Mining, gas and energy companies
- Political parties and candidates
- A donor who wants to pick the winners
- A sponsor who competes with an existing one

Write the answer into a one-page funding policy

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The seven pillars of funding

1. Grants
2. Members, alumni and friends
3. Donations, appeals and bequests
4. Community events and activities
5. Community business partnerships
6. Crowdfunding
7. Community business, earned income

Grants are one pillar of seven. For most small groups they are not the biggest, and they are the least reliable.

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1 Grants

Government, corporate and philanthropic. Money you apply for against someone else's priorities, on someone else's timetable.

WHERE TO LOOK

- GrantConnect, grants.gov.au, Commonwealth rounds
- Victorian grants, vic.gov.au/grants
- FRRR Small and Vital, up to $10,000
- Sporting Club Grants, $750 to $5,000
- Council Community and Minor Grants
- Council Grant Funding Finder and Writing Service

"The pillar you control least, and you can't count on"

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2 Members, alumni and friends

Small, predictable money from the people already in your orbit. The most undervalued pillar in every small group.

WHERE TO LOOK

- Annual membership, priced properly
- Family and household rates
- Life membership, paid up front
- Business membership, priced above individual
- A supporter's tier at $2 a week
- Lapsed members and old committee members

"Aim for 95 per cent retention and convert 5 per cent of your friends into members."

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3 Donations, appeals and bequests

You do not need DGR status to receive money. You need it to give a donor a tax deduction, and there are ways around that.

WHERE TO LOOK

- Australian Sports Foundation, asf.org.au, for sport
- Australian Cultural Fund, for arts and culture
- FRRR Community Foundation Account
- Regular giving, monthly, on a card
- Workplace giving through a large employer
- The benefits of DGR without the DGR

"The ask is 25 per cent of the work. Follow-up is the other 75 per cent."

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4 Community events and activities

The things you already do.

WHERE TO LOOK

- Raffles, VGCCC permit above $23,060 in prizes
- CDS Vic container refunds, 10c each
- Catering: funerals, field days, finals
- Trivia nights, race days, plant stalls
- Auctions of donated goods and services
- One annual event people put in the diary

"If the event is for celebrating, aim to break even. If it is not, plan for it to make money."

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5 Community business partnerships

A business gives cash, goods, skills or time, and gets something specific back. Write down what they get.

WHERE TO LOOK

- Local business sponsor tiers at $250, $500, $1,000
- Community Bank
- Bendigo Bank Community Enterprise Foundation
- Skills exchange bookkeeping, trades, printing
- Auspicing by a neighbourhood house or Council
- Joint projects with the school or the library

"You are asking for a hand up, not a hand out."

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6 Crowdfunding

Unrestricted cash from anyone who cares, raised in a short campaign with a deadline and a story attached.

WHERE TO LOOK

- Chuffed, for community and social causes
- GiveNow, for ongoing and campaign giving
- Australian Sports Foundation project pages
- Australian Cultural Fund, for arts projects
- Rewards that cost you very little to give
- A three minute video shot on a phone

"Warm your contacts up so 30 per cent is already pledged the day you go live."

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7 Community business, earned income

You already own assets, skills and a kitchen. The only question is whether any of them are earning.

WHERE TO LOOK

- Hall, ground and clubroom hire, with a rate card
- Canteen, bar and catering contracts
- Paid workshops and short courses
- Produce, plants, firewood and book sales
- Storage, parking and equipment hire
- Hosting other groups' events for a fee

"You do need to make a profit to stay in business, even as a not-for-profit."

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FREE TOOLS, TONIGHT

Six things you can set up this week for nothing

1. **Council's Community Learning Hub** — Free practical learning on governance, events, fundraising and grants management.
2. **Council's Grant Funding Finder** — Free search across grant opportunities well beyond Council's own rounds.
3. **One shared closing-date calendar** — Costs nothing, changes everything. One named person keeps it.
4. **CDS Vic Donation Partner ID** — cdsvic.org.au. Ten minutes of paperwork for a permanent income line at 10c a container.
5. **GiveNow or Chuffed** — Online giving so you stop chasing cash, cheques and the tin at the door.
6. **FRRR Foundation Account** — Access to a Foundation account so you can raises additional funds from others.

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One goal per pillar

The exercise that turns an interesting hour into a funding plan.

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THE EXERCISE

Write one dollar target beside each pillar

A number you would put in front of your committee and your treasurer.

1. Grants	$ ______
2. Members, alumni and friends	$ ______
3. Donations, appeals and bequests	$ ______
4. Community events and activities	$ ______
5. Community business partnerships	$ ______
6. Crowdfunding	$ ______
7. Community business, earned income	$ ______

Add them up. If the total beats last year, you have a plan. If it does not, raise one number.

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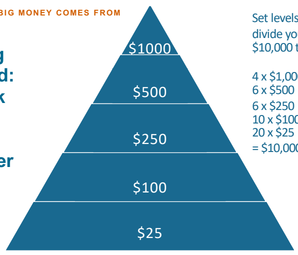
WHERE THE BIG MONEY COMES FROM

The funding pyramid: one ask and benefit per layer



Set levels and amounts, divide your total ask – e.g. $10,000 then set targets.

4 x $1,000
6 x $500
6 x $250
10 x $100
20 x $25
= $10,000

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Thank you.

The recording, the handout and the fundraising plan template all come to everyone who registered.

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