

YOUR PARK

COMPELLING FUNDRAISING



COMPELLING FUNDRAISING



Today:

- Fundraising – overview
- Your case for support (compelling ask)
- Q&A (*15 mins*)



HELLO



- Certified Member of the Chartered Institute of Fundraising (MCIOF (Cert))
- Head of Fundraising at Your Park – 2 years
- Worked with tens of organisations at different sizes
- Fundraising speciality – grants - but worked in all
- Come and say hello and to each other!



WHAT IS FUNDRAISING?





FUNDRAISING

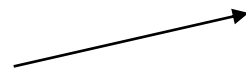


Definition: *“Seeking to generate financial support for a charity, cause, or other enterprise.”*

In practice: Planning, communicating, followed by more planning and communicating.

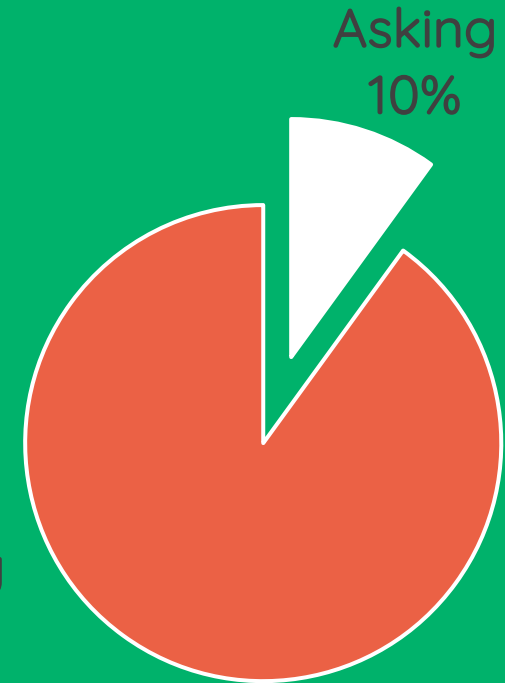
100% relationships

- Know your supporters
- Tell a story
- Communicate efficiently and honestly



Case for support

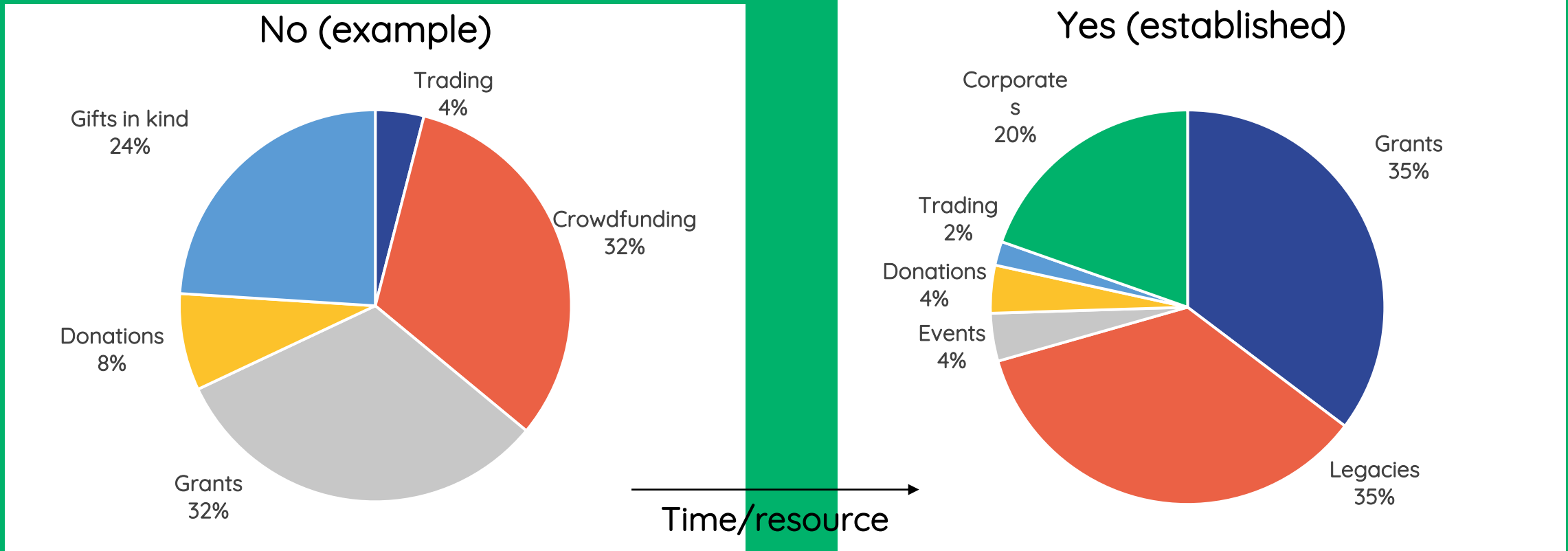
Planning
90%



THE FUNDRAISING MIX



Who is constituted?



FUNDRAISING MIX



- Trust fundraising (grants)
 - Corporate Fundraising
 - Community Fundraising (events, challenges, sponsorship, employee fundraising)
 - Individual Giving (smaller one off gifts, regular gifts)
 - Major Donor Fundraising (large one off or regular gifts and special events)
 - Legacies (gifts in Wills)
 - Trading/Social Enterprise (selling products or services)
 - Gifts in Kind (volunteer time, products or services)
- Specialist profession - fundraisers' focus on one area of Mix
 - Consider your time and resource
 - Consider charity registration – opens more doors



CASE FOR SUPPORT



Compelling ask = case for support

Why is it needed?

Consistency, clarity, key messaging/save time, make your fundraising compelling, stay focused, asks become easier.

Who is it for?

You! Work together to plan your focus for the year, and stay focused on what you want to achieve.

What is included?

- Document/project plan with key messages (wording) used to describe what you need money for and the difference it will make
- One for every project and general work
- Doesn't have to be lengthy, just useful – try a 2 hour ideas meeting



WHAT TO INCLUDE



- Need for work
- How you will check you've met the need/evaluate
- What you will do to meet the need and when
- Who will be involved – internally and externally
- How much it will cost
- How you will raise the funds (who from and when?)
- How you will report back and share impact
- What next?
- Stories and photos (with permission)

Template available on request



EXAMPLE



Case for support			
Project name:	PROJECT NAME	Project lead:	STAFF/VOLUNTEER RESPONSIBLE
Start date:	XXXX	End date:	XXX
The need – why we need to launch this project			
<u>External research and stats, citing source</u>			
<p>The World Health Organisation states that using urban green spaces can improve mental health, reduce cardiovascular morbidity and mortality, reduce obesity, risk of type 2 diabetes and improve pregnancy outcomes. Defra estimates that the NHS could save £2.1 billion per year if everyone had regular access to parks. However</p> <ul style="list-style-type: none"> • One in eight households in England do not have a garden and people from ethnic backgrounds are nearly three times as likely to have no access to outdoor space (Out of Bounds, 2021). • Less than 1% of people living in social housing use parks (Commission for Architecture and the Build Environment, 2010). • One in six Bristolians live in the 10% most deprived areas of the UK and are therefore less likely to use or have access to green spaces. Within these areas, parks can attract anti-social behaviour. We risk a circle of decline where parks are seen as a problem. <p>In addition, our service users say xxxxxxxxxxxxxxxxx</p>			
<u>Community involvement</u>			
<i>Who we have spoken to, how many people and what they said. Include your survey/consultation results and anecdotal feedback.</i>			
<ul style="list-style-type: none"> • Reference group • Volunteering • 			
Meeting the need – the project			
<u>Project aim</u>			
<i>The main outcome you want to achieve (aspirational)</i>			
<u>Project objectives</u>			
<i>How you will achieve the aim - SMART</i>			
1.			
The project			
<u>Background and overview of what will happen</u>			
<u>Why are we the best people to complete this work?</u>			



GROW YOUR KNOWLEDGE



- Fundraising is not one-size-fits-all. Should develop your fundraising around needs.
- Always check and adhere to Fundraising Regulator's Codes of Fundraising Practice
- Consider building-up to register as a charity (£5000 income), or introducing new streams if registered

Free training

- Grants – Your Park's previous training on our YouTube Channel
- University of Kent – Fundraising for non-Fundraisers
- Chartered Institute of Fundraising – YouTube and networking groups
- NCVO

Paid

- Foundation for Social Improvement – Heavily subsidised (thefsi.org/training)
- Directory of Social Change
- Chartered Institute of Fundraising



QUESTIONS AND DISCUSSION

Food for thought

- Where you are now / where you want to be
- Previous successes / learnings
- Cost of Giving
- Online giving
- How you communicate with supporters
- “Has someone in the room tried what I want to do?”



STAY IN TOUCH



We want to support you – let us know how

amber@yourpark.org.uk

