

Four Fundraising Strands

Community Fundraising:

The most work for the least money but crucial for community involvement, buy-in, and you never know who might buy a badge one day, and win the lottery 6 months later! So remember, every visitor to your stall or event matters.

Don't forget about getting a collection licence from your district council (free) and a temporary event notice, if needed, from them too (usually costs around £24).

For great ideas visit the Macmillan Cancer Relief fundraising site at www.macmillan.org.uk/Fundraising/Fundraising.aspx for brilliant advice and a downloadable booklet of 101 community event ideas – useful and fun.

Visit the Charity Commission for important guidance on the law on community fundraising: www.charitycommission.gov.uk/publications/cc20.aspx

Corporate Fundraising:

This DOES feel like a difficult time to be approaching businesses for donations, but follow these steps to give you a chance:

- Identify the most appropriate businesses for your organisation;
- Ensure you have the skills needed to make an effective first approach;
- Be clear about what you can offer a business;
- Nurture your corporate donors to develop long-term partnerships.

Legacies:

For legacies (as well as loads of other useful information) have a look at www.charityfacts.org, in the middle click on fundraising and from the list choose the FAQs and the fundraising factsheets. There's a useful factsheet on "Leaving a Gift in Your Will with further links from there.

Charitable Trusts & Foundations:

First three vital steps – (1) Check your Constitution and your charitable remit (should be obvious but a lot leave this out!); (2) Research a range of funders; and (3) Pick the right funder with the best match of priorities. Register at www.fundingcentral.org.uk for the best list of current grants.

For the rest of the Ten Steps to the Perfect Funding Bid in a blog full of free fundraising help, bid-writing tips, and secret pots of money that most people don't know about, look at <http://tamaraessex.wordpress.com>

All these four elements should be in your Fundraising Strategy, alongside grants & contracts with Local Authorities.

See the VISTA training programme for fundraising courses focussing on different areas, and use your local CVS and the huge amount of good advice available free on the internet.

