

Fundraising - Avoid the bin

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Remember

- **Funders want to give money away**

We need:

- Applications that clearly meet our criteria
- Clearly defined impact – what difference will the donation make?
- Evidence that there is a need for this piece of work

- **7,000 trusts & foundations 5,000 have fewer than 1 FTE member of staff**

- **Make targeted applications**

Don't start here

- Bad applications start with the application form
- Like painting & decorating 75% is preparation
- Identify what you need funding for - THEN find the funder

Deciding what to ask for

- **Don't chase the money! Avoid mission drift.**
- **Running costs (consider full cost recovery)**
- **Multi-level “ask”**

Making the match

- Short list of 6 to 10 funders**
- Best fit**
- Up to date copy of funder's criteria**
- Making contact with the funder – Do's & Don'ts**
- Adapting your bid**

DO

- **ASK FOR THE MONEY!!!!**
- **Explain exactly what this will buy**
- **What is the long term difference this will make**
- **Use the right language and tone**

DON'T

- Put “see attached” in answer to any question
- Make assumptions or use jargon
- Go away on holiday immediately after submitting your bid

5 top reasons why applications fail

- Didn't meet priorities
- Didn't include everything asked for
- Unsigned
- Received after closing date
- Requested wrong type of funding

Top 5 reasons why applications succeed

- **Clearly met priorities**
- **Demonstrated need (rather than asserted)**
- **Demonstrated what difference would be achieved with funding**
- **Right amount / type of funding**
- **Part of coherent funding strategy**

3 letters you shouldn't write

- Give us the money or the kitten gets it!
- We're a nice charity, please support us in any way you can.
- To whom it may concern circulars.

Free resources

• **Apply yourself & Budget yourself software**

• **Newtofundraising website**

- <http://newtofundraising.mysite.wanadoo-members.co.uk>

• **Institute of Fundraisers guidelines**

• **Charities Aid Foundation CAF website**

Resources

- **Tiny Essentials of Fundraising by George Smith**
- **Avoiding the waste paper bin by Tim Cook**
- **Fundraisers Handbook**
- **Effective Fundraising**
- **Funderfinder & Grantseeker**
- **Funding directories**
- **Hollis Sponsorship & Donations yearbook**
- **Newsletters**
- **Other people's annual reports**