

# Community Fundraising: The public face of charity.

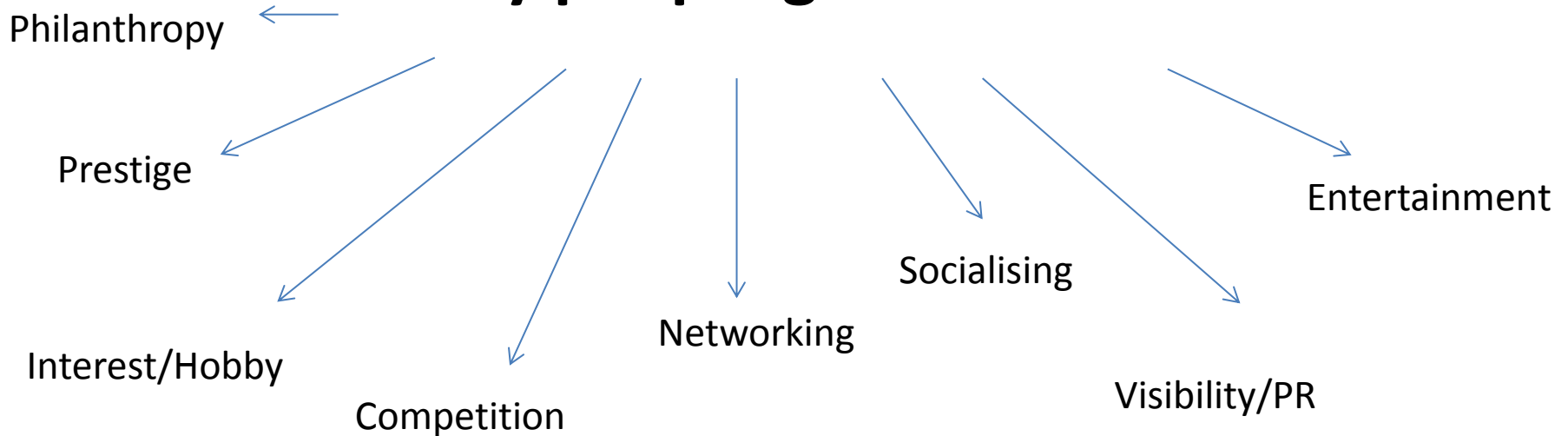
- It is about grassroots support for a charity which has a direct impact on the local community
  - It is about large volumes of small gifts
  - It can be a powerful way to raise awareness of a cause





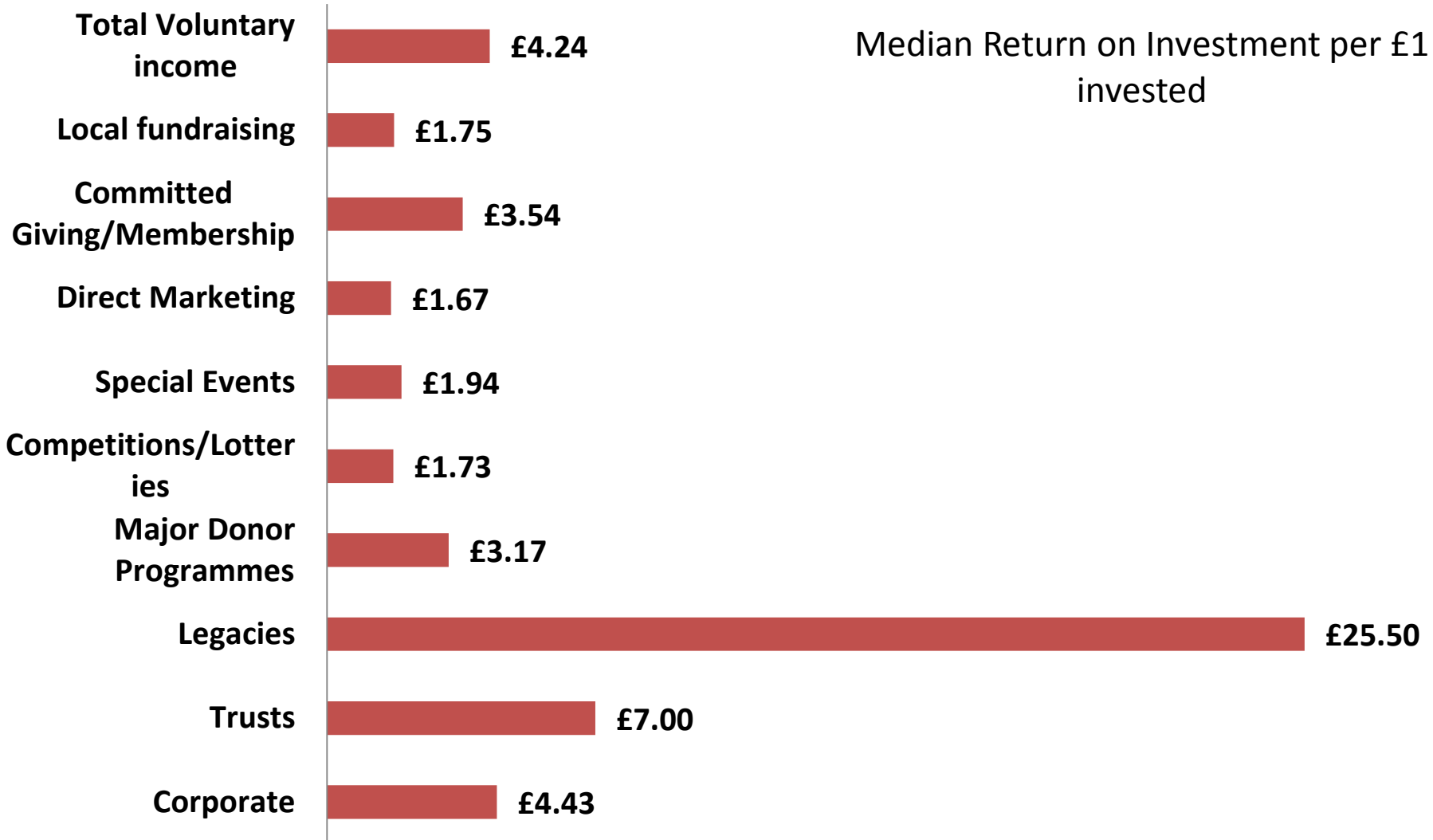
# It is People Intensive

## Why people get involved?

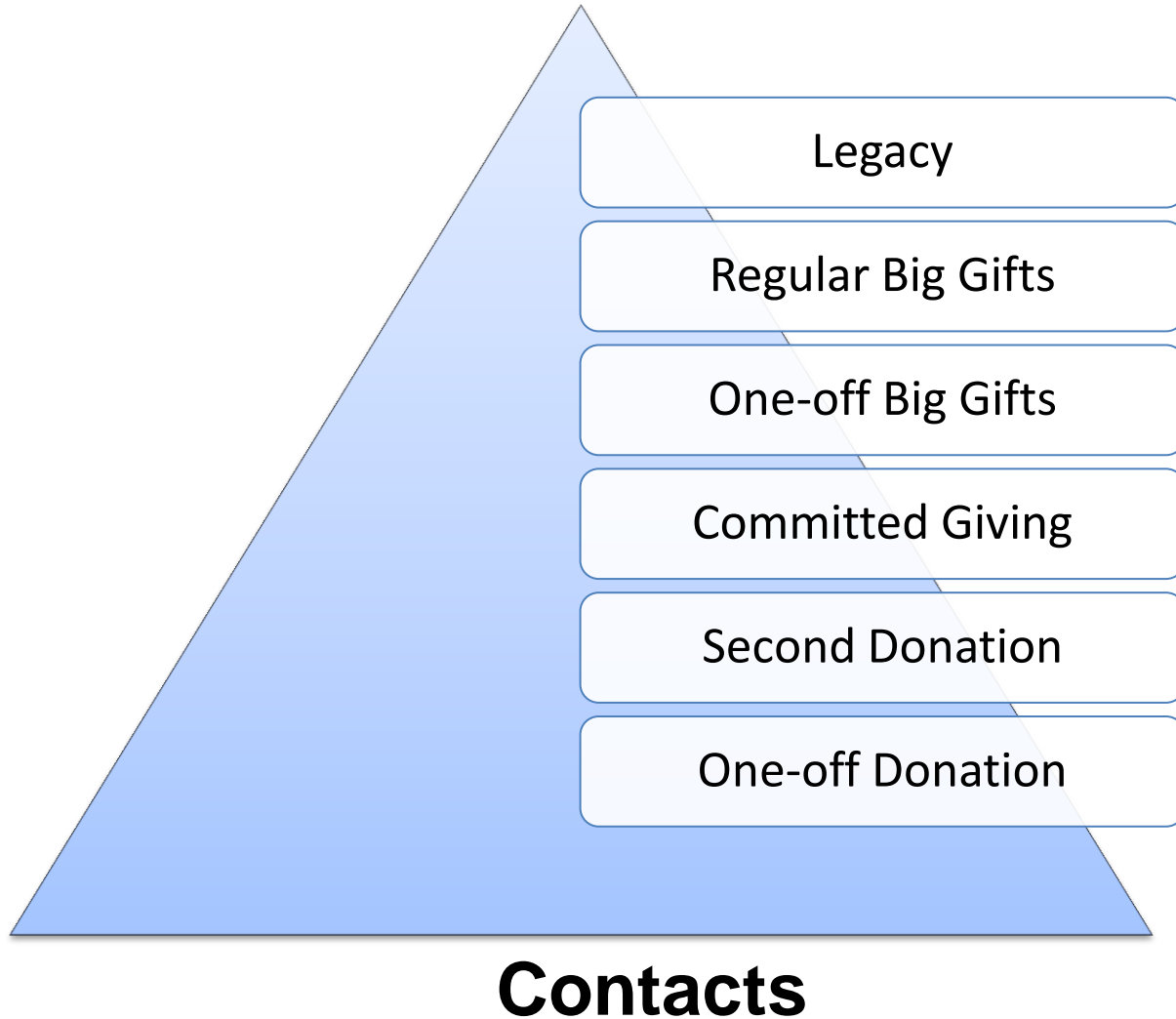


# Fundratios 2011

Median Return on Investment per £1 invested



# Donor Development Pyramid



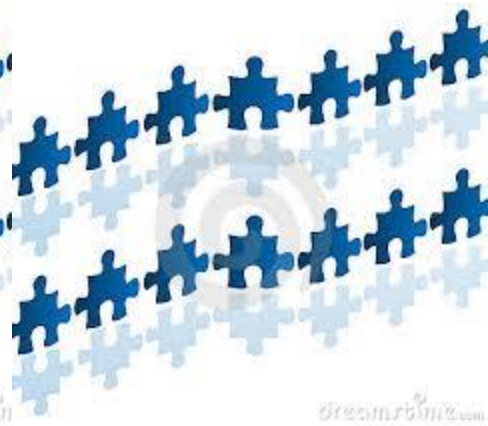
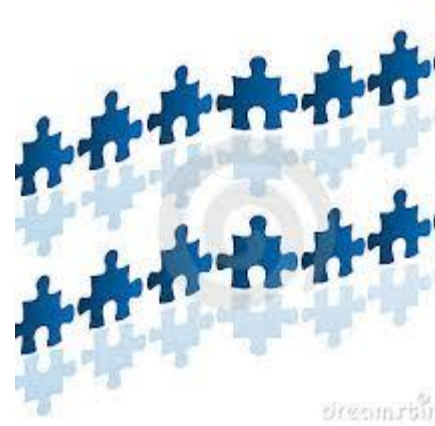
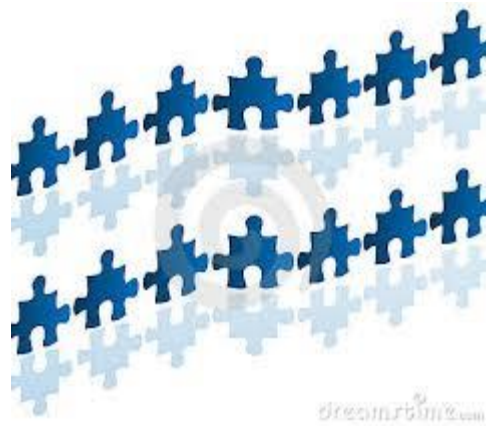
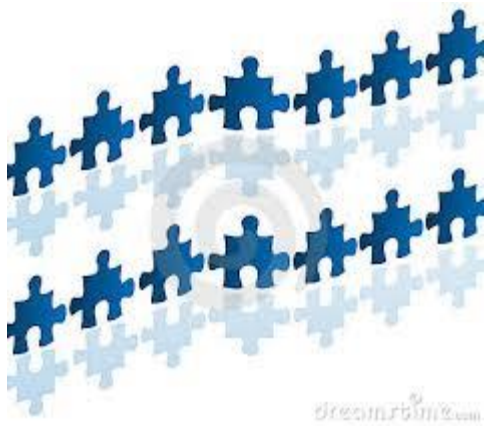
# Where to find Community Fundraisers

- Ready Made Groups (Rotary, Lions, Inner Wheel, WI, Mothers' Union)
- Hobby Groups (Choral Societies, Golf/Sports Clubs, Gyms, Walking Groups)
  - Local Bodies (RAG, Scouts, Police, TA)
  - Religious Bodies (Churches and Faith Groups)
- Community Businesses (Pubs, Post Offices, Newsagents)
  - Schools/Young People
- Social Media and online Communities (LinkedIn)



# Roles For Individuals

- Event organisers
- Event participants
- Street Collector (organise permits and collections)
- Member of a Supporter Group (Chair, Treasurer, Secretary)
  - Place/administer collecting tins
  - Give presentations
  - Organise Schools Fundraisers



# Top Quality Supporter Care

- Inform – Induction and welcome
- Engage – Make them a good ambassador of the charity (“Seeing is believing” – visit projects)
- Educate – Guidance, ideas, legislation (important of agreements/constitutions)
- Support and Develop
- Motivate – special invitations, recognition
- Thank – events, précis of annual report, Christmas cards, Awards

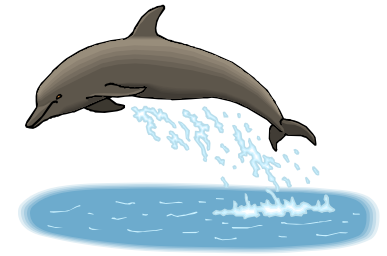
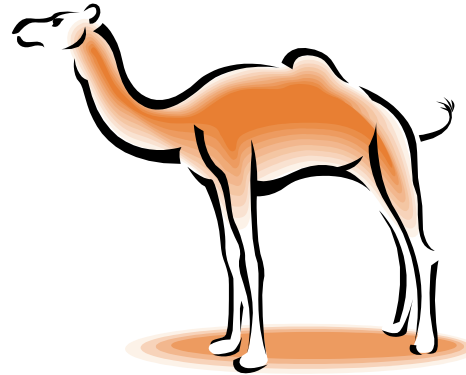
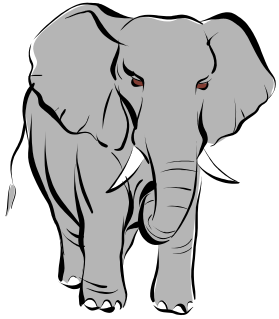


# Top Tips!

- Face to face is by far the best form of communication
  - Get out there! Offer to do talks and presentations
- Persistence pays off (West Byfleet Business Association)
- Enjoy networking and realise that it's a conversation not a pitch
  - Cold calling letters are a waste of space
- Show interest in people (google alerts, read newspapers...better to start with a personal introduction than talk about yourself!)
- Talk to people – anyone might be your key to fundraising success!
- Know when to move your supporter up the donor development pyramid. Buy in of senior staff and trustees







patience	resilience	GSoH	persistence	integrity
writing skills	ability to listen	numeracy	communication	public speaking
IT, web, SMS....	attention to detail	energy	tact & diplomacy	passion about the cause
ability to persuade	planning & organising skills	flexible & adaptable	good phone manner	quick thinker
a 'people' person	creative	engaging	reliable	hard working

# Questions?

