Developing a Fundraising Strategy

DESIGNATE A FUNDRAISING COORDINATOR

It is important for an organisation to assign the overall responsibility for fundraising activities to one person. Even if you have a fundraising committee or outside consultants, one person in your organisation still needs to be in ultimate control of your fundraising strategy.

GOALS

Outline your goals and what you want to achieve as an organisation. Research past fundraising activities - what worked and what didn't. Develop a Stakeholder list - parents, business, government departments foundations etc.

METHODS

Identify which of the seven pillars of fundraising your organisation will try to draw funds from in the upcoming year, and how. If possible, you should aim to draw from all seven:

- Grants
- Donations
- Crowdfunding
- Membership/Alumni
- Events
- Sales/Earned Income
- Community-Business Partnerships (Sponsorships)

ADMIN SYSTEMS

Before you can accept any payments, you need to make sure you have the right administrative systems in place. You'll need to be able to record and receipt all of your income, and ensure you can keep track of how, when and by whom it is being spent. In most cases, you're going to have to report on that later.
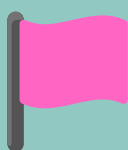
DO IT

Don't spend too long planning and pondering – get stuck in.

MONITOR

The development of a fundraising strategy needs to be an annual exercise and should be evaluated and tweaked throughout the year as well.
You need the flexibility to react to new opportunities or to curtail activities that are either not practical or not profitable.

THANK YOU

Acknowledgement can be expressed during an event, on social media, in your newsletters, on your tickets, in advertising, or in a personal letter from the Club or Chair.

REVIEW

At the end of each year/season have a look at what you said you'd do and then compare it to what you've actually done. Hold an evaluation session to give everyone the opportunity to contribute to the discussions around what worked and what didn't.

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