

How to develop an effective local sponsorship and fundraising strategy

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“Strategy is a pattern in a stream of decisions” —Henry Mintzberg

Introduction

Approach – where are we now

- Analysis what you have already
- Consideration where you want to go
- Development of Strategy



Outline of Strategy – where do we want to be

- Development areas – have realistic targets
- Objectives – Where? What? How?



Realisation of Strategy – how do we get there

- Realistic priorities
- Goals and Targets
- Impact on Resources

Key things to remember about fundraising

1. Have a plan - Failing to plan is planning to fail.
2. The basis of all fundraising is relationships – building and maintaining them is key to success. Remember ‘people give to people’ and your volunteers are your most valuable asset.
3. Evaluate, analyse, build, discard – don’t be afraid to stop doing something if the return is not worth the effort.
4. Use your resources – analyse your data to find what contacts and connections you have among your supporters.
5. Return on investment is key to success - negotiate harder, renegotiate and ask for added value
6. Diversification , risk reduction, innovation, vision and engagement
7. Be realistic.
8. Consider getting some professional help if needed.

'Failing to plan is planning to fail'

If you don't have a written fundraising strategy it's time to develop one. Any fundraising strategy should cover issues such as:

- Ensuring your organisation has a strong 'case for support'
- An analysis of your internal fundraising strengths and weaknesses
- An assessment of external opportunities and threats
- An assessment of past fundraising performance
- An analysis of what is working for other organisations.
- A clear outline of the legal requirements of your organisation re fundraising.

A good, 'living' plan can act as a roadmap – something you refer to, a route to keep you on the right road. Any planning process should be flexible and we need to learn whatever lessons we can from our past fundraising in order to inform the future.

Don't plan on your own the best ideas may come from your volunteers etc.

A Road Map to Growth



Relationships

If we were asked to identify the single most important ingredient of successful fundraising, it would be relationships. A committed group of supporters, whether individuals or corporate sources, trusts or even statutory sources give you:

- Stability and a bedrock on which to plan
- Better use of resources
- Openings to other contacts
- Opportunities to float new ideas and concepts
- Opportunities to deepen and develop support into other areas.

Generally speaking charities tend to place far greater emphasis on recruiting new supporters than they do on looking after existing supporters. Communicate with your supporters and show them that you care

Relationships – how to nurture

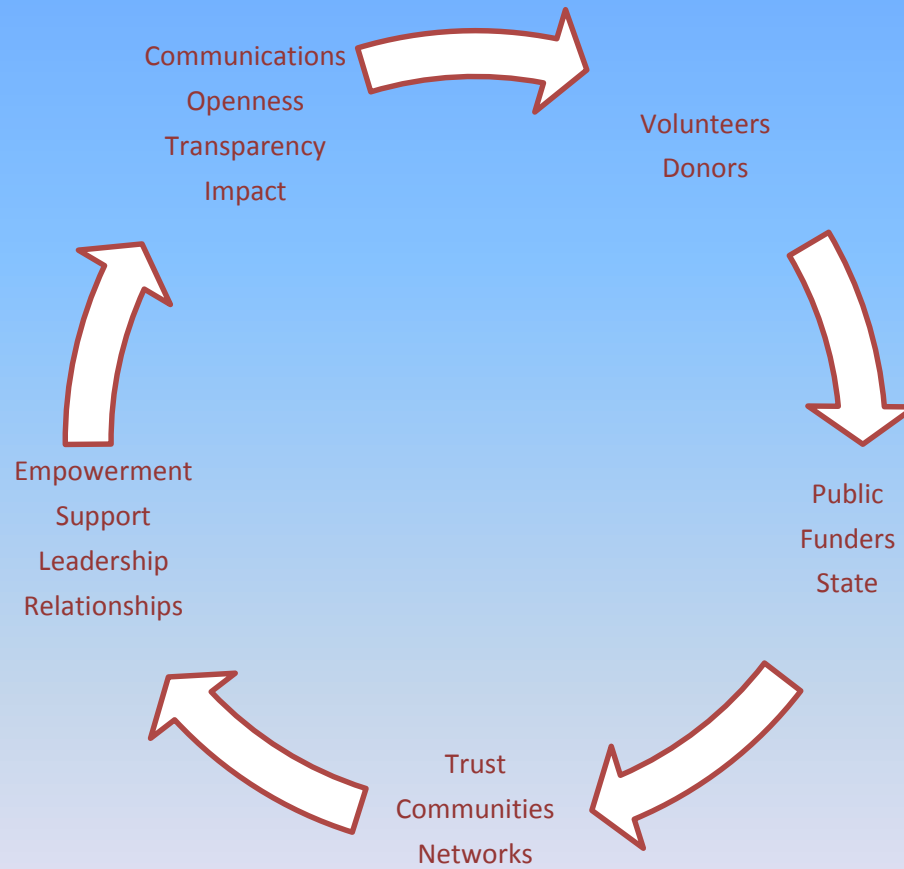
- Tell them how much you value their commitment.
- Explain to them simply and with impact what a difference their support has made and can make in the future
- Keep them informed about new developments and achievements without always asking for money
- Ask them to open doors to others
- Avoid 'pigeon-holing' them as a payroll giver or a community fundraiser, see them as a supporter in a general sense who could engage with you in any number of ways.

A committed group of volunteers is a valuable resource. Look after them, understand them, think about what motivates them, thank them, bring them together and tell them how important they are to you.

Ask yourself whether you are using volunteers as much as you could?

Are there opportunities you could offer?

Engagement



Realisation

“However beautiful the strategy, you should occasionally look at the results”-
Winston Churchill



Remember ‘people give to people’ - practice empathy

It's always been the case that, ‘People give to people’ and some important points follow from this:

- Cherish and empower your leaders – committed, passionate leadership is one of the most important keys to fundraising success and survival.
- If you can, tell specific ‘stories’ and bring your cause to life by using people based case studies and examples of how you are making an impact.

Good return on investment is key to successful fundraising

- It is vital to evaluate, analyse, build or discard if necessary.
- After each event involve everyone in the debrief meeting and insist on honesty.

Ask yourselves the following questions:

How much did it cost? How much did it raise? How much time did it take? Be honest!

What went well and why? What didn't go well and why? What would we do differently next time? Will we repeat, develop or discard?

Use your resources – analyse your data to find what contacts and connections you have among your supporters, staff etc

You would never know who has a direct contact for that person you want to talk to

Key things to remember

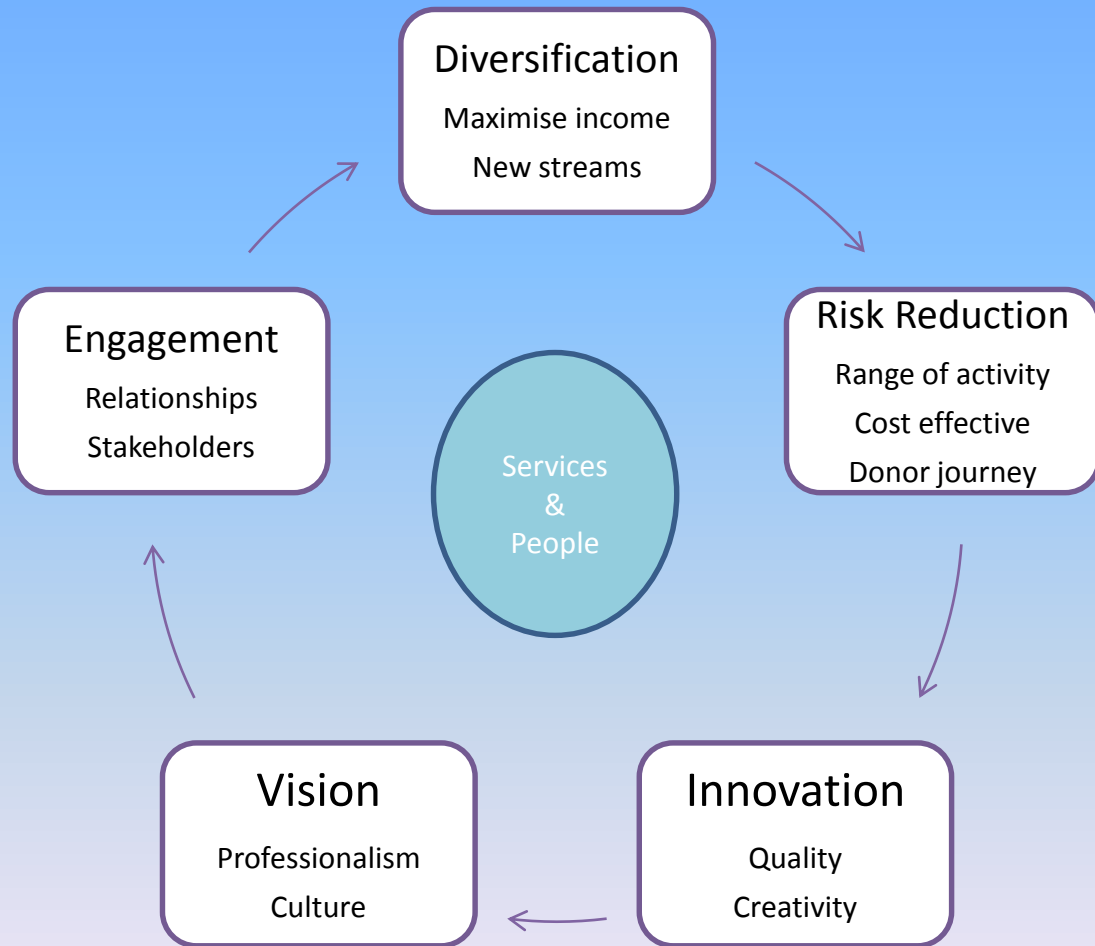
- Cold approaches don't work – If you want real money, get leverage .
- An approach to a company is more likely to succeed if the door is opened by a peer or an insider.
- People give to people not to causes.
- Take time to talk to people face to face - make the approach personal and individual.
- Explain why you need their help and why it works when people help you open doors

Remember - 'You don't convert a stranger into a major donor', Scott Nicholls

D.R.I.V.E.

“ don't put all your eggs in the one basket”

- Diversification
- Risk Reduction
- Innovation
- Vision
- Engagement



Priorities



- Resources
- Minimising cost
- Maximising ROI
- Potential for growth
- Feasibility
- Sustainability
- Planning services

Thank you



Questions