

Fundraising for community groups & projects

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Summary

- Liz Roche, Fundraising & Philanthropy consultant, gave an overview presentation on fundraising planning, mix and developing a case for support. Liz was previously the head of fundraising at the Society of St Vincent de Paul for 5 years and since then has worked with several organisations on fundraising strategy, planning, mentoring and training.
- Developing a fundraising plan has several stages: (1) analysing current income sources and streams; (2) researching potential new income sources and what best suits your group or project; (3) Writing a defined plan over a set amount of time for raising your income – ensure no more than 30% of income comes from one source; (4) research potential prospects for each income stream; (5) put time and effort into developing a very strong case for support, that is a document that sets out WHY you deserve the funding, WHAT you will do with it and WHEN your project will happen.
- Fundraising mix can include several different types of fundraising: Community fundraising; Corporate fundraising; Events; Major gifts and philanthropy; Individual giving through direct marketing, digital fundraising and other methods. Deciding what is right for organisation is a complex process and depends on the size of the funding needed, the time you have to raise it and the resources available to you. Overall, the main aim with your mix is to over time develop a strong database of individual givers, companies and others that are going to give to you on a REGULAR basis, allowing your project or organisation to become stable and sustainable over time.
- Case for support: probably the most important step, the case for support tells potential donors about your cause, why it deserves income over any other project and what you will do with the funds they donate. A case for support can be presented as a one page simple document, a brochure, a longer document or a postcard summary communication. It is not important HOW it is presented but rather the quality of the message.
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