



COMMUNITY LOAN FINANCE

FOUNDED 1996

Sustainable Fundraising

**Organised by Clann Credo
Delivered by Carmichael Centre
Facilitated by CramdenTECH**

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Workshop Structure

- Funding versus Fundraising
- Funding Applications: process and information required
- Fundraising Plans
- Stakeholder Engagement
- A Critical Component: Communications!

Funding Versus Fundraising

- Funding Strategy: details sources of funding
- Fundraising strategy: outlines the ways in which you will obtain donor support.



Sources of Funding and Support

Sources of Funding:

- Grants for service provision and capital investment
- Social finance and bank loans
- LEADER funding
- Traded Income: goods and services
- Cash donations and fundraisers
- Corporate donations and philanthropy
- Annual Memberships
- Trading Vouchers
- Benefit-in-kind: volunteer days, work placements

Funding Objectives – Points to Consider

- Capital projects or operating revenue?
- Staff and volunteers available?
- Profile(s) of target beneficiaries?
- Presence of competing services or beneficiary alternatives?
- Opportunities to grow traded income?
- Extent of community support that can be tapped into?

Compiling Funding Applications

Remember:

- *People invest in people*
- *Provide funder with change they can believe in – outcomes and outputs*
- *Know why you need the money, why you need it now and why you can be trusted to spend it*
- *Demonstrate that you are not a solution looking for a problem*

Terminology – Outcomes and Impact

Inputs: *Resources you put in*

Outputs: *Services you deliver or facilities you offer*

Outcomes: *Changes that result from your work. The 'difference' your work makes. Show you that your aims have been met*

Impact: *Long-term changes resulting from your work*

Grant Application Process

1. Define problem or need – Needs Statement a critical step
2. Identify an innovative or effective solution to address the problem
3. Identify suitable grant opportunities
4. Compare the planned initiative against funder priorities
5. Gather the evidence necessary to write the application
6. Submit on time
7. Request feedback if the application is unsuccessful
8. If successful, monitor project indicators for reporting purposes

Key Information - Funding Applications

- Prove that the need or problem in your grant proposal is significant – Needs Analysis – Generate a Needs Statement
- Ensure your application delivers an answer to the stated need or a solution to the problem. Make your experience and ability count!
- Solid planning and research should be evident in the application

Key Information - Funding Applications

- Cover all important criteria: project purpose, feasibility, community need, funds needed, applicant accountability and competence
- Demonstrate project logic and outcomes, impact of funds and community support
- Project Budget: headings should mirror project plans and there should be a basis for all the figures

Developing a Fundraising Plan

Fundraising Plans – Consider:

- Competing events
- One off or annual event?
- Revenue targets: events, donations, corporate sponsors, online fundraising
- Logistics, volunteers, staff and all associated costs
- Marketing and PR
- Revenue spin-off e.g. merchandise, advertising
- Simple fundraising plan template for communication purposes

Building Community Fundraising Support

- Stakeholder Engagement and relationship building: donors, funders, community, event participants
- Who are the opinion leaders you need to get 'on board'? Who will act as your 'ambassadors'?
- How will you keep donors and supporters updated and engaged?
- How visible are you to donors and supporters?
- How will you handle any criticisms of your work?

Steps to Building Community Support

- The people involved: your Team
- Regular communications: Social Media, Newsletter, Parish Notes, Parish Noticeboard, Local Media
- PR Strategy: pre-events, the event itself, post event
- Advertising
- Storytelling online
- Authentic brand – share your results consistently

Good Communication is Critical!

Fundraising Online

If you have a significant following online or local diaspora living overseas, then online fundraising may be an option.

- iDonate.ie
- iFundraise.ie
- GoFundMe.com
- MyCharity.ie – Everydayhero.com

Corporate Donations – The Pitch

When pitching a company for a corporate donation consider:

- What do you need the company's money for?
- Why can you and your organisation be trusted to spend the company's money?
- Why do you need the company's money now?
- What's in the deal for the company if you get the donation?

Perfecting The Pitch

Practical Exercise: Teams of Four People

- Select one of your organisations
- Ready a pitch for a €10,000 (once-off) donation from a local builders providers
- Nominate one person from your team to report back

Next Steps

- What steps do you need to take to increase the levels of finance available to your organisation?
- Do you have adequate information gathered to support your grant applications?

Thank you for participating in the workshop!