an overview of

good practice in fundraising

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CREATE

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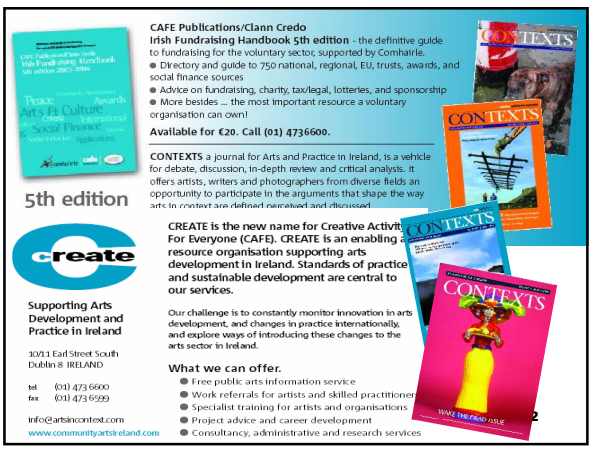

session aims

***By the end of the session the learners will*:**

- agree on the purpose of the session
- understand the diversity of fundraising sources
- explore key elements of good practice
- discuss donor expectations and relationships
- understand the importance of planning
- provide feedback on the session

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what good practice is …

PLAN FIRST …

- Work from a broad **plan** of action for the group
- Do the **groundwork** before making an application

BE SENSIBLE …

- Work as a **team** and organise the work
- Only do what's **appropriate** for the group / cause

BE SERIOUS …

- Try to build long term **relationships** with donors
- Regularly **evaluate** your efforts - against results
- Apply all the **standards** that are expected

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the voluntary sector

***Key features*:**

- ***non-profit making***
- ***self-governing***
- ***activities / services***

- Arts and culture
- Sport and recreation
- Education and research
- Health and welfare
- Community and social
- Environment / housing
- Civic / political/ religious
- International (e.g. NGO)
- Professional / Others

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types of support / funding

STATE / EU	eu / international / government department / statutory agency / intermediary body
PRIVATE	trust fund / foundation / dedicated charity
CORPORATE	philanthropy / sponsorship / advertising / PR
PERSONAL	planned / requested / appeals / incidental
SOCIAL	equity, soft loans, micro-credit, savings based
LOCAL	collections, raffles, lotteries, bingo, events
TECHNOLOGY	online selling, direct mail, telephone, e-mail
NON MONEY	volunteering, LETS, new money

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sources of funding

state / EU *+€1.5bn in 2001*	Govt White Paper 2003 Dormant Accounts Research
private trusts *+€38m in 1999*	Trinity College - research National College Ireland
corporate *+€40m in 1999*	National College Ireland Business and the Arts
personal *+€300m in 2001*	Ireland Funds – reports Amarach Research, 2005

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fundraising … trends

- **changes in giving/asking** - awareness is key
- **integration** – need realism and openness
- **tools of trade** – greater scope and variety
- **more -** professional, regulated & demanding
- **legislation –** white paper and proposed law

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what donors expect

- **clarity** – need, vision, capacity and plans
- **impact** – what measured/ assessed & how?
- **accountability** – expertise and compliance
- **acknowledge** – partner/ investor/ stake holder

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making an application

- **get information** - on the donor and process
- **application** forms - look carefully at these
- **proposals** – simple and well worked out
- **presentation** – be clear, avoid overkill
- **package** - letter, proposal, budget, other if…

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why applications fail

- **Inappropriate -** not meeting the criteria
- **Need is not clear** – who is served? impact?
- **Capacity issue –** management/ work/ control
- **Value for money** – cost relative to elsewhere
- **Inadequate information** – not all provided
- **Over-subscribed** – sorry, insufficient funds …!

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building donor relationships

- **make contact** - <u>before</u> applying
- **find out more** – donor and process
- **informal contact** – valuable and informative
- **keep them informed** – activities and group
- **treat donors properly** – as stakeholders
- **build a track record** – even by failing!
- **follow-up** – always look for feedback

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a fundraising strategy

Work	from a broad plan	to develop a strategy
Introduction	**Aims**, record, support, rationale	What does your **group** do?
Clients	**Plan** to serve need, capacity	What is funding **needed** for?
Structures	**Management**, skills, roles	**Who** will do the asking?
Funding	**The need**, how addressed, cost	What sources/ **options** exist?
Other	**Reports**, records, background	What **information** is needed?

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be organised… it's a team effort

- **individuals** – can get isolated, 'burnt out'
- **team approach -** bring leadership /energy
- **committee -** offers protection and status
- **planning -** better relationships / success rates

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feedback and evaluation

- **regularly assess** - results v's expected
- **tangible** – money, effort, contacts, skills
- **intangible** – experience and feedback
- **decide on future -** repeat? improve?
- **good practice** - Is it? How can we?

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finding information

- **Comhairle** – online database …and updates
- **E-bulletins –** Community Exchange, others
- **Local / national media** – mainly press
- **Support agencies** – local and specialised
- **EU contact points** – Arts; Youth; NGO; other
- **FH5** – the only comprehensive directory …

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funds to consider …

- **Edmund Rice** – Poverty, Youth, Education
- **Loreto Foundation –** Justice, Comm Development
- **Dept CR&GA –** community, equipment, others
- **Dormant Accounts Fund** – ADM (November?)
- **Katherine Howard** – children / childcare
- **Vodafone Ireland** – Social Investment
- **CREATE** - Artist in the Community Scheme, Spring
- **Local Authority** – community / environment, various
- **Irish Youth Foundation** – various
- **Ireland Funds** – various, open Nov 05-Jan 06

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