

Tabrona is recognised in Yorkshire as a Leader in Diversity, Fundraising and Outreach Consultancy

TABRONA
Marketing & Fundraising Solutions

Tabrona Limited works in the heart of the community helping businesses and not-for-profit organisations to access funds to grow and develop. We work with a diverse range of people and communities to build relationships with hard to reach individuals and marginalised groups.

DECEMBER 2010: **Six key elements for an effective Fundraising Strategy**

1. Before you sit down to write an effective Fundraising Strategy, start with an internal or facilitated team development day. Invite trustees, directors, senior staff and volunteers to write on flip chart paper everyone's ideas on the 3 year organisational and strategic aims.
2. Plan time to carry out research on your service users' satisfaction or feedback. Collect evidence, quotes, testimonials, photos, thank you notes and collate in 1 document called 'Case Studies'. How many case studies will depend on the size of your organisation, the people you support or the services you deliver.
3. Make a list of **all** potential sources of income generation, even if you think it is not your traditional income source. For example if you have always received majority of your funds from the Local Authority, still make plans for Legacy, online giving, grants applications, large gifts, gift aid, philanthropy, PAYE giving, street collections, events fundraising, TV appearances and corporate giving.
4. Plan time to manage your database of emails, addresses and phone numbers before you do an appeal for donations. Remember to plan set times throughout the year to check the database for changes to contact details.
5. Make sure your strategy has **S.M.A.R.T.** goals and actions. Make sure they are **Specific** (to the point, no waffle) **Measurable** (e.g: an amount of money to be raised, number of applications to write or a number of volunteers to do a collection) Make sure what you set out to do is not too adventurous and your goals are **Achievable**, and be **Realistic** (most charitable groups lack time and skills, so don't set the aims too high) and lastly always put dates to the action points so that your goals will be **Time bound**. Put in dates to review the fundraising strategy in a year/ 18months time.
6. Make sure your strategy includes the **5Ws** and the **honorary H**. Indicated **Who** will be responsible for each action, **What** will need to happen, **When** it will have to happen by, **Why** it needs to happen, and **Where** it will happen. And the honorary H is for **How** will it happen.

If you are interested in a **free** consultation to discuss the needs of your organisation

call (0113) 388 0070 or mail@tabrona.co

www.tabrona.co.uk