



FUNDRAISING PRESENTATION

Liz Roche, 24th October 2017

Clann Credo



Today's presentation

- About the speaker
- Raising funds in Ireland today
- Developing a fundraising plan for your organisation
- What is the right fundraising mix?
 - *Community Fundraising*
 - *Events*
 - *Corporate fundraising*
 - *Philanthropy*
 - *Gifts from individuals*
- Case for Support – the most important step
- Sources of funding - The Mill
- Where to find information
- Contact Details



Liz Roche: Fundraising Advisor



FUNDRAISING IN IRELAND TODAY



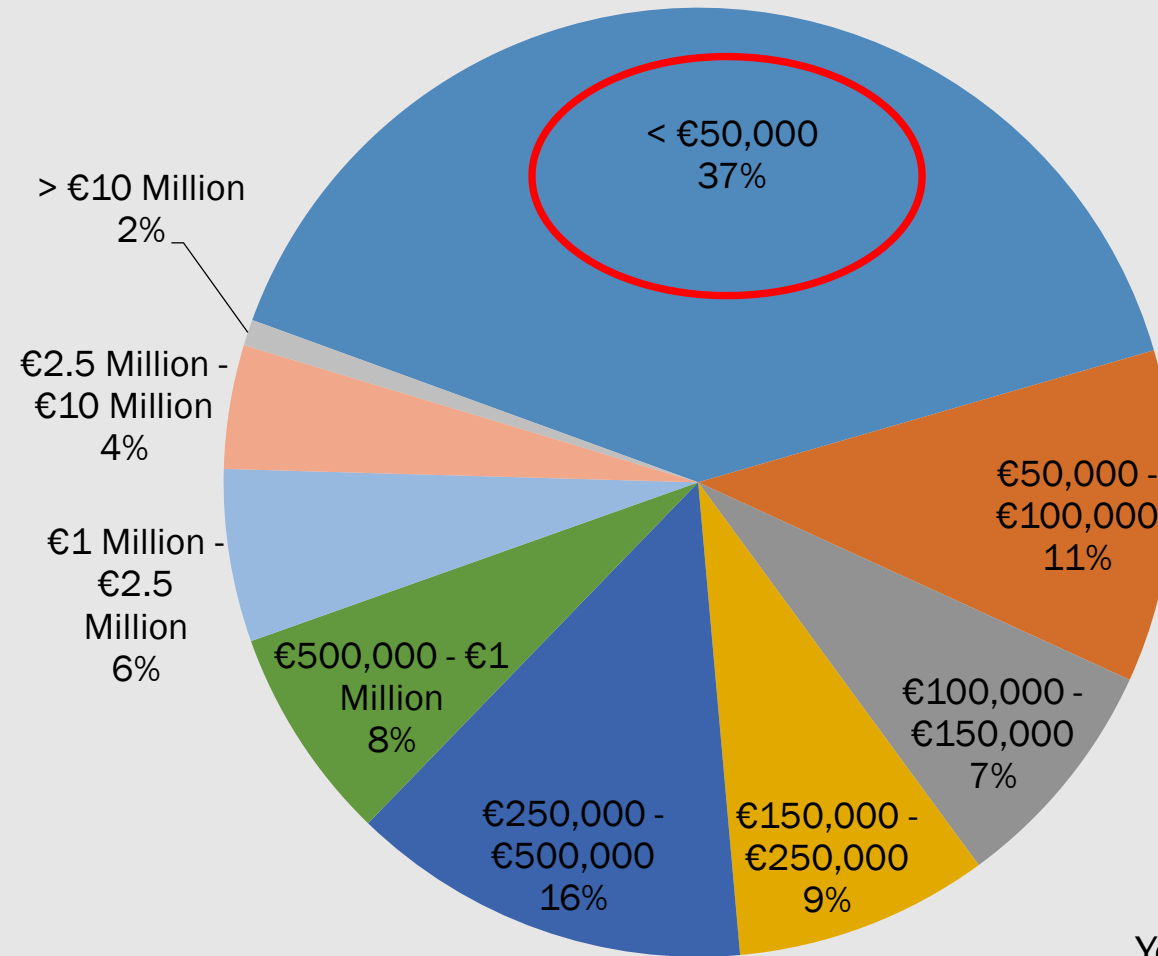
Fundraising in Ireland: a brief glance

- The Irish public are generous, giving mainly on the **street to collections**, at **church gates** and by **monthly gifts**, among others.
- Total fundraised income in 2015 was **€823m**.
- Average cost to raise €1 was **29c**.

Seventh Fundraising Report, 2017

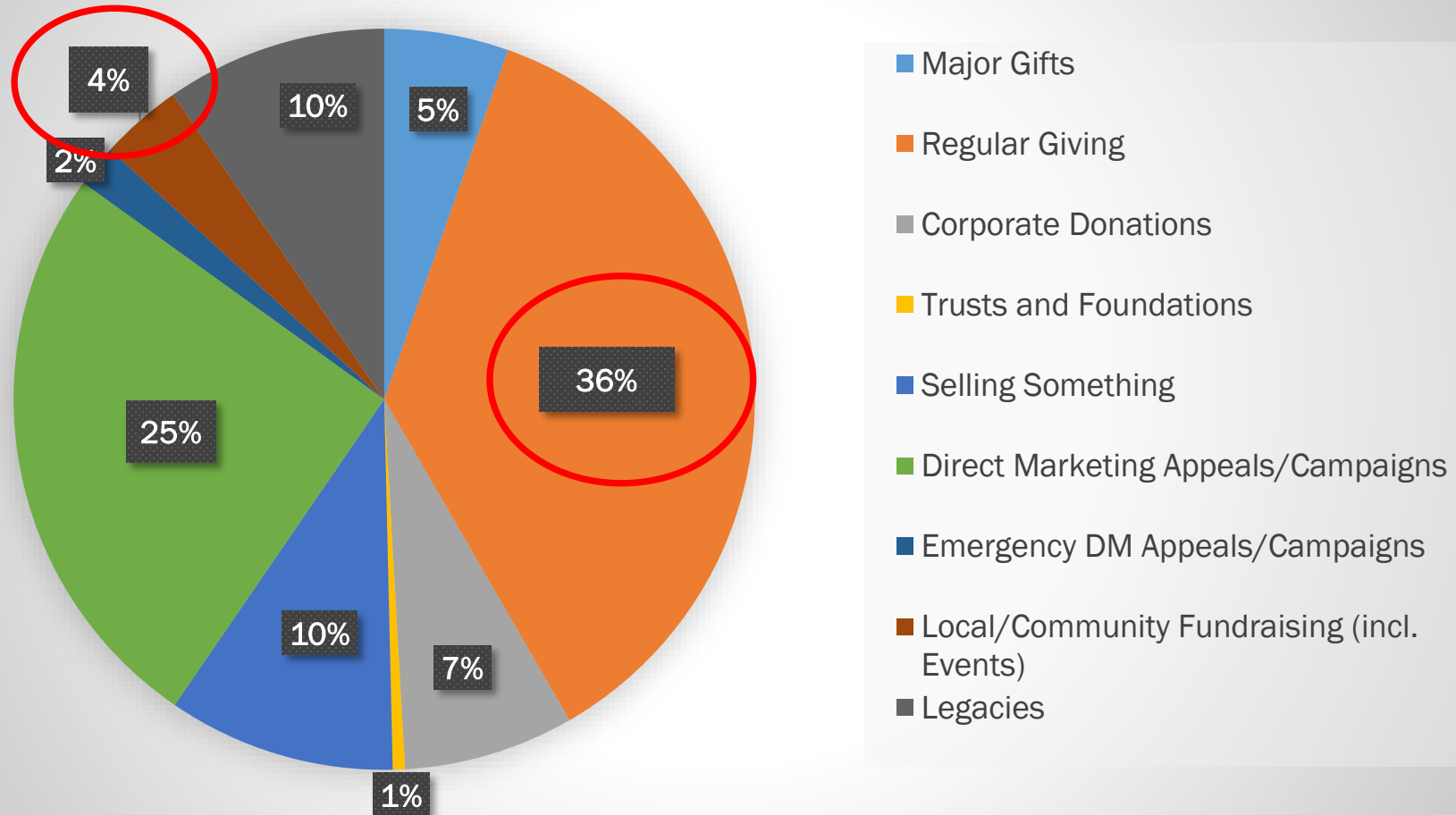


How much income are we raising?



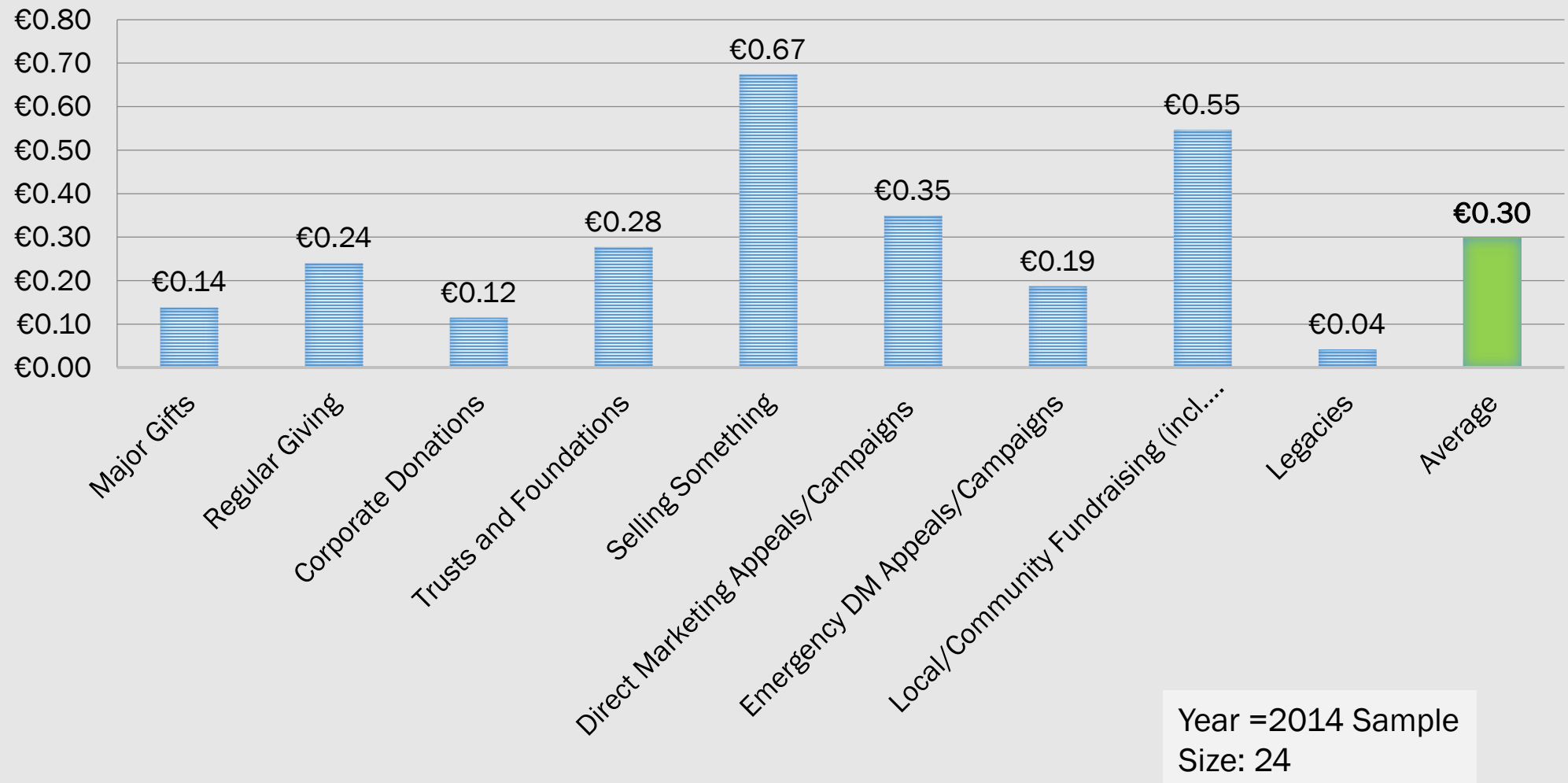
Year = 2015; n = 1237

How is income fundraised?



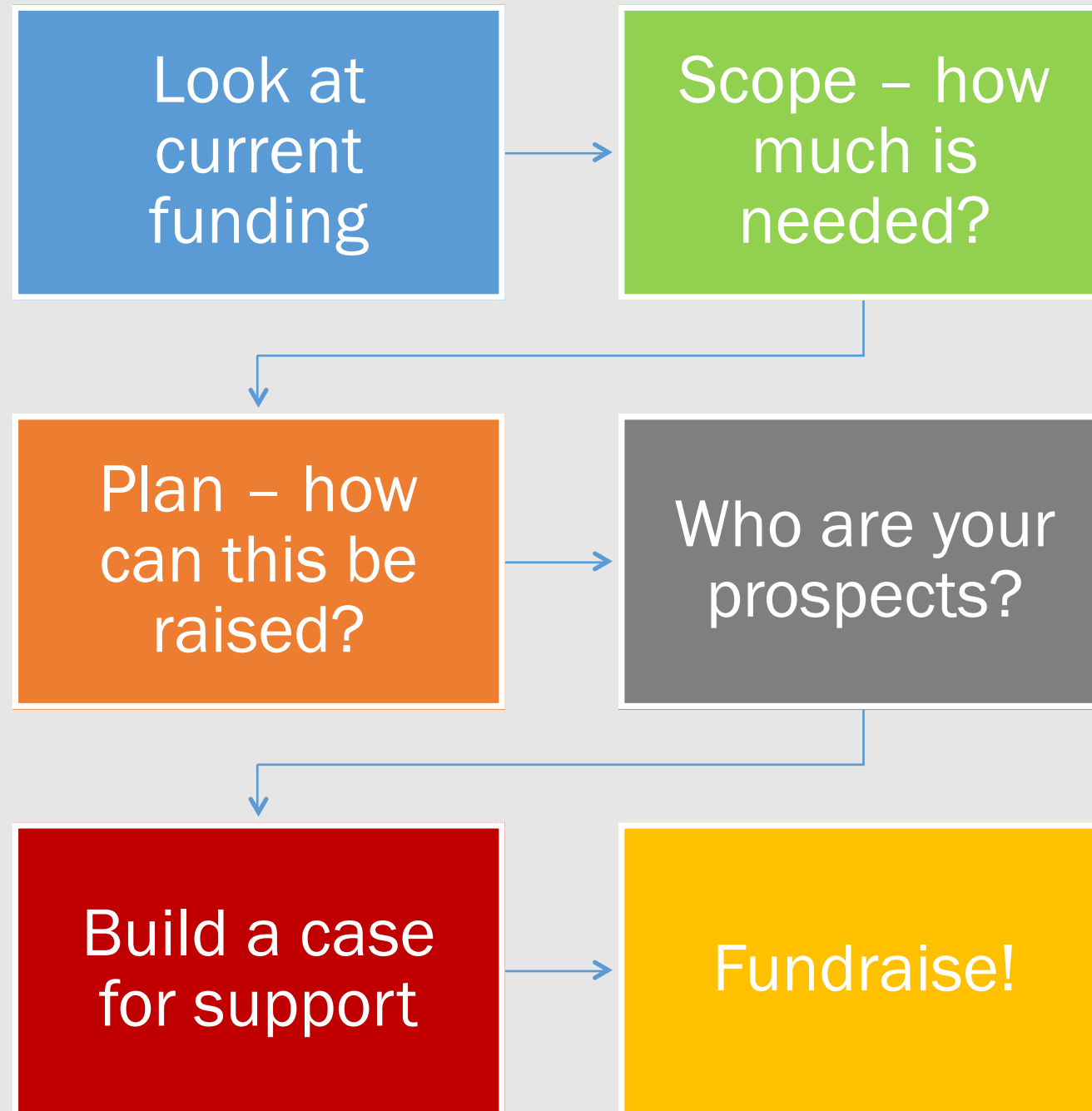
Year:2014 (n=25)

How much does it cost to raise €1?



DEVELOPING A FUNDRAISING PLAN





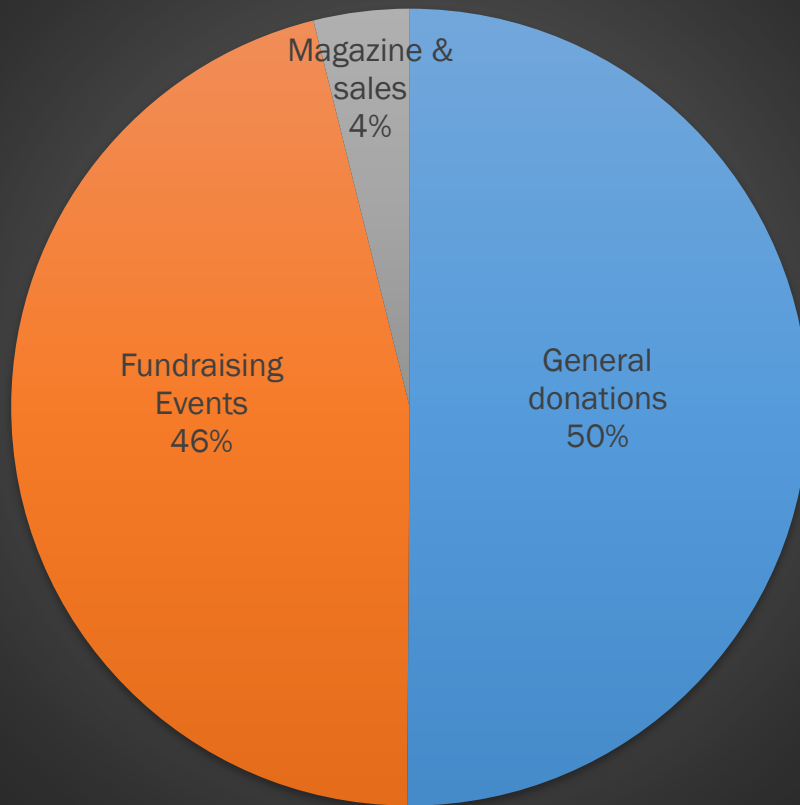
FUNDRAISING MIX

Getting it right for your organisation

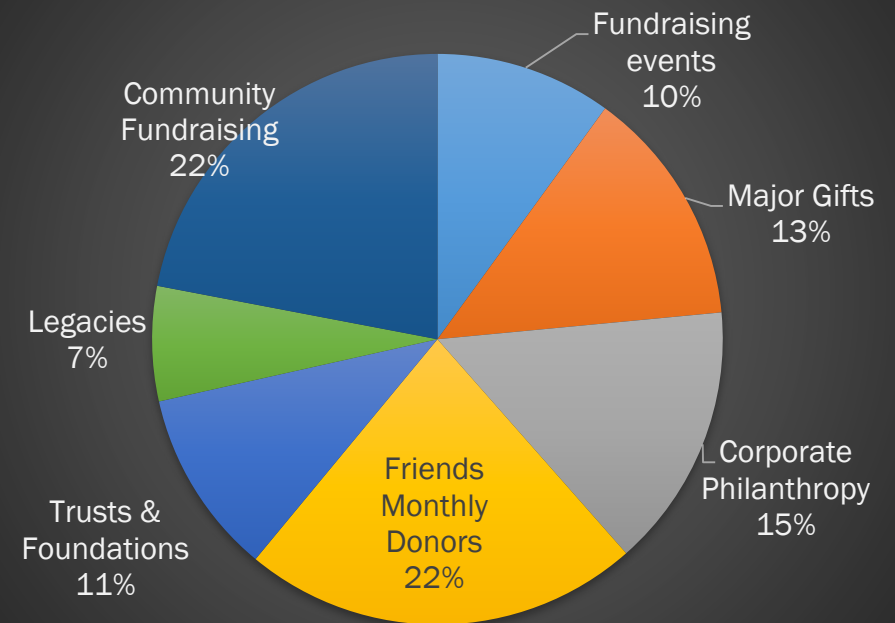


Case Study: Charity >€1m

Fundraising Mix, 2010



Fundraising Mix, 2016



How did they change their mix?

- Developed **stronger networks locally** with business, individuals, schools & clubs
- Started an **annual campaign** to raise funds
- Researched **local companies** to approach for support
- Researched **national companies** with CSR objectives similar to their cause
- Started **a Friends programme** to recruit individual givers who give monthly
- Started **a Major Gift programme**
- Approached **trusts and foundations** for the first time
- Set up **3 regional Fundraising Committees**



Factors to consider when looking at MIX:

- Resources available to the organisation – staff, investment
- Ambition – do you NEED to raise more? Why?
- Geographic reach – is your organisation local, regional or national?
- Mission & goals – some types of fundraising may not be appropriate
- Time – long burners like Major Gifts may not suit

Corporate ?

**Monthly
gifts?**

Grants ?

Legacy?

**Something
else?**

No more than **30%** of income should come
from one source



Community Fundraising

Church gate collections

Bag packing

Counter top boxes

Fun runs

Coffee mornings

Raffles

- Fundraising **IN** the community **BY** the community
- Fundraising events organised by:
 - *Fundraising volunteers, recruited by your charity;*
 - *Third parties such as clubs, schools or companies, online communities;*
- PRO's:
 - *Good visibility & branding for your organisation locally*
 - *Others raising the funds, not staff*
 - *Creates energy around your cause*
- CON's
 - *Can be a lot of work for small return at times*
 - *Data capture is not always possible – think collections*
- **Best advice:** don't let it take over your activity, there are easier ways to raise larger amounts more sustainably

Annual Events

Gala Ball

Speaker Event

Fundraising Lunch

Strictly Come Dancing

Auction

- Why am I doing the event?
 - *To get new donors*
 - *To raise the profile of my cause*
 - *To thank current donors*

(2 out of 3 of these or don't do the event!)

- Expect to pay for everything and build into costs
- PROs
 - *Great way of getting all supporters in the one room*
 - *Media/PR can raise profile of your cause & brand*
 - *Good if used as a Thank You for donors*
- CONs
 - *Very time consuming, there are better ways to fundraise*
 - *ROI is low for the amount of time and money invested*
 - *Can become stale and dated over time*
- **Best Advice:** Get a headline sponsor and two others to cover all the costs. Change the theme or concept every 5 years.

Corporate Giving

Grants

Charity of the Year

Employee Fundraising

Matched Giving

Volunteering

- 8% of Voluntary Income in Ireland, 2015
- Growing every year – 7% in 2012, 1% in 2010
- CSR : “the responsibility of enterprises for their impact on society.”
- *94% of multinational companies, 88% of large companies and 70% of SME’s engage in corporate philanthropy

PRO’s

- *Benefits of partnership can go way beyond financial*
- *Skill sharing, training, advice from experts*
- *Some partnerships have huge public visibility*

CON’s

- *Can take over staff time, ROI needs to be monitored*

More information: Business in the Community www.bitc.ie

Chambers Ireland www.chambers.ie

Best Advice: start with local companies and work outwards,
do your research and be professional in your approach

Philanthropy, Trusts & Foundations

Donor-advised funds

Trusts

Social Finance

Social Entrepreneurship

- Philanthropy is different to once-off or emergency giving in that it is a very carefully considered and conscious way of giving usually significant amounts of money.
- Includes:
 - *Donor-advised funds such as Community Foundation for Ireland, The Ireland Funds*
 - *Family or individual trusts*
 - *Social finance, such as Clann Credo*

PRO's

- Can contribute to general funds and be used as charity wishes
- **One of the most cost-effective methods** of fundraising

CON's

- **Difficult to predict success rate** or income from this source
- Applications can be time consuming with no return

More info: Philanthropy Ireland (www.philanthropy.ie)

Best Advice: focus on the relationship building, research the donor well before approaching.

Gifts from individuals

Members

Monthly givers

Cash givers

Major givers

Payroll givers

Legacy & Bequests

Individual giving refers to charitable gifts made by the general public.

The more **trust** you build with a donor, the more likely they are to give more regularly and in larger amounts.

Regular gifts by direct debit, payroll and online are the key to sustainable income for any organisation.

Ways to recruit individual givers include:

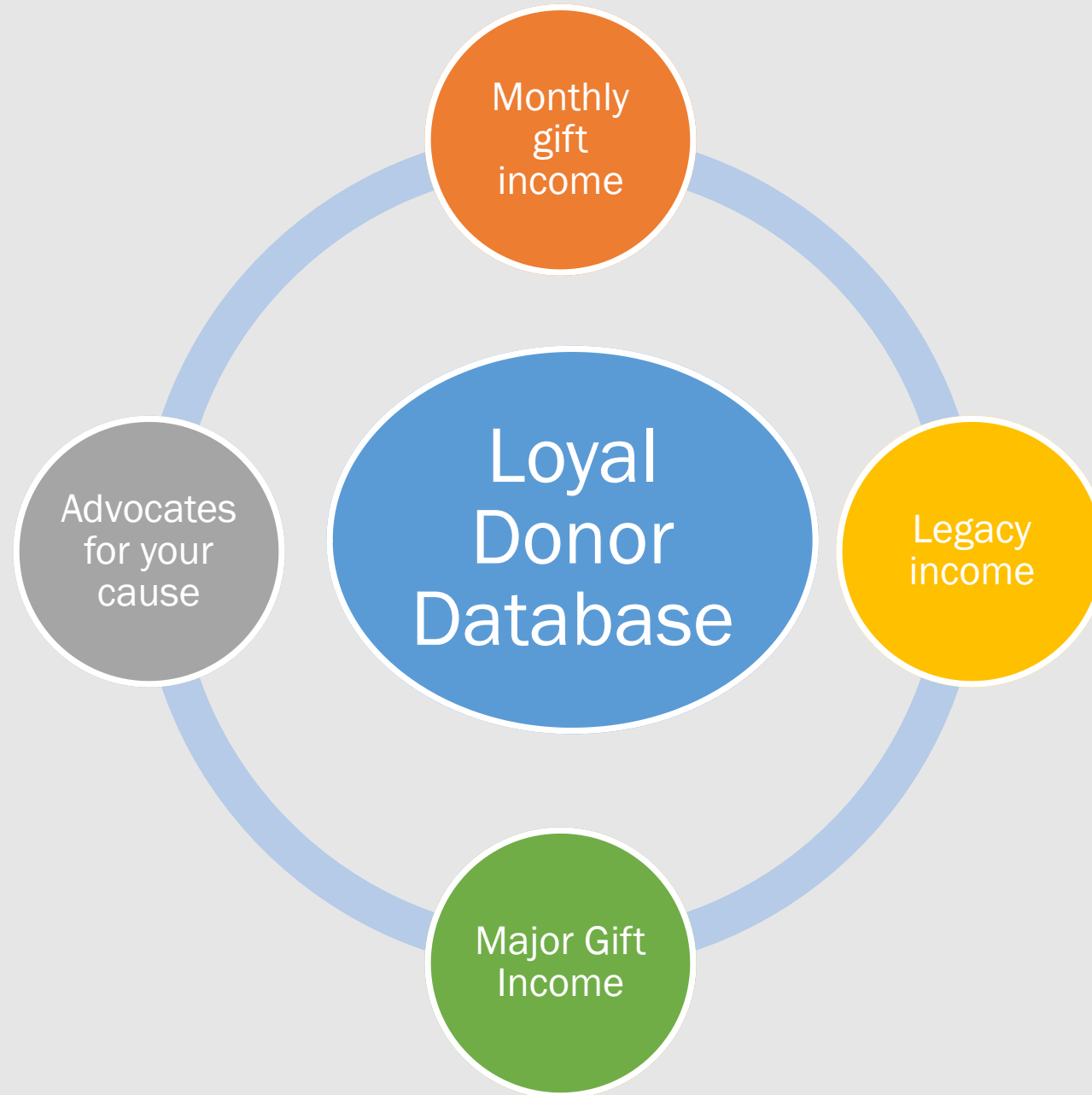
- Direct Mail
- Door-to-door
- Face to face
- Online
- Phone

List purchasing: dataireland.ie; bill-moss.com

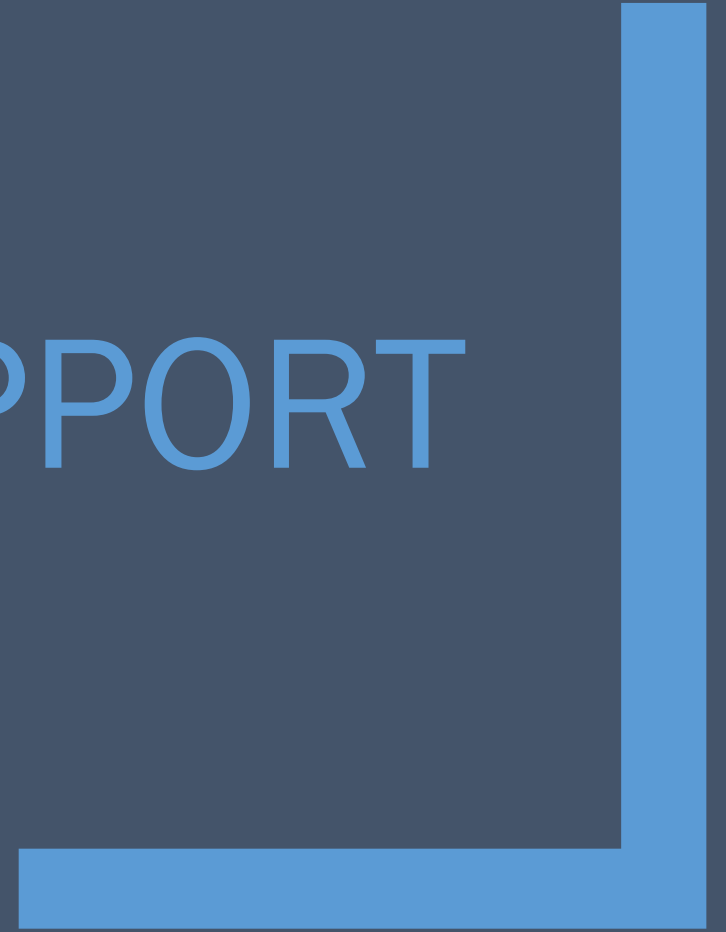
Direct marketing experts

Best Advice: make building your donor-database a priority!

Bonus: Tax back – 45% of amount donation, over €250



CASE FOR SUPPORT



What is Case for Support?

Case for support is a document that:

- **is written with your supporters in mind**
- inspires your other donor communications
- describes clearly why you deserve support
- tells the story of those you assist
- brings energy and life to your cause
- Is very compelling and emotive



Key elements of a Case for Support:

1. **An Emotional Opening** - Avoid the temptation to start with something like, “Our organisation was founded in 1869 by...”
2. **Your Reason for Existing** – Why does your organisation exist? Why should people care? What is your big, bold vision for the future?
3. **Your programme areas that require funding** – Tell the reader what services you are currently running. Use an example of someone you assist.
4. **All information described in a clear, well-articulated manner** – leave acronyms, internal jargon and phrases at the door. Make sure case could be understood easily by any donor.
5. **Your reason for being unique and deserving support** – why should the reader support you over any other organisation? Why is their support vital and needed immediately?
6. **Prove your impact. State the numbers assisted. Talk about reach. Prove monetary value** – Give your reader a reason to pick up the phone and contact you immediately.

Prove your monetary values:

- €50 will pay for a homework club for an 8 year old child for one week
- €250 will allow us to paint a room in the new centre
- €2000 will allow us to purchase a state-of-the-art swing set for the new playground

Possible strategy – Community Centre

Activity	Description	Advantage	Disadvantage
Event	1 large event per annum, high profile, sell tickets, raffle, auction, celebrity MC	Large injection of cash guaranteed once a year	Resource and time heavy, can be expensive
Collection Day	1 dedicated fundraising day per annum, collect locally, theme, logo, brand, local business, families, everyone on board	Large injection of cash guaranteed once a year; Good for branding and profile for the centre	Huge amount of organisation needed – volunteers, events, materials can be expensive
Major Giver programme	Find 5 (approx.) major givers for a 3-5 year cycle of giving at least 10K each per annum	No events, materials, expenses needed, low cost with huge returns, predictable income	Takes research, time, effort to find the donors

Activity	Description	Advantage	Disadvantage
Naming rights programme	Offer naming rights on rooms, areas, activities to sponsors – corporate, business, in memory of family donation.	Can put large price on each name or area, low time and resource effort for the centre	Naming rights may come with expectations that need to be met and managed.
Community Grants	County council, corporate, trusts and foundations, government	Medium to large injection of funding, can often cover core costs	Difficult to predict success; many once-off in nature
Friends programme – monthly gifts	Sign up a set number of donors to a Friends/monthly gift programme	Predictable, steady flow of income each month	Can be slow to get off the ground, needs a launch, good marketing document explains need clearly and HOW funds will be used

THANK YOU

Liz Roche

Email: lizroche@gmail.com

Twitter - @lizroche

Ph: 086 0479043

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