

# Fundraising Techniques

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# Start with “WHY”

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- Why are you asking?
- Why should they give?
- Why will they give?



# Frame your mission

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- Describe your mission so everyone gets it (starting with your own people!)
- Describe why you need funds and how important it is for the mission
- Explain what will happen if they don't





Then ask “HOW”



# How are you reaching out?

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- How are you going to raise money from the public?
- How are you going to campaign?
- How are you going to ask corporates?
- How are you going to make money?
- How are you going to reach your audience?



**WHAT** are you going to do?



# What mechanism?

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- Event with entry fee?
- Online donation or public collection?
- Cheque Presentation?
- Purchase or provide in Kind?
- Phone-in or telesales?
- Leave a bequeathment?
- Sale of items or services?
- Project (Restricted) or Open Funding? EU Funding?

# Planning

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- Build a database - it's worth gold!
- Set the goal
- Spread the load and inspire people
- Get the timing right and stick to it
- Budget your event or campaign
- Check legal, permits, insurance etc
- Choose your exit strategy





# Market (for free)

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- Use/build a website or page
- Use social media
- Ask for online PR
- Ask companies to email their clients
- Ask HR to inform staff
- Involve your beneficiaries
- Use video messages (YouTube, Vimeo etc)
- Involve students on a project or staff on a team build
- Use Piggy Back Marketing

# What type of event?

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- Low risk - ride on another event
- Provide a service or volunteers
- Add CSR value
- Make it a 'win-win' for both
- Get involved, advise, support

# Types of campaigns

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- Tin Collecting
- Door to Door or Drop
- Face to Face
- Data Building
- Cold Calling
- Company visits
- Online / Viral
- Legal / Political / Lobby
- Educational / Healthy
- Top Up on other fee
- Legacy
- Special Occasions or Crisis



# Closure is important



# Useful resources

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- [www.how2fundraise.org](http://www.how2fundraise.org)
- [www.oxfam.com](http://www.oxfam.com)
- [www.ncvo.org.uk](http://www.ncvo.org.uk)
- [www.maltacvs.org](http://www.maltacvs.org)

# Thank You



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