

Fundraising Hints and Tips

Whether your group is holding a charity event, looking for ways to fund new projects, or seeking to raise money for other reasons, these simple steps will help you maximise your success.

Think about what you are trying to achieve

What exactly do you want to do? Why? In what timeframe?

Match your fundraising choice with your needs

There are many different ways to raise funds. Each different method suits a different purpose, and operates on a different timeframe. Depending on what you want to achieve, you might hold a special event where participation is by donation, seek private donations or sponsorship from businesses, look for government funding, or approach trusts and foundations. It is important to think about the differences between various funding sources, and how realistic each option is for what you want to achieve.

Write a profile of your group

If you don't already have a profile of your group, put one together to highlight who you are and what you are trying to achieve, and distribute it to potential funding sources.

Select the best way to reach your audience and market what you are doing

Think about who you want to reach, and how you can get the message across about what you are doing. This might be through special written invitation, personal contact, flyers, websites, advertising in the media, or email lists.

Identify potential partnerships

Approach other groups who share similar goals or will benefit from what you are doing, and ask whether they would like to get involved. For example, if you decide to hold a fundraiser for a specific charity, make contact with that charity and tell them what you are planning. Ask whether they would like to help out, and if they can raise awareness of what you are doing through their own networks. Don't be put off if someone says no – just approach the next group on your list, and be persistent!

Use your resources carefully and think about how to market what you are doing

Make a list of the resources you already have at hand, and ways you can use them efficiently and cost-effectively. Find out about resources you may be able to use that are free of charge – for example, advertising on community noticeboards or through your workplace. Many local newspapers run a column where community groups can publicise their activities for free, and some local radio and television networks offer a similar service.

Be aware of possible legal issues

There may be legal issues associated with the type of fundraising you choose. For example, if you want to undertake an activity in a public place, you should find out whether you need specific permission to do so in that area. Make sure you are aware of, and comply with, all relevant legal requirements.

Ensure that your fundraising is well managed and transparent

Identify people in your group who can manage administrative and operational issues (for example, booking venues and keeping track of finances), media and communication, gathering feedback from others, and reporting the outcomes of your fundraising. Keep a very clear record of all money you collect, and what happens to it.

Evaluate and provide feedback

Make sure you have a way to find out whether participants, sponsors or partners were happy with what you did. Think about things you did that worked well, and what you could improve. It is also important to give feedback to funders about how much you raised and what has been done with their money.

Never give up

Even if your fundraising didn't work out the way you hoped, don't be disappointed. Treat it as a learning experience, and use it to help you plan future activities.