

Income Generation for charities and social enterprises

April 2024

Rob Powell

What we'll cover

- The basics
- Understanding your audience
- Different forms of fundraising
- Developing a fundraising plan
- Donor stewardship
- Communication/PR/Social Media
- Measuring Impact (Pro Bono Economics)

The basics

- Gift Aid registration
- Articulating your mission (elevator pitch/one-page document)
- Equipping and empowering your staff/volunteers/trustees as ambassadors

Understanding your audience

- Beneficiaries
- Staff
- Volunteers
- Trustees
- Local businesses
- Companies
- General public
- Schools
- Existing donors
- Local authorities

Different forms of fundraising

- General public (campaigns and events)
- Business (partnerships)
- Commissioning (service delivery)
- Trusts/Foundations (grants)
- Social Investment (repayable finance – achieving scale)

Developing a fundraising plan

- Audit current donor base
- What do you need to service your beneficiaries?
- Setting targets (impact not £!)
- Setting a timeline
- Identifying your target audience
- Making contact (how? channels/contacts)
- Articulating your mission (elevator pitch/one-page document)
- Equipping and empowering your staff/volunteers/trustees as ambassadors

Donor stewardship

- Getting to know your donors
- Relationship first/donation second
- What do they want from the relationship? Ask them!
- Avoid being 'donor led'

Communication/Social Media/PR

- Building a database
- Key messages/consistency/frequency
- Social Media
- Local press

Bringing it all together

- Get the basics right (Gift Aid registration, proposal document, elevator pitch)
- Know and target your audience
- Decide on appropriate types fundraising
- Developing a plan
- Keep your donors updated/engaged
- Communicate a consistent message