

How to fundraise

- ★ **Plan Ahead:** Think about what you want to do over the next two to three years. How will this be of benefit? What will you achieve? How will you do or manage the work? How will you measure the work? What will you need to be able to do this? Have you thought about possible problems? How does it fit in with your aims and objectives?
- ★ **Set a Budget:** How much will it cost you to do the work properly? Have you thought about insurance, training, out of pocket expenses for volunteers as well as all your overheads - including room hire and stationery as well as lighting and heating? If you are applying for a larger amount of money than you have had before, you need to look at your accounting / money management systems to ensure they will cope with the increase and stand up to external scrutiny.
- ★ **Research:** Use all the resources available to you in finding ways of funding the work. Look carefully at the latest funding guidelines and take care to approach those funders who have the right amounts of money to give - if you need less than £5,000, don't go to those who usually give more than £15,000.
- ★ **Local Fundraising / Profile Raising:** It is good to raise some of the money yourself if you can and any events organised can also provide you with publicity about what you are doing. Don't underestimate the effects of raising awareness of your work.
- ★ **Application:** Make sure you read funders' guidelines carefully and prepare your application in the way they ask. Keep copies of applications and record the date when they were sent. Keep a record of any responses. If you are asked for more information, then respond promptly!
- ★ **Thanking and Informing:** If successful, say thank you straightaway and maintain contact, e.g. send your annual report, copies of publicity and invitations to significant events. Let funders know immediately of any changes in your situation, e.g. success with other funders, a key member of staff leaving.