

Developing a Fundraising Strategy

Course Summary

Whether you are starting from scratch, looking to grow your income, or need to diversify your fundraising, a fundraising strategy allows you to focus your resources and make the most of the opportunities out there. This practical course will support you to identify what will work best for you, and give you the tools and skills you need to develop a fundraising strategy for your organisation or project.

Aim

Participants will have the skills and tools to develop an effective fundraising strategy, appropriate for their organisation.

Learning Objectives

The course will enable participants to

- Understand the key concepts involved in developing a funding and fundraising strategy
- Understand the key elements of a funding strategy.
- Be able to relate their knowledge of funding opportunities and strategies to own organisation.
- Be able to produce a funding strategy aimed at gaining the support of stakeholders and the wider organisation.

Summary of content

- Funding strategy in context of wider organisational strategy – what do you want to achieve?
- Income types (income spectrum) and pros/cons
- Bigger picture – thinking more broadly (external context, trends, market place, competitors/partners)
- Thinking about sustainability –organisational readiness
- Finance/targets – realism vs need
- Risk appetite and minimising risk
- ‘Product’ – what are you offering?
- Format for strategy – what to include.
- Reviewing some existing Fundraising Strategies