

Organisational Support Resources

Developing a Fundraising Strategy

Having a good funding strategy saves a lot of time and effort, and makes it more likely that you'll bring in the resources you need. The framework below can be used as a separate Funding Strategy, or incorporated into your Business Plan.

The length of your Fundraising Strategy is dependent on how complex your financial needs are. For a small group, a good strategy can be written on one side of A4.

For more practical resources from Voscur go to www.supporthub.org.uk/resources

Executive Overview

2 Where are we now? (Could include a swot analysis here)

- The current situation
- Comparison with other similar charities
- Local competition
- Local potential - gaps and upcoming opportunities
- Current fundraising undertaken
- Relationships with current funders
- Staff and structures
- Governance

3 Where do we want to be?

- Where should we be?
- What is the potential?
- Vision for 2021
- Future role within our catchment area
- Any changes to structure and governance?
- What resources will we need to make this happen - core costs, project costs, capital, revenue, restricted, unrestricted, short-term, long-term?

4 How do we get there?

- Full itemised budget, broken down into projects and years
- Objectives - when we need to bring in the funding and how much we need to bring in
- Resourcing and financing - how will we fund our fundraising?
- Options appraisal - research into different funding sources and different funders. Which ones fit our needs and resources best?
- Skills and staffing - will we need new skills, new staff or consultants?
- Marketing and Communication

5 Opportunities and risks

- How will we manage the associated risks, for example if a key bid or event fails?
- How will we make best use of our opportunities, for example build on our good relationships with current funders?

6 Action Plan

- Plan showing how each funding source will be approached, what budget elements each will cover, timetable, responsibilities, monitoring and review dates.

Please note that VOSCUR has taken all reasonable precautions to ensure that information contained in this document is accurate, but stresses that the content is not intended to be legally comprehensive. If in doubt contact us for clarification at info@voscur.org or call 0117 909 9949