

Issues

Fundraising in the new landscape

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e are all having to make sense of our relationship with uncertainty in the new landscape.

In the face of significant voluntary income losses linked to the COVID-19 pandemic, the majority of charitable organisations are restructuring services, reviewing their cost base and reshaping fundraising plans, budgets and teams.

We need to imagine a new way forward and to focus on fundraising areas that bring in cash and cash commitments with a good return on investment.

So which income streams should your organisation focus on in the next 6-18 months?

How can income generation be maximised in this difficult fundraising climate?

Fundraising is not just the responsibility of your fundraising team.

In a tough fundraising environment, success will involve a genuine partnership between your charity's Trustees, executive leadership and fundraising volunteers – as well as your professional fundraisers.

However, an important start to designing a sustainable fundraising plan and re-tooling for the new landscape is a fundraising review that asks the right questions and gets unified action in four key areas:

**1 /
Your
fundraising
case for
support**

**3 /
Your
fundraising
team**

**2 /
Your strategic,
operational and
financial plans**

**4 /
Your wider
marketing and
communications
programmes**

Fundraising reviews should be structured to ask if:

- Your organisation's programmes and projects flow from an urgent and transformational purpose.
- Ambitious but feasible funding goals are drawn from your vision and strategy.
- The right mix of people are in place, with the right mindset, tools, techniques and skills, to maximise fundraising potential.
- The importance of fundraising to your mission is embedded in and consistently championed by all parts of your organisation.

Asking the right questions:

1 / Is your fundraising case for support urgent and compelling?

Great fundraising begins with an exciting case for support that should hook prospective donors from the start with a combination of emotive power and underpinning logic: all packaged in an urgent and compelling story.

Key questions:

- How has COVID-19 impacted on your work and funding?
- How is your charity's work relevant and transformative in the new landscape?
- What would be the opportunity cost and loss if your work cannot be delivered?
- Are you getting your message across to potential donors with the powerful combination of emotive appeal supported by clear demonstration of need, impact and community benefit?

2 / Are your strategic, operational and financial plans donor ready?

You will need to share key information from your strategic, operational and financial plans with prospective donors. Major donors and grant makers want granular and actionable plans that will make a difference and, ideally, provide models for other charities to emulate.

Key questions:

- How is your charity making a difference?
- Are you seeing your plans through the eyes of prospective funders?
- Will your operational model and financial planning stand up to the scrutiny of prospective major donors, grant makers and other funding partners?

3 / Will your fundraising plan get you to your goal?

Funders are unlikely to support charities that cannot demonstrate a pathway to financial sustainability, including an ambitious but realistic fundraising plan. With many not-for-profit organisations projecting significant voluntary income losses, it is crucial to review fundraising principles, methods and proposed execution by income stream.

Key questions:

- What is the current return on your investment in fundraising?
- Could this be improved? If so, where and how?
- How is your fundraising database managed and utilised? Who are you approaching? For what? With what? How often?
- Are you investing enough resources and time in fundraising – particularly high return income areas such as individual giving campaigns, major gifts, trusts and foundations, legacy promotion and targeted corporate partnerships?
- What, if anything, can be learned from other organisations in your field?
- Where should your resources be spent over the next 6-18 months?
- Do you have the right people, with the right motivation, skills and tools for the job?
- What support do you give to your fundraising team?
- Are your Trustees and executive leaders productively involved in fundraising?

4 / Marketing and communications: how is your fundraising story being told?

All good fundraising begins with a powerful story, based on the urgent need expressed in your compelling case for support. But are your marketing and communications functions fully joined up with your fundraising department to enable maximum impact?

Key questions:

- What story are you trying to tell?
- To which audiences?
- With what resources and promotional tools?
- Through which channels and media outlets, including how you are using digital platforms? These were important before COVID-19, but the need for an effective digital strategy has been heightened and accelerated by the crisis.

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For more information about us, what we do and how we work with our clients, please visit our website:
comptonfundraising.co.uk

Ask the right questions now for results in 3-6 months' time

Actionable fundraising reviews are about asking the right questions of your entire organisation, not just your fundraising team.

You may suspect you already know some of the answers.

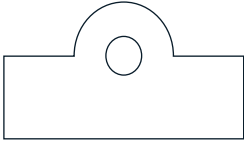
However, you may need an experienced and objective specialist to take a look at how your charity can improve its fundraising performance.

The fundraising landscape has dramatically changed. If your charity is to maximise its fundraising potential over the challenging 6-18 months ahead, it will need to make some changes itself first.

Want to talk it through?

For an informal discussion about how to put these thoughts into action, please contact our Managing Director, Paul Molloy, on:

**01926 614555 or
info@comptonfundraising.co.uk**



Some of the areas we could explore in an initial, no-obligations discussion:

- ☐ preparing donor-ready business plans
- ☐ how to build a compelling fundraising case for support
- ☐ how to achieve higher return on investment through a review of fundraising income streams
- ☐ what is working in other settings and why: including trusts and foundations, major gifts, legacy promotion and individual giving
- ☐ developing an ambitious but realistic fundraising plan
- ☐ conducting a fundraising database review
- ☐ telling your story through an actionable marketing and communications plan
- ☐ how to develop your digital fundraising strategy and define desired outcomes
- ☐ fundraising training and support for Trustees, senior management team and fundraisers

About Compton

We are the UK's leading fundraising consulting firm.

Established in 1956, we are proud of our long history and track record as fundraising thought leaders, planners and practitioners.

We believe in the power of volunteer-led philanthropy to bring real and sustainable change through inspirational charitable projects.

Our team – from graduate interns to some of the most experienced Managing Consultants in our field – work in partnership with our clients to design, test and deliver ground breaking annual, capital and legacy fundraising campaigns.

We have directed and managed fundraising programmes for hundreds of not-for-profit organisations in the UK and worldwide and enabled them to raise hundreds of millions of pounds.

We are *the* trusted name in fundraising – bringing our knowledge, experience, skills, innovation and common sense to help our clients achieve transformational fundraising goals.

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