



Glasgow  
Council  
for the  
Voluntary  
Sector

**SECTOR**  
DEVELOPMENT

# GCVS Funding Support Service

## **Fundraising Quick Guide: Developing your Fundraising Plan**

### **Transcript text**

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### Introduction

Welcome to this fundraising quick guide from GCVS. We hope it will help you to develop your fundraising plan. This is only a brief introduction but we hope it will help you to begin. You can find a short video on this topic from our website and this is the transcript.

This video is for any voluntary group or community organisation in Glasgow where the relevant fundraising expertise is not otherwise available. This is only one of the ways GCVS can support the development of your group. We provide a range of other resources, training sessions and one-to-one support.

When developing your fundraising plan, you should conduct a fundraising audit.

### The fundraising audit

It's a good idea to think more strategically about income generation. Take some time away from your usual activities to go through a fundraising audit at least once a year

Before you begin, make sure you know where you're going as an organisation and what lies ahead for you. Without a long term strategy, say for the next 3 or 5 years, it's impossible to develop a fundraising plan. Your goal should be to generate enough income to sustain your activities into the future.

The fundraising audit asks three simple questions:

1. Where are we now?
2. Where do we want to be?
3. How are we going to get there?

Let's begin by looking at your current fundraising position.

### Fundraising audit stage 1: Where are we now?

You should gather key information and data. For example:

**Sources of current funding:** Where does your funding come from and how much do you receive from each type of fundraising activity? What is your largest source of income? If you rely mostly on grant funding or another type of income more than any other, think about the potential risk if this should end.

**Return on investment:** Calculate the total cost of your fundraising activities and consider the amount of time and effort involved. Try to understand why some types of fundraising work better for you than others.

**Your fundraising resources:** Make a note of everything you could call upon to help with income generation. For example, evidence that shows the difference you're making; personal stories or case studies; your donor records or the fundraising skills in your team; Perhaps you have great facilities, equipment or external contacts and community support.

**Internal and external factors. SWOT analysis:** Then think about the internal and external factors that affect your fundraising. Also identify your fundraising strengths, weaknesses, opportunities and threats.

By the end of this stage, you should have a good understanding of your current position. Make sure you record all the key points before you go onto the next stage.

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### Fundraising audit stage 2: Where do we want to be?

**Plan ahead:** Your organisation's long term strategic plan is essential here. Use it to note how much funding you will need, what for and when. Fundraising takes time, so plan at least six months ahead for specific campaigns or much longer for your core costs.

**Aim for unrestricted income:** You should aim for a fundraising plan that will generate sustainable unrestricted income for your organisation. Therefore, you might need to reduce your reliance on grant funding, promote individual giving, explore ways to earn your income, or add other types of fundraising into your plan.

**Be prepared to change:** In our changing world, you simply can't afford to stay still. So embrace change and be willing to explore new fundraising opportunities.

**Values and ethics:** What matters to you as an organisation? All your fundraising should align with your ethical values and be appropriate for your supporters and target audience. This might disqualify some fundraising methods from your plan.

**Look after your donors:** Remember that without your donors and funders, you can do absolutely nothing at all, so think about how you can make your relationship with them even better. Your fundraising plan should have a HUGE focus on thanking and engaging your donors/funders. Help them to feel really valued and included, and keep them up to date about the difference their support is making. Consider the time and resources you'll need to do this well.

**Reach new audiences:** Also, think about how you plan to engage new audiences and the resources you'll need for this

Before we go onto the final stage, let's take a quick look at your general approach to fundraising

### People making a difference

When you think about it, most of us make a donation because we believe it will make a difference. Many of your existing supporters are on board because they care about your cause and want to help.

**Donations/funding = difference:** Therefore, telling individual people, or grant makers, or corporate donors, or any other supporters about the difference their donation would make is vital for successful fundraising. You should include this as a key factor in your fundraising plan.

**Don't talk about yourselves:** It's important that your main fundraising focus is not about finding enough money to keep your organisation going. In fact, it's not really about yourselves at all. It has everything to do with the difference all your activities or services are making. Your organisation only exists to make this difference happen.

**Everyone's a funder:** So everyone in your group or should be fully engaged as fundraising ambassadors. Inspire them to get involved, make time to share with each other, and celebrate success! A good fundraising plan will help you ALL to keep on making a difference well into the future.

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### Case for support

A case for support is a really useful tool for many types of fundraising. This should be a compelling and concise statement to encourage people or funders to support you. It should answer three questions:

- 1) What is the need for your work?
- (2) What will you do to address that need? And
- (3) What difference will your activities make?

It's important to use ordinary everyday language, be honest and real. You can then convert your case for support statement into a fundraising ask.

Onto our final question

### Fundraising audit stage 3: How are we going to get there?

How are we going to get there? Every fundraising plan is unique, but there are some common elements.

**A clear fundraising ask:** Make sure you have a clear fundraising ask that's based on your case for support statement. Make it obvious that you need funding and explain the difference it would make.

**Diverse fundraising mix:** You should aim to have a mix of fundraising methods in your plan and choose those types that have the best fit with your work. Perhaps you could promote individual giving, or introduce membership fees, you might apply to grant makers, look for corporate donors, or hold community fundraising events. Most charities in Scotland today earn the majority of their income through contracts, sales or social enterprise, so this might be something to consider. There's lots of methods to choose, but if you're starting out, aim to do a just a few things really well.

**Make giving quick and easy:** Make it easy for individual supporters to give. For example, add a donate button to your website or social media site or find other ways to help supporters contact you quickly and easily.

**SMART objectives:** Set some written fundraising objectives that are specific, measurable, achievable, relevant and time-bound. Here's an example: "By summer next year, we will raise £2,000 of unrestricted funding through a new digital, individual giving campaign using a budget of £350."

**Fundraising budget:** Remember there's always a cost associated with every fundraising activity, so include an appropriate fundraising budget.

**Great external messages:** Great fundraising is closely linked with great communications. Messages that focus on the difference you are making are extremely powerful and effective tools for fundraising.

### Achieving excellence

Whatever fundraising methods you choose to include in your plan, all your fundraising should be legal, open, honest and respectful. You'll find practical guidance for all types of fundraising in **The Code of Fundraising Practice**. [www.goodfundraising.scot/code-of-fundraising-practice](http://www.goodfundraising.scot/code-of-fundraising-practice)

**The Chartered Institute of Fundraising** also provides lots of helpful guidance. [www.ciof.org.uk](http://www.ciof.org.uk)

## **GCVS Funding Support Service**

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Active networking and sharing with other voluntary organisations can really boost your fundraising. You can find information about networks in Glasgow from the GCVS website.

**GCVS Funding Support Service:** We also offer a wide range of fundraising resources, training and one-to-one support free of charge

#### **Conclusion**

If you are a group in Glasgow and need further help to develop your fundraising plan, GCVS provides a free two-hour training course on this topic on various dates throughout the year. To book your place, visit the “Training and Events” page on our website.

We also offer regular one-to-one funding support surgeries where you can talk to us about your funding needs. To book your free appointment, please get in touch.

GCVS offers a comprehensive range of other services to help third sector organisations in Glasgow to flourish. They include development support on various topics and also HR advice, payroll and financial services. GCVS members have exclusive access to packages of support and you can find lots of information and resources from our website. Please contact us if you would like any more information about the difference we can make for your organisation.

We wish you every success with your fundraising.