Fundraising Conference

Further Reading

The Spirituality of Fundraising by Henri Noewen

The Righteous Mind – intuitive elephant is ridden by a cognitive monkey??

Quotes:

‘Fundraising is the gentle art of teaching the joy of giving; Henry Rosso

‘Sales is the transfer of enthusiasm’ and the same is true of fundraising!

Funders:

Sainsburies Trust – Bridget Cass

They give away £4.3 million a year and they also fund core costs

Mercers Trust – Lear Skouby

They fund Youth and Family, Faith in Action and Church Building. They also fund research!

Henry Smith Foundation – Genevive Ford Saville

Deprived communities and Christian grants program (reaching out to unchurched and must be evangelistic)

Tips from Panel of funders and individual donors:

No long Christian newsletters please! Tell short stories instead.

Don’t always ask. Remember to say thank you three times for every ask. Say thank you for being part of what we’re doing in 60 second videos or short amount of text.

Relationships with funders and donors – do you pray for them? Do you know what they are interested in and pray for that? Do you help make them connect with other charities and networks?

Keep communications with donors and funders short and sweet

What makes an outstanding application?

Urgency – what needs money NOW?

Be inside the guidelines and follow their procedures – chat to the funders on the phone if in doubt!

Remember to answer the questions! Use the language the funder understands as well.

Have a strong monitoring and evaluation system in place -how do you learn from your past experiences? How do you ensure improvement? How do you share your learning with others?

Consistency between your application and your websites and annual reports, so that when they check it, there are no discrepancies or contradictions.

Do you have the greatest bang for the buck? Do you have a broad reach for the amount of money?

Have PASSION…with a PLAN!

Clear outcomes –have you delivered it in the past and learning from that to deliver it again and better?

Don’t waffle – be clear about what you want and how much you want.

Who are your trustees and how are they involved? Strong applications have very involved, local trustees and good governance. Your charity should be doing better than secular charities in terms of how they pay staff, have integrity, don’t do shortcuts etc.

Passion, Plan and Relationship are all key

Tangible outcomes are important

Invite funders and donors to dinners/events so they can see what you are doing. Introduce them to key individuals in your project/charity so they can see their passion.

Take risks! Calculated risks!

Archbishop of York

Hilarious givers respond out of thankfulness for everything God has given us in Jesus. When he gives, he gives the best, as Jesus did at the wedding feast when he turned water into wine. God is less interested in what you give and more interested in what you left behind. The woman who gave two mites gave everything she had.

Sacrifice = workshop, praise and possessions. We sacrifice what we possess because it belongs ot God.

Jesus must be Lord of all or not Lord at all.

So many of the parables Jesus told are about giving. 2, 300 verses in the Bible are about money and giving.

Prosperity Gospel = Give £10 and you’ll get £20 back from God.

The Bible = Give God everything, he’ll look after you.

We have no abiding home here, we are exiles, we are passing through, looking for the heavenly city which is our true home.

Seek first the kingdom of God and his righteousness and he will take care of you.

Michael O’Neill – Stewardship

1. Relationships are central to faith and to giving. Most major donors have 2 or 3 main interests that they fund.
2. Integrity. Invite your donors to help not just to give. If there is a big need, don’t be afraid to ask for help. And if you ask for a big gift, be clear and ambitious. Don’t hid your failures.
3. Remember to say thank you afterwards.
4. A holistic view of generosity – our time, our money, and our influence. All for God’s glory.

Be prayerful and honest about your charity and project. Money isn’t the answer to everything, there is also a need of volunteers, resources etc.

Major donors are people who value relationship, but they are also very busy. Use the application processes and fill out the forms properly and don’t forget to phone them up with any questions.

Peter Kerridge – Premier Radio

Digital strategies for raising funds from Christian audiences:

1. Giving online?
2. Fundraising strageis move from awareness to engagement to support and action
3. Videos – short, clear videos getting people to understand the cause are important
4. Webpage and text-based emails are what make all the difference
5. What is the motivation to give?

Motivated traffic = Clear goal

 Why?

 Testimony

 Social proof

 Clear task

 Urgency

Ask clearly and often. A million messages are bombarding people all the time and they may miss your message. Urgency is also important – put a date on your request for donation to motivate people.

Check your page load time on the website – between 3-6 seconds people are lost.

How easy do you make it to move from being a supporter to a donor? Do it all on ome page – you lose people when they have to move all over the place!

Andy Hawthorne: Message Trust

Make sure you have a compelling vision, passion and don’t be afraid of your Christian message when approaching Christian donors. Be all for Jesus and he will work it out.

Prayer – spiritual battle

Faith – fundraising needs faith – if you are doing God’s work in God’s way, have big expectations of resources for what you need.

Fundraisnig involves everyone – let everyone in your charity be involved in raising funds with what they can.

Ben Ryan – Theos

Research from Theos Thinktank on Christian Funders and Grant-making is available online as a PDF.

Most funders support the ‘advancement of the Christian religion’, and this includes:

* Novelty, innovation and growth
* Social action and signs of the kingdom
* Education and change in the church
* Practical impact and outcomes

More difficult areas of funding are:

* Core costs
* Evangelism
* Research

Findings:

Decline in the number of Christians

Increase in Christian social action

No understanding of ‘advancement of the Christian faith’

Evangelism is in decline and also decline in funding

David Singleton

What are other people saying about your charity? Are they saying what you are saying? IF not, how do you change their perceptions? How do you change what you do?

Know your donor! What problems are they facing? What needs? How can your charity help? Eg: small things can make a difference such as a toenail cutting service because old people have less falls if their toenails are cut and therefore less broken bones, less hospital visits and more independence.

Keep your ear to the ground

Reality checks!

Keep vocal – go to local committees, be a voice there!

Collaborate!

Use your trustees and their connections to the community

Know:

Costs – use of building? How can you maximise what is already in your hand?

Outcomes – language, networks, connections

Be flexible – consider new ideas and approaches

Take measured risks and don’t be afraid of being cheeky!

Diana Phipps – Bible Society Fundraiser

Know your supporters – what makes them like you?

Know where there is growth

Know your organisation (see the Wesleyan quadrilateral/quadrangle)

Community engagement in churches and Bible groups is already very strong so Christian charities have a different starting point. Fundraising is already relational.

Narrow your pipeline and concentrate on the people who are already committed as much as going after new donors.

Think about how to retain donors not recruit them

Collect data on people so they don’t slip through the net – there might be people who don’t give much but actively support your cause in other ways – praying, talking about you, putting leaflets up and bringing others along etc.

Stephanie Biden – Generating earned income

What is unique about your organisation? What specialist knowledge? What options for consultancy? What premises or infrastructure could be used by others? What brand do you have What networks? What products? What expert advise or bespoke services could you provide? (eg your experience working with mental health, use of volunteers, community cohesion, working with different faith groups and motivations of faith groups).

Social enterprise!

Chris Curtis -Youthscape fundraised £1.3 mil for a new building opened by Duke and Duchess of Cambridge

Income from churches, individual donors and grants.

Sell playing cards, clothes, Christmas cards.

Big visions are important – don’t be afraid of challenges and risks

Confidence – funders want to see change and they want to support you! Many make more money than they can give away and want to support the good work other people are doing.