

PASSION TRUST

ADVICE FROM FUNDERS

- ❖ 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.
- ❖ Keep communications with donors and funders short and sweet. Tell short stories and employ a 'drip-feed' approach.
- ❖ Writing Applications. Be inside the guidelines and follow their procedures. Remember to answer the questions! Use the language the funder understands as well.
- ❖ Have a strong 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?
- ❖ Make sure you have consistency between your application and your websites and annual reports. When funders check it, there should no discrepancies or contradictions.
- ❖ Have PASSION...with a PLAN! Clear, tangible outcomes are important.
- ❖ Don't waffle – be clear about what you want and how much you want. And if you ask for a big gift, be clear and ambitious.
- ❖ Invite funders and donors to events so they can see what you are doing. Introduce them to key individuals in your project so they can see their passion.
- ❖ 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?
- ❖ Invite your donors to help not just to give. If there is a big need, don't be afraid to ask for help. Don't hid your failures.
- ❖ Fundraising involves everyone. Let everyone in your charity be involved in raising funds with what they can.

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- ❖ Think about how to retain funders not recruit them.
- ❖ Remember board meetings of grant-making trusts meet at different times of the year. You really want to submit your request before the meeting happens.
- ❖ Local businesses and corporations can often help with goods and services. Local councils, parish councils and rotaries may also help with events or charity matching.
- ❖ Plan ahead! Long-term vision. You may not succeed first time round. Be ready to keep trying year after year.
- ❖ Be creative. Applications for funding must be anecdotal, powerful and justifiable. Funders are interested in quality projects with outcomes!
- ❖ Keep developing your fundraising plan by evaluating and monitoring your approach.
- ❖ Ask faith-based people or companies to support your play with goods and services. It is often the case that the biggest expense is the sound system.
- ❖ Be creative! Consider raising money for a series of workshops (such as 'Lighting and PA training for Young People' or 'Acting and Drama Skills for young people looking for employment') that culminate in a large-scale performance.
- ❖ Invite trustees of large funding bodies or business to come and workshops/rehearsal/performance for themselves. Send invitation along with a request for money.
- ❖ Show that your performance is already receiving investment and attracting financial support.
- ❖ Ask local churches to have one Sunday when the congregation is asked to donate towards the upcoming performance.
- ❖ Consider providing opportunities for people to donate after the performance or through a website they want to or put details of Just Giving website on the tickets. Or have a programme with advertisements.

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- ❖ Faith! There have been so many stories of God's provision in many ways, so remember to be optimistic, joyful and full of faith because God can help you as you step out.
- ❖ Don't duplicate: If you want to deliver activity that is the same as what the organisation around the corner is already offering, think again. Funders are very sceptical of activities that are already offered.
- ❖ Think out of the box: Funding bodies are getting tired of the same old ideas. Give your bid the wow factor, how will you tackle a problem in a particularly creative or innovative way?
- ❖ Find the local priorities: Most funders want evidence that you actually know what the priorities of your Council and other strategic bodies are. Your project needs to show how it will fit into this wider picture.
- ❖ Contact the funder first and ask them if it's ok for them to have a quick look and give any comments. This shows the funder you are keen, are using initiative, offers the opportunity for valuable feedback BEFORE you submit, and most importantly, it enables you to build a relationship with the funder.
- ❖ Get yourself an annual report: An annual report for your organisation is a good way of showcasing your credibility and track record. If written and compiled properly, it can really help turn the tide in your favour and give you success in bid writing.
- ❖ Build relationships: Start effective networking with mainstream agencies and also with other voluntary and community groups in your area. Let them know what you offer and where relevant, how you complement their services.
- ❖ If the opportunity arises, don't hesitate from partnership working with other agencies – it could enhance your credibility if done well.
- ❖ Ensure that your organisation's finances are properly managed and that there is no room for poor accounting. Showing effective accountable and transparent management techniques is a major plus point for funders.
- ❖ Use the language of the donor and mirror the words and jargon of the donor agency

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- ❖ Sustainability: what will happen when the project finishes? Examine both medium and long-term benefits from the project.
- ❖ Monitoring/Evaluation: how is the progress of the project going to be assessed? Show the donor how you are going to make sure the project's objectives are achieved.
- ❖ Aims and Objective. Remember to use SMART objectives – short, easily achievable targets.
- ❖ Provide budget breakdown of the costs you seek funding for.