



SCCM
Sickle Cell Care Manchester

FUNDRAISING TOOLKIT



Fundraising is not really about money, it's about people
Larry C Johnson

City View House, 5 Union Street, Manchester, M12 4JD

admin@sicklecellcaremanchester.co.uk

01612777648

<http://sicklecellcaremanchester.co.uk>

@sickle_caremc

<https://www.facebook.com/sicklecellcaremanchesteruk>

@sicklecellcaremc

Different ways to raise funds

- ❖ **Contracts:** These can be made with government agencies, private businesses, and larger charities. They can also be made when one organisation joins forces with another to offer public services, conduct research, or hold consultations on their behalf. Sometimes just temporary and time-consuming to achieve, but if successful, can result in an ongoing relationship with the funding body—often a statutory service like a local government or the NHS—and can generate ongoing revenue. Income is typically constrained and subject to severe requirements.
- ❖ **Fundraising:** Includes sponsorship, contributions, crowd funding, and other online activities. It also includes events, contests, raffles, auctions, themed days, and a plethora of other activities that can be done at any time and around other commitments. To optimise profits, fundraising activities must be planned annually and coordinated and directed by a group of two to three motivated and dedicated fundraisers. All earnings are unrestricted.
- ❖ **Grants:** These can come from governments at all levels, nonprofit organisations, the Big Lottery, sports and other associations, private businesses, banks, and a variety of other sources. This financing might be minimal or substantial, but it is typically time-limited and subject to limitations, preventing organisations from applying to them repeatedly. Funding is typically constrained, so there is not much room for manoeuvre to fund other initiatives if the grant money isn't being used as planned. Normally, an underspend must be reimbursed to the funder.
- ❖ **Trading:** Includes charging for goods and services, generating income through social media, such as through links to other websites, advertising and promoting other businesses, products, or services, charging for information or specialised knowledge, collecting membership fees, and using group skills and knowledge to generate income, such as through training. Can take time to build up over the longer-term and the organisation's constitution must permit it. To reach its full potential, it may be necessary to have assistance of a funding team or financial expert. Income from trading has no limitations.
- ❖ **Investment:** Loans, equity, peer-to-peer investing, business angels, and blended finance (half grant, part loan) are all forms of investment. Since all investors want to see a return on their investment, interest charges might be levied. The investor might also want to participate in the management of the organisation. Depending on the type of investment and the investor's needs, it may be restricted or unrestricted income.

**THE FUTURE OF
CHARITY RELIES ON
REACHING THE PEOPLE
WHO WILL SUPPORT IT
AS MUCH AS IT DOES
ON REACHING THE
PEOPLE WHO NEED IT**

The Fundraising Team

The time and effort needed for planned and successful fundraising can be shared by a fundraising team. The fundraising team should consist of two or more members, who may be paid employees, volunteers, or a combination of these three groups.

They must be driven and outgoing since they will approach individuals and companies to ask for donations and sponsorship as well as other organisations and the neighbourhood to solicit support for the organisation's initiatives and events.

They should hold regular meetings that are action-oriented, and each member should leave with a list of tasks.

They should continue to make sure their actions align with SCCM's financial plan and broad charity goals.

They ought to have a strategy that covers the following:

- ◆ A list of donors with information on when they were last contacted and a strategy for future contact; • Specifics of marketing and promotional activities and who is responsible for them, such as disseminating the fundraising calendar, writing articles for local newspapers and magazines, maintaining a regular newsletter or blog, creating flyers, posters, and using social media;
- ◆ A list of well-known corporate and business supporters, together with information on who will be in charge of upholding relations with them.
- ◆ Who is in charge of maintaining social media platforms like Facebook, Twitter, LinkedIn, Instagram and SCCM's online donation sites Just Giving, Give As You Live, Apple Smile, Paypal Giving.
- ◆ Events-related activities. Event management may be assigned by SCCM trustees to a specific employee or volunteer, but fundraising efforts should be handled by the fundraising team.

Maintaining connections with sponsors, funders, and others who support events and activities, as well as publicising them, will fall within the remit of the fundraising team. Training in communication, social media, online fundraising, marketing, promotion, and teamwork may be necessary. The training will be delivered by a qualified trainer who will be hired.

**GOOD FUNDRAISERS
KNOW THAT WE DO
NOT GET WHAT WE
DO NOT ASK FOR**

The Funding Strategy

A fundraising strategy outlines how SCCM intends to finance the work it undertakes and the people it employs.

It needs to be an active document that staff members and trustees routinely evaluate. It offers a history of past achievements and identifies prospective chances for the future. It ought to contain suggestions for modifications based on what has worked and what hasn't in prior years.

A funding strategy outlines the expenses associated with running the organisation, both now and in the future, and it defines the revenue sources needed to pay for those expenses.

The funding plan aims to make SCCM financially self-sufficient by:

- ◆ Identifying funding sources and providing a precise picture of SCCM's financial situation.
- ◆ Determining where SCCM wants to be in terms of funding to achieve its objectives.
- ◆ Determining the pathway that will be taken to achieve those objectives.

The following areas should be included:

- ◆ an introduction;
- ◆ objectives;
- ◆ resources and expenditures;
- ◆ current revenue;
- ◆ potential funding;
- ◆ and sections for grants, contracts, income-producing activities, fundraising, and, where appropriate, social investment.

It must be adaptable because it is intended to be a working document that does not need to be adhered to rigidly, nor should it be placed on a shelf and forgotten. It shouldn't prevent SCCM from acting on new financing opportunities.

Funding strategy considerations

- What is permitted by our legal status and our constitution?
- What assets do we have?
- Who are our volunteers and what is our staffing structure?
- What are our strengths and weaknesses?
- How does SCCM make decisions that have an impact on the bottom line?
- What kind of analysis is performed to assist in decision-making? Is it efficient?
- What presumptions are being made? It could be a good idea to include two budgets in the strategy: one that assumes funds will be renewed and one that assumes they will stop.

Evaluate the risks and potential management strategies.

- Choose how much inflation will be added to salary, rent, and other costs over time.
- Think about if our IT or other assets are nearing the end of their useful lives.
- Examine how future costs, like rent, may alter our existing expenses.
- Are future plans supported by data on what works and what doesn't.

**A FUNDING STRATEGY
TAKES LESSONS FROM
THE PAST AND STRIDES
CONFIDENTLY INTO
THE FUTURE.**

FUNDRAISING IDEAS ALPHABET

- A. Auction, aerobics, antiques roadshow, art show, afternoon tea, abseil, alternative therapy day, assault course.
- B. Bring-and-buy, bike ride, bad hair day, BBQ, bingo, balloon race, bed push, beauty event, beat the goalie, beads sale, bonfire night, birthday fundraiser, ball, banquet, bingo, blind date.
- C. Car wash, carol singing, chores for cash, concert, coffee morning, cake sale, caption competition, car boot sale, craft fair, children's fun day, cookery book, cheese and wine night, fun casino, cricket match, coffee challenge – go without coffee for a month and donate the savings, celebrity raffle, club night, coastal walk, collections, comedy night, corporate event, cycling, craft market.
- D. Doughnut eating contest, dog walking, darts tournament, disco, dress up dance event, dress down day, dinner for charity, do a dare day, DVD cinema event, dry month – ask everyone you know to go without alcohol for a month and donate the savings, design a garden, dog show.
- E. Easter egg hunt, Easter bonnet parade, egg and spoon race, eighties night, expert talk, ebay auction, extreme ironing.
- F. Fancy dress event, face painting, fashion show, footie match, food hamper raffle, fete, film premiere, fill a sack, fun run, fast for lunch, Facebook Marketplace sale, fit Fridays – get a group together to exercise every Friday and donate £1 each to join in, face painting.
- G. Guessing game (height, weight, name, birthday, number of sweets in a jar, teddy's birthday, etc), garden party, garden market with homegrown vegetables, seedlings or cuttings, garage sale, golf day, Guy Fawkes party, gnome throwing competition, Give it up month, grow a beard, golf day, graffiti wall.
- H. Hoopla, hundred metres of coins, human fruit machine, head or beard shaving, horror fancy dress night, hair braiding, Halloween party, healthy goal – make one healthy change and get sponsored to reach your health goal, healthy eating event.

FUNDRAISING IDEAS ALPHABET

- I. It's a knockout, international food, music or culture evening, icing cakes, ice and snow theme dance, ice cream bar for adults or kids – try homemade ice-cream.
- J. Juggling contest/display, job-swap for the day, jewellery collection and sale, jumble sale, jazz evening, jewellery making, jeans for charity day, James Bond night.
- K. Knobbly knees contest, knit-a-thon, karaoke evening, kite making and flying, kart making and race, kids' fun day
- L. leg waxing (for men!), line dance, lottery, litter picking race, Live stream appeals – get family and friends to do short video appeals.
- M. Music event, mufti day, mystery tour, murder mystery evening, mail shots, mile of coins, marathons, mini olympics/world cup, mystery coach trip, magic show, make a musical, mastermind, making day, memorabilia auction.
- N. Non-uniform day, nearly new sale, netball tournament, name the toy, nature trail, naughty jar, name the teddy.
- O. Obstacle race, open garden day, open day, original artwork sale, orienteer challenge, Olympics – get family and friends together for a day of fun and competition, office/workplace collection, overseas challenge – cycle, swim, walk, campervan.
- P. Pet show, poverty lunch, panel game, penalty shoot-out, picnic, plant a tree, pub games, parachute jump, poker nights, plant sale, photography sale, photography competition, pamper day/night, poster competition, pool night, put on a play, pamper party, party in the park, picnic, pie throwing, plant sale, puppet theatre.
- Q. Quiz night, grow a quiff, quit a bad habit.
- R. Recycling challenge – make recyclables into something else, races, raffle, recipe book, rock'n'roll event, radio campaign, race night, reverse auction.

FUNDRAISING IDEAS ALPHABET

- S. Sponsored activity (silence, swim, bike ride, walk, abstain from bad habit or favourite snack ... the list is endless!), sport sweepstake, supermarket bag-pack, salsa night, scrabble tournament, supermarket trolley dash, seventies disco night, fill a Smartie tube with £1 coins, Sing-a-long, swap shop, Stars in their Eyes, Strictly Come Dancing, sports tournament, sweets in a jar – guess how many, skydiving, speed dating.
- T. Three-legged race, talent contest, table tennis tournament, treasure hunt, tombola, tasty tea-breaks, team challenges, theme evening, toy appeal, telethon, trek, teddy bears picnic, tug of war.
- U. Under-the-sea theme party, unwanted goods sale, uniform free day (schools), unwanted gifts sale (after Christmas), Under – challenge yourself to live for under a set amount for a week (less than you usually do) and donate the difference.
- V. Vintage car rally, Valentine's ball, Valentine's cards, volleyball tournament, veggie BBQ or lunch, video game tournament – xbox, wii, playstation, VIP party.
- W. Wellie throwing, wacky hat contest, wine tasting evening, who's that baby, walkathon, water park day in the back garden, work party – stay in and donate what your workplace would have spent on a party or do a collection at the work party.
- X. Xmas party, Xmas shopping car parking (open your company/organisation car park for shoppers at weekends in December if you are near shops), Xmas pantomime, Xmas bazaar and card sale, X Factor show, extreme sports, x-box/or other gaming challenge – set up a live stream and get viewers to donate while they watch.
- Y. Yo-yo competition, yes day, yellow themed night, young talent show, youth club night, yoga marathon, your own ideas!
- Z. Zany clothes and accessories day, zoo animals fancy dress event, zoology mastermind, zzzz sponsored nap – sleep in the back garden or go more extreme and go on a survival weekend sleeping in the great outdoors, Zoom party/quiz/challenge.

FUNDRAISING MENU

Think of what we might put against these amounts. Promote this on our website so it stands out:

**£5 BUYS A
LUNCH
FOR A
HOMELESS
PERSON**

£5	Buys a	
£10	Supports a	
£25	Provides	
£50	Buys	
£100	Provides	
£250	Will help to	
£500	Provides training for	
£1000	Can help to	
£1500	Sponsors	
£2000	Supports a	

**TELL
COMPELLING STORIES
THAT INSPIRE PEOPLE
TO SUPPORT YOU**

Events Checklist

It's important to plan events!

The five fundamental steps in event planning are:

- ◆ Identifying the audience and designing the event around their interests, lifestyle, and age. To help customise the event, create a profile of the audience.
- ◆ Specify the objectives. Why is the event happening? What are we hoping to accomplish by holding it? How will it help our organisation?
- ◆ Recognise our identity and what we stand for; promote ourselves during the event.
- ◆ Break through the 'boredom barrier' when marketing our event; our social media updates, booklets, leaflets, and other publicity materials must stand out from the competitors.
- ◆ Be unique and innovative; keep altering it year after year to keep it current and keep people interested.

Establish a list of actions and assign responsibility. The following sections must be on the checklist:

- ◆ Advance planning, including the event crew, scheduling conflicts, dates, and money.
- ◆ Seating and invitations – decide who should attend the event.
- ◆ Logistics, including accommodation, travel, and locations.
- ◆ Special people, including dignitaries, performers, artists, and compère.
- ◆ Promotional materials include flyers, programmes, posters, tickets, social media, and crowdfunding.
- ◆ Facilities and staff, including daytime workers, lighting, food, and a PA system.
- ◆ Administration: licencing, risk assessments, and registration.
- ◆ Evaluation - feedback from volunteers, participants, staff, and partners.
- ◆ Post-event action plan: returning hired items, writing letters of thanks, and contacting possible donors.

Create an action plan with tasks for before, during, and after the event.

Remember to research any licences and permits that might be required.

Don't forget to thank everyone who helped make the event possible.

Maintain an eye on the budget.

Evaluate the event with those who attended, people who assisted in making it happen, and your staff to gain a variety of perspectives.

**EVENTS GIVE PEOPLE A
CHANCE TO SEE US IN
ACTION - MAKE THE
MOST OF IT**

Publicity and Marketing

It need not be expensive to spread our message and build awareness of our organisation. Improving our public image is essential for attracting customers and gaining support for our endeavours.

We must make sure that everyone is aware of where we are located. We can accomplish this by including our address and all other contact information on marketing materials, adding a signature to every email we send, and including our address in our social media profiles.

First impressions count! Ensure that all marketing materials, in-person interactions, and locations where we are organising events or seminars are warm, inviting, and consistent with our brand.

On the phone, use good manners. Never fail to return calls. Respond to emails as soon as possible and provide several ways for people to get in touch.

Our most valuable marketing weapon is word of mouth. While maintaining customer satisfaction with our business is important, issues occasionally arise. If this occurs, our complaints procedure is strong.

It's important to network. Every time we converse with someone, we promote our organisation. Seek out ways to connect with individuals or organisations that may be able to help the work of our organisation. Learn about local council members and important figures in the local council or health authority.

We have a blog on our website so visitors can engage with us. Our social media presence includes a "donate" button and connections to fundraising websites like Just Giving, Give As You Live, and Paypal Giving, which make it simple for people to donate. We are thinking of creating an online newsletter that could be printed and displayed in our organisation and neighbourhood facilities like the library and health centres.

Thank people who assist us and make sure they benefit from supporting us!!

**THE FIRST STEP TO
GETTING PEOPLE TO
SUPPORT US IS MAKING
SURE THEY KNOW WE
EXIST**

Sponsors and Donors

We receive the following benefits from a community of devoted sponsors, donors, and supporters:

- ◆ Regular money, which funders and investors love;
- ◆ Stability and a foundation for planning;
- ◆ Additional staff to support our activities;
- ◆ Free promotion.
- ◆ Access to additional contacts;
- ◆ Possibilities to receive input on fresh concepts and ideas;
- ◆ Possibilities to seek assistance when branching out into new fields of work

Taking care of our current supporters makes commercial sense because our organisation will perform better if its money is steady. Don't disregard our current supporters in favour of concentrating too much on gaining new ones.

- ◆ Let them know how much their support means to our ability to plan ahead and how much we appreciate their commitment to us.
- ◆ Describe how their support has benefited our organisation and the advantages it will provide in the future.
- ◆ Update them on accomplishments and new advancements without constantly requesting money. Make them feel as though they are a vital part of SCCM.
- ◆ Ask them to spread the word about our organisation to their contacts and, where appropriate, introduce us.
- ◆ Consider them as a supporter who might interact with us in many ways. Don't label them as a community fundraiser or a payroll donor, for example.

Help people to visualise the impact our cause is having on people's lives by illustrating it using case studies and videos. Ensure that supporting us is beneficial to our contributors, and if possible, assist our donors personally and in a practical way. Increase awareness of our corporate and commercial donors:

- ◆ A contributor is more likely to give if someone they know asks them to;
- ◆ If someone they know introduces them to the company, the approach is likely to be more successful;
- ◆ If someone they know asks for a donation, the donor is more likely to agree to it.
- ◆ If someone they know asks them, they are more likely to attend an event or purchase a ticket.
- ◆ People give to people, not to causes.

**NEGLECT YOUR
SUPPORTERS AT YOUR
PERIL - IF YOU DON'T
TAKE CARE OF THEM,
THEY'LL LEAVE**

Evaluation

To determine how effective, we are and what needs to be improved, we evaluate our services and activities. We want to assess the success of a particular event or the effectiveness of our services. We want to examine what works and what doesn't work in order to improve what we do.

We must organise our evaluation so that it provides the data we require. We want to know things like:

- ◆ Why is the evaluation being done? What is being evaluated and why?
- ◆ Who is the evaluation's primary target audience?
- ◆ How will the evaluation be conducted?
- ◆ Who ought to participate?
- ◆ What supplies do we require?
- ◆ What time do we have?

Both quantitative (statistical) and qualitative (experiences, feelings, thoughts, records of what occurred) data will be used in our evaluation.

In order to find out what people think of our work, we use a variety of data collection techniques, including surveys, questionnaires, case studies, interviews, video and audio recordings, and rating questionnaires that ask respondents to rate their responses on a scale of 1 to 10.

We categorise and develop themes from the data analysis, which enables us to pinpoint the areas of our work that require improvement. To address the areas of our organisation that earned negative ratings or comments, we create an action plan that outlines how we intend to improve those areas.

The evaluation's results are used to advance our cause. Positive feedback is utilised in our yearly reports, brochures, and website. We provide an evaluation report every year so that our trustees, staff, sponsors, funders, and partners can understand where we are succeeding and the steps we are taking to improve.

**A RICH EVALUATION
THAT INCLUDES
DIFFERENT
PERSPECTIVES MAKES
A POWERFUL BUSINESS
CASE FOR SUPPORT**