

Effective Fundraising

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2008

Your Idea

- Always start from the point of 'What do we need?' and 'What is our priority'?
- Think about your evidence, is it credible? Can you prove it?
- Establish a steering group consisting of a wide range of people who might benefit from the project.
- Speak to your local CVS and Highland Council Officers to check against local priorities.
- Talk to as many funders as possible. If your idea doesn't meet their criteria then ask for advice about your application and how it can be strengthened to approach other funders. It's never a wasted call!!

Your proposals

- Always ask funders if they can help you develop your proposal, some will some won't. If they won't because of their policies around equal competitiveness then speak to someone who has experience of the same funder.
- Be clear and concise. Imagine a selection panel with 400 applications. They will choose the applications where they can quickly establish the **reason for the project, the impact it will make on the community and how it will be demonstrated.**
- Evidence that you are working in partnership with others in your community and show how you can compliment them.
- Sell your idea enthusiastically so this comes across to the reader. Funders like to sense the commitment to the project and emotion sells. Instead of saying '**we would like to provide a new hall for.....**' say '**we are committed to improving the quality of life in our community**'. Speak to funders with enthusiasm.
- Don't worry about funders raising objections, as it only opens up dialogue to find out what they want from you.

Continued...

- Don't worry about going to multiple funders for your idea. You only need one to say yes and others will follow. This is also a way of evidencing sustainability. If you have three funders on board and one drops out, you don't have to close your project because you've still got your other funders. **European Social Funding** can often fill the gap for a variety of projects with priorities like local amenities, tourism and developing social entrepreneurship .

Evaluation

- Good evaluation systems get you to the top of the pile. The Government is evaluation focussed and funders have to be too.
- Ask the **CVS** or **Evaluation Scotland** is another good free resource. One of the easiest methods is the Weavers Triangle and you can easily find this on the web. Completing a triangle and inserting it into your funding application appendix can make a big difference because it summarises **what your doing, how you're doing it and what you want to achieve.**