



Fundraising in difficult times

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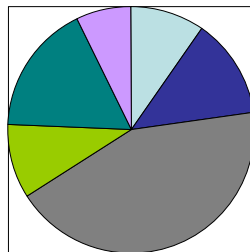


Session plan



- Fundraising methods
- Principles
- What it takes
- Things to consider
- In difficult times
- What we have learned

Charitable fundraising



- Corporate
- Events
- Community
- Legacies
- Direct marketing
- Major donors



Corporate partnerships



MENCAP CREDIT CARD

Support Mencap by opening
an account with MBNA

- cause-related marketing
- corporate events
- sponsorship opportunities
- staff fundraising

Why be a corporate partner?



THE MENCAP SAFETY CHALLENGE

Save money and reduce
accidents at work

- raised company profile
- enhanced customer loyalty
- boosted staff morale
- team building
- status as a socially responsible employer



Events



- From 5k runs to extreme challenges
- Promoted in press, online, outdoor ads
- Minimum sponsorship level
- From participant to supporter
- Celebrity support

Direct marketing funding for campaign

WE'RE FIGHTING
TO STOP CUTS TO
SERVICES

But we need your help.

**YOUR VOICE
COUNTS!**



Other sources of income



- Grants



- Contracts for public services
- Social investment

Principles



- Deliver your mission while being donor led
- Distinguish between organisations to match purpose, values, needs
- Make a compelling case – keep it simple
- Cover your costs
- Take a long term view
- Build and use your network



What it takes



- Investment
- Know who and how to ask
- Research
- Infrastructure including databases
- Communication
- Relationships, relationships, relationships

Things to consider



- Restricted and unrestricted funds
- What you fund with your money
- How to describe and measure the results
- How you use language, images
- How to involve your own staff, members
- Costs and benefits of fundraising



In difficult times

- Less money, more need, more competition
- Know your priorities, impact, market
- Form alliances
- Cut costs and spend wisely
- Adapt and innovate
- Make difficult decisions



We know about fundraising in difficult times

Talk to the person beside, behind, in front of you and share your knowledge:

1. Our biggest challenge has been....
2. The best thing we did was....
3. A tip I have found useful is....