



Trew Fundraising Ltd

Linking Lives

Gaining Skills in Fundraising on a Local Level



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Fundraising – The Basics

- Building the Story (who? what? why?)
- Making the ask (how?)
- Housekeeping

A stylized illustration of a scout in silhouette, wearing a hat and holding a long staff with a flag. The background features a bright yellow sun in the top left, two white clouds, and a mountain range with green and blue tones. The entire scene is framed within a light blue circular shape.

BE PREPARED

IT'S NOT
JUST FOR SCOUTS

Preparation
=
Confidence
=
Success



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The Story

- What is your story?
- What is the problem you are trying to solve?
- Why are you raising funds?
- How will the money be used?
- How much is needed?
- Understand your figures
- Have a 'shopping list'

WHAT WE DO ▾

HOW YOU CAN HELP ▾

CORONAVIRUS ▾

EMERGENCIES ▾

NEWS ▾

ABOUT US ▾

SHOP ▾

£3

£7

£12

OTHER

£3

Could provide antibiotics to help a baby like Lawrence with severe acute malnutrition back to health



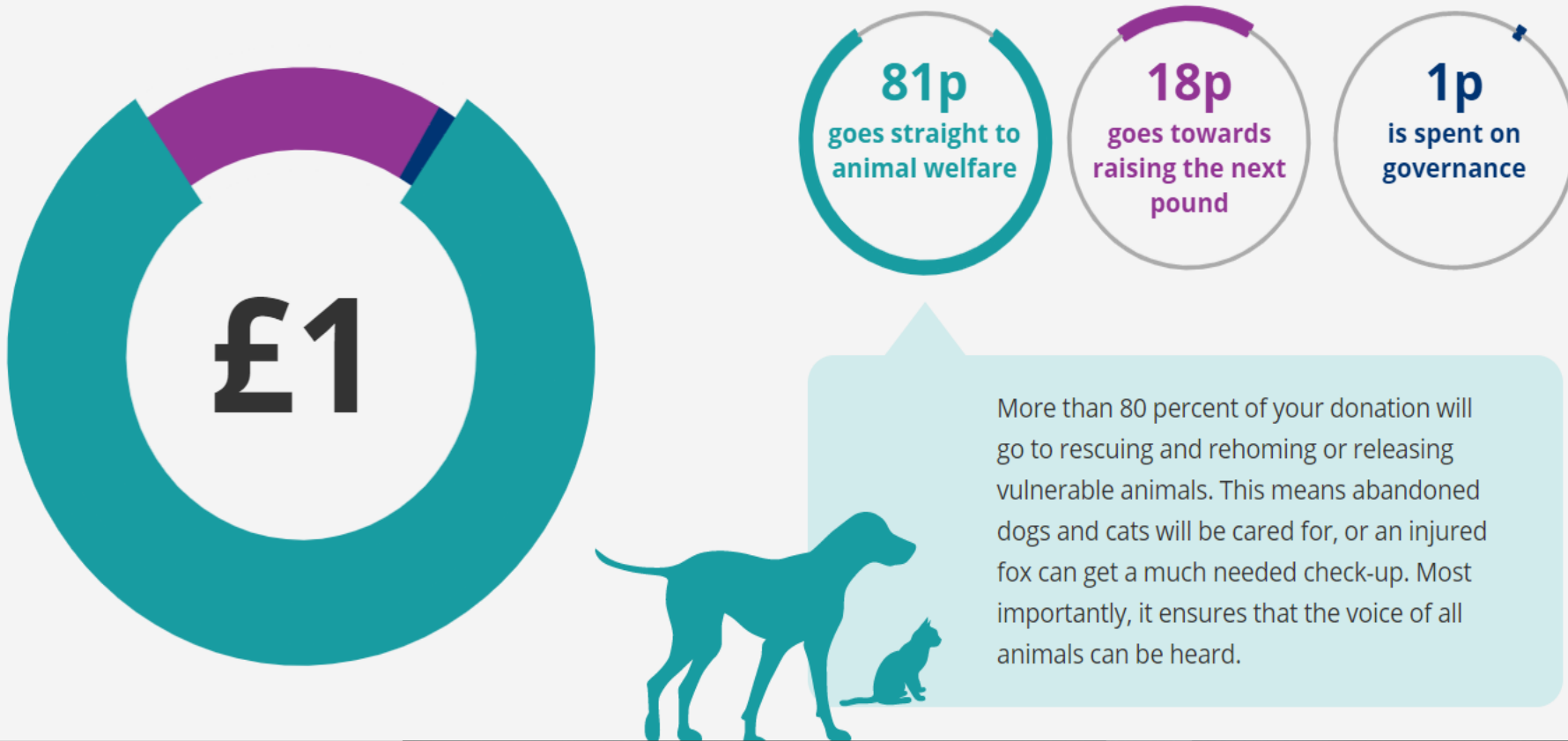
DONATE NOW

We accept all major credit cards and PayPal

How we spend your donation

We couldn't fund our life-saving work for animals without your help. That's why we're committed to being transparent about where your donation goes.

Select the tabs to read more





The Story

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- Don't rush! Research, research, research!
- Get the team on board
- Get case studies and quotes
- Make it real
- Make it personal
- Show how they can become the solution to the problem

https://www.tearfund.org/en/latest/yemen_appeal/



Making the ask - How

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Making the ask - How

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Who?

- Businesses
- Individuals
- Groups and clubs
- Churches
- Schools
- Trusts & Grant makers



Don't make the
same mistake I
made!



Making the ask - How

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How?

- Motivations, understand your donors.
 - Why would they want to support?
 - How could they support?
 - What can we offer in return?
 - Who should make the ask?
- Relationships take time!
 - Hook them
 - Build trust, interest, desire
 - Don't rush, it takes time.
- Share your story, successes, case studies, good news stories.



Making the ask - How

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ASK!

- Make it relevant
- One off donation
- Regular giving
- Run an event
- Take part in an event
- Leave a gift in their will
- What works for them?

REMEMBER - You are not just asking for money, you are asking people to help eliminate the reason your charity exists.



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Housekeeping

- Charity commission
- Gambling commission
- Fundraising regulator
- Gift Aid



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Housekeeping

THANK YOU!

- Personal
- Show impact
- Say it again and again

Make donors feel valued and appreciated

File Message Help Tell me what you want to do


Ignore Delete Archive Reply Reply All Forward

Team Email Done Create New

Move Assign Mark Categorize Follow Up

Translate Read Aloud Zoom Insights View

Thank you from Home for Good

 Amy Burns <amy@homeforgood.org.uk>
To I.trew@hotmail.com

Reply Reply All Forward

Thu 07/05/2020 09:31

Dear Linda,

You've just done something amazing! **Thank you so much** for joining us to find a home for every child who needs one.

Your gift of £10.00 **will make a big difference for vulnerable children and the families who care for them.** Thank you!

Our Founder and CEO, Krish Kandiah, [made this short video](#) to say thank you.

We will put your generous donation to work straight away to inspire, equip and resource people to play their part in caring for vulnerable children. It's **thanks to generous people like you**, that [children like Harry](#) find an adoptive family, and that [people like Sarah and Jeremy](#) are inspired and supported to become foster carers.

As per your request we will claim Gift Aid on your donations. If this is not correct, or if you have any feedback or questions about your donation, you can contact me by replying to this email. **I'd love to hear from you!**

Thank you again so much for your generous gift, and for standing alongside vulnerable children and those who welcome them into their families.

Thank you,
Amy

Amy Burns



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Housekeeping

THANK YOU!

<https://vimeo.com/339938278/71fb4029ce>

<https://www.youtube.com/watch?v=6YkGcFmuJE&feature=youtu.be>

What next?



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Housekeeping





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Summary

- Story
 - What is the problem you are trying to solve
 - Figures
 - Case studies
 - Make it real
- Fundraise
 - Research
 - Motivations
 - Ask!
- Housekeeping
 - Follow the rules
 - Thank, Thank and Thank again!
 - Start of journey – what next?



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Questions?

Thank You!