


# **Principles of Fundraising**

**Jolan van Herwaarden**

**Resource Alliance**

A young girl with a joyful expression is leaning over a desk in a classroom. She is resting her chin on a large stack of books. The background shows other students and a classroom setting, all slightly out of focus. The lighting is warm and soft.

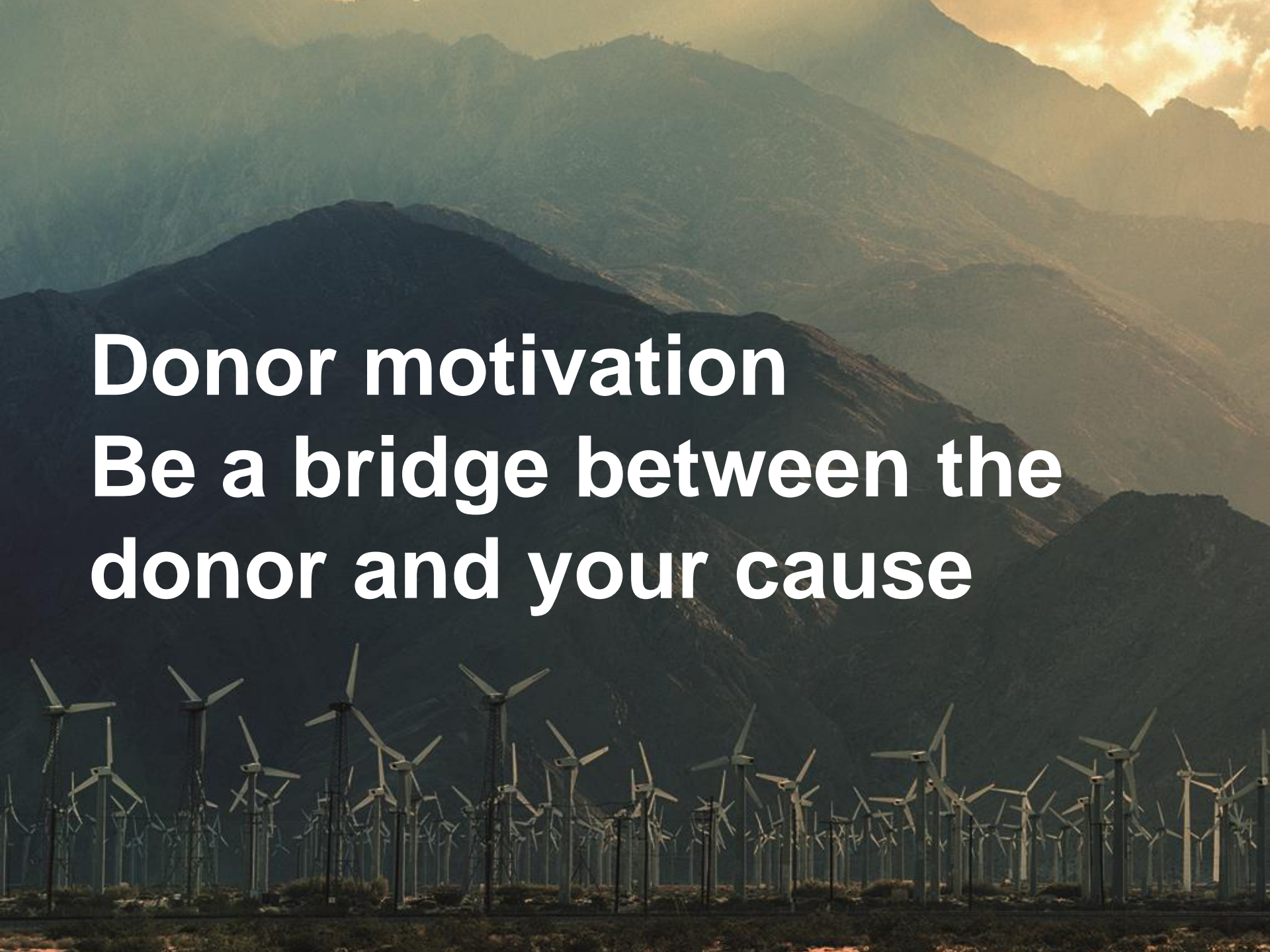
**Five modules**  
**Questions at end of each**  
**module**

- 
- 1. Fundraising**
  - 2. Researching donors**
  - 3. Fundraising from many**
  - 4. Fundraising from few**
  - 5. Fundraising strategy**



# Six golden gifts

1. Money
2. Goods
3. Service
4. Time
5. Network
6. Voice/influence



**Donor motivation**  
**Be a bridge between the**  
**donor and your cause**



**SHOW  
ME THE  
MONEY!**

**Government**

**Civil society**

**Business**

A young girl with a joyful expression is the central focus, leaning on her hand and looking towards the right. She is wearing a maroon sweater. In front of her is a desk with several stacks of books. The background shows other students in a classroom setting, slightly out of focus.

*case for support*

**The need**

**The solution**

**Your uniqueness**

**Call to Action**



# Researching donors

## Part 2

Fundraising Principles

A young girl with a joyful expression is leaning over a desk in a classroom, looking towards the right. She is wearing a maroon sweater over a white collared shirt. The background is softly blurred, showing other students and classroom furniture.

# What kind of donors?

**Individuals**

**Institutional donors**

**Trusts and foundations**

**Companies**

**Wealthy individuals**

## Institutional donors;

- **Governments with I,D or A**
- **Large grants but intensive reports**
- **Key decision makers?**
- **Thematic priority, guidelines...**
- **Grant application process**



**Trusts and foundations**  
**websites**

**[www.trustfunding.co.uk](http://www.trustfunding.co.uk)**

**[www.foundationcenter.org](http://www.foundationcenter.org)**

**[www.equalfooting.org](http://www.equalfooting.org)**



## Companies:

- **Corporate Social Responsibility**
- **Own suppliers?**
- **Bridge between you and company**
- **What can you offer?**
- **Golden gifts**

## Wealthy individuals:

- Every country has them
- Forbes
- Annual reports
- Enablers
- Introductions
- Special events

# Fundraising from the many

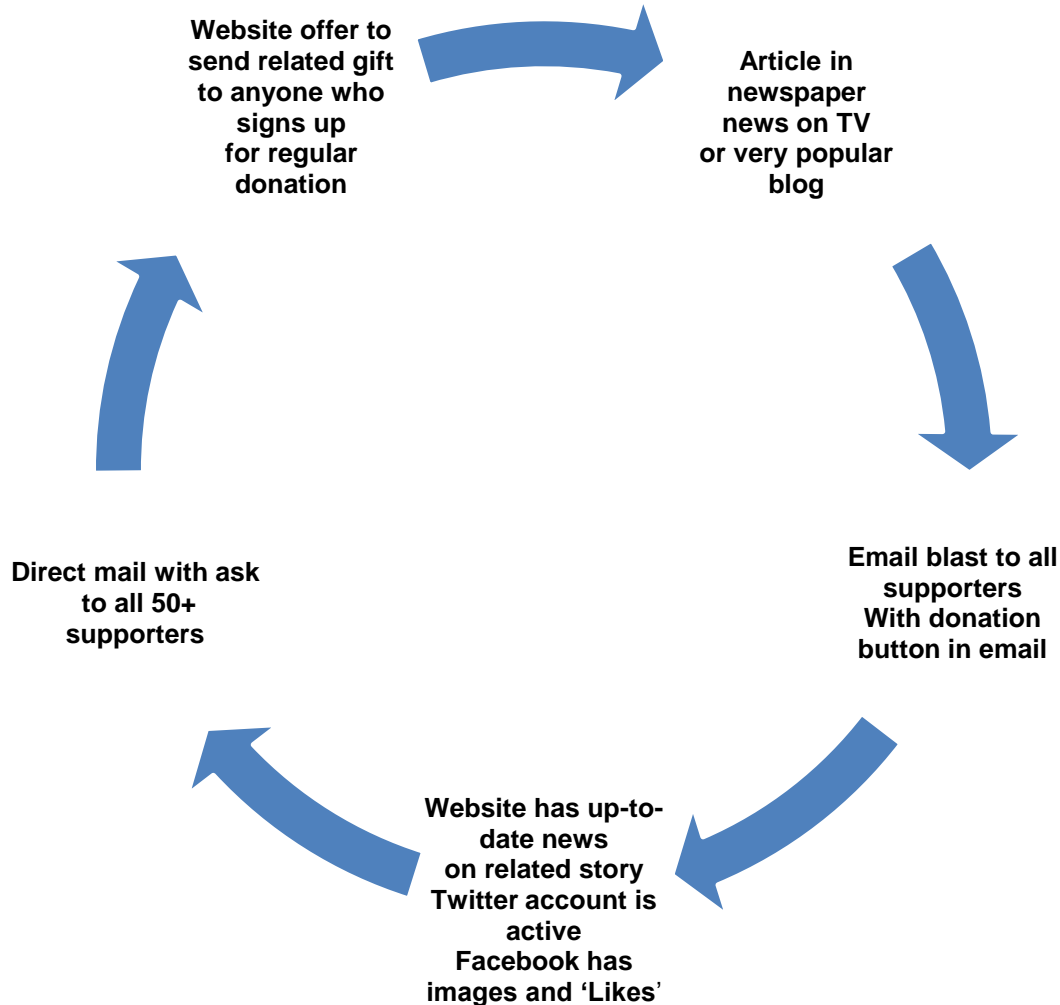
## Part 3

### Fundraising Principles

**Direct Marketing,  
Finding funding from many  
smaller donors in a  
measurable, cyclic manner**



# Direct Marketing is always a circle



A young girl with dark skin and short hair is smiling broadly, resting her chin on her hand. She is wearing a maroon sweater over a white collared shirt. In the background, other students are visible, some looking towards the camera and others looking away. The setting appears to be a classroom or a school environment.

**Website;**

**As a Call to action**

**As a Thank you**

**As a reward**

**As a report back**

**As a virtual community**

**As a recruitment tool**



**That is great!;**

- **An army of lovers**
- **Regular giving**
- **Attract major companies and foundations**
- **Lobby and advocate for you**
- **Get more members**

# What is so good?

- Costs money
- Internal changes
- Takes time to build
- Cost people
- cost time to plan and manage

Again; saying  
Thank you is  
the magic  
word!





# Fundraising from the few

## Part 4

### Fundraising Principles

# **They can be:**

- **Wealthy individuals**
- **Companies**
- **Grant making trust and foundations**
- **Large events**

Wealthy people are still people; look at donor motivation, relationship building and rewards





# Companies;

- This is a business deal
- Create a win-win
- What can you give to them?
- Mirror them
- Think of the Golden Gifts



# Grantgivers:

- Project adoption
- Seed money
- Thematic lines
- Letter of enquiry, full proposal
- Reporting



**Dream big but make it  
happen!  
Quick How-To guide for  
Major Donors.....**

A young girl with a joyful expression is leaning on a tall stack of books on a desk in a classroom. She is wearing a maroon sweater over a white collared shirt. The background shows other students and a chalkboard, all softly blurred. The overall lighting is warm and focused on the girl.

# Fundraising strategy

## Part 5

Principles of Fundraising

- **Research -> first draft**
- **Discuss with stakeholders**
- **Case for Support is the HEART**
- **Your USP**
- **A clear budget**



**Looking outwards....**

An aerial photograph showing a vast, undulating sea of white and grey clouds. The sky above is a gradient of colors, from a pale yellow near the horizon to a soft blue at the top. The clouds are illuminated from the side, creating a play of light and shadow. The overall mood is serene and contemplative.

**Looking inwards.....**

# How much?

- How much is a dream?

*(Break it down in money and steps)*





# Format Strategy plan

1. Executive summary (50 words)
2. Background (200 words)
3. Potential to raise funds (100 words)
4. Current income pattern and targets (100 words)
5. Existing fundraising analysis (200 words)
6. Outline Plan for the future (300 words)
7. Budget needed, income forecast
8. Staff, volunteers and board
9. Communication and branding
10. Risks analysis
11. Conclusion

## Look here;

Resource Alliance

Institute of Fundraising

Charity Times

Third Sector

UK Fundraising -> forum

Just giving

Slide share

**Good luck!**



**Jolan at [Jolanvh@gmail.com](mailto:Jolanvh@gmail.com)**