

FUNDRAISING FOR BUSY PEOPLE

SECURING INVESTMENT EFFICIENTLY
AND EFFECTIVELY

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SAVE YOURSELF TIME: *Answer these 10 questions first*

1. WHAT NEED DOES THE PROGRAM FILL?

- Refer to national or local policy objectives. For example:
 - ACE – Bring great art to everyone
 - Raise the quality of work for, by and with young people
 - Support music-making opportunities for children and young people, particularly for those in challenging circumstances
 - The opportunity for every child and young person to have to experience the richness of the arts.
 - Bring new cultural experiences to children or young people?

2. WHY ARE YOU THE RIGHT ORGANIZATION TO FILL IT?

- Your location
- Your experience with like projects or like audiences
- Your organization's priorities
- Your existing relationships with other organizations

3. WHAT DIFFERENCES WILL YOUR PROJECT MAKE IN THE LIVES OF YOUR TARGET AUDIENCE?

- Define your target audience
- Use local statistics to support your project (economic or academic disadvantage? Cultural isolation?)
- Make it measurable
- Be clear if it is a pilot program or continuing

4. IS THERE ANYONE ELSE DOING THE SAME WORK?

- Yes? Great – collaborate. Funders are looking for a way to maximize their investments
- Yes, but can't collaborate? Make sure you differentiate yourself based on target audience or project goals
- No? Great – you've found a unique niche that probably deserves funding.

5. IS THE PROJECT RIGHT FOR YOUR AUDIENCE?

- How have you consulted with your audience?
- Do you have a track record working with a similar audience?
- Is the venue, timing and delivery means appropriate to your audience?

6. WHAT SKILLS AND RESOURCES DO YOU NEED TO MAKE IT HAPPEN?

- Staff (both volunteer and paid)
- Equipment
- Venue
- Transportation
- Overhead (don't forget time to evaluate and report on the project)

7. WHAT IS THE TIMELINE?

- Planning time
- Time to secure funding – larger funding = longer lead time
- Time to implement project
- Time to produce report

8. WHAT ARE THE RISKS?

- What happens if all the funding doesn't materialize?
- Others?

9. HOW MUCH WILL IT COST?

- Expense and income must balance
- Use questions 6 and 7 to make sure you've included all expenses
- It's ok to project income even if you don't have a final answer on the grant
- Make sure your budget show the need for the grant you are applying for!
- Don't forget to include in-kind services or contributions as both expenses and income

10. HOW WILL YOU MEASURE SUCCESS?

- Look at question 1 – how will you know if you filled the need?
- How many of your target audience were served?
- How did they benefit (see question 3)?
- What new service/performance/outreach did your project bring and to whom?
- What would you do differently next time?
- Can the success of this project be easily replicated by you or another organizations (i.e., can it serve as a pilot program?)

SAVE YOURSELF MORE TIME: *Find The Right Funder*
EMAIL FOR LINKS TO ONLINE RESEARCH AND COPIES OF MC NOTES

THERE ARE PEOPLE OUT THERE WHO KNOW THEY WANT TO GIVE YOU MONEY

- **Foundations**
 - Who provides support in your local area?
 - Who wants to help your target audience?
 - Who supports your type of work?
- **Government programs**
 - BIG LOTTERY
 - ACE Grants for the Arts
 - Heritage Lottery Fund
 - Youth Music
- **Your current supporters**

THERE ARE PEOPLE OUT THERE WHO DON'T YET KNOW THEY WANT TO GIVE YOU MONEY

- **Local businesses**
 - This is investment, not charity - what can you offer them?
 - Exposure?
 - Goodwill?
 - An opportunity to connect with the local community?
 - In-kind contributions are often a good way to start
- **Area-wide corporations**
 - Check areas of operation - many want to invest where they have large employee populations
 - Many have foundations; check the guidelines
- **Other individuals**
 - They just haven't met you yet!
 - What is your on-line profile?
 - Consider Facebook and kickstarter
 - Use the friends you already have to spread the word

SAVE YOURSELF EVEN MORE TIME:

ASSUME THIS IS THE START OF A LONG RELATIONSHIP

- Do your research - find out who is likely to say yes
 - Read guidelines carefully
 - Call or email - A variety of foundations and government programs will take a call or answer an email to let you know if your program is likely to attract a grant
- Keep in touch even if the initial answer is no. Ask the relationship manager for feedback - it will help future applications.
- Keep in touch about your programs - things change!
- Plan ahead - fundraising is here to stay and 50% of the success is in the timing
 - Note deadlines
 - Note funding decision dates
 - Let funders know about your progress between applications