

Developing a Fundraising Strategy

Successful fundraising starts with a fundraising strategy. It should serve to identify what resources will be required in order to reach a fundraising goal and can help you to meet your other charitable aims.

The **three** main elements of a fundraising strategy, like many other strategies, are:

1. Where are we now?
2. Where do we want to get to?
3. How are we going to get there?

To begin you need to outline what your vision and mission is as a charity.
(e.g.)

Vision- To enrich the lives of all disabled people through horses

Mission- To ensure that all participants receive an excellent experience with RDA, according to their individual specific needs.

This might also include details on your core values as an RDA group.

Next, it is important to outline your **Objectives/Outcomes**. It is important to think about where you are now and where do you want to be.

(e.g.)

To run....sessions a week keeping to the high standards of RDA

To increase the quality of the service we provide to our riders

To continue to grow our network of volunteers

To help create your objectives it helps to think about how you can achieve them:

- How much money will it require?
- How are you going to fund it?
- What is the budget?
- What is the current economic situation in the wider world?
- Identify what could be the possible strengths, weaknesses, opportunities and threats.

(e.g.) We will raise £20,000 by the end of 2018 through trusts, regular giving, corporates with a budget of £500 of direct costs.

This can all be effectively incorporated into a **case for support**. A case for support is a powerful and engaging document, which argues why donors should support your work.

Once you have decided where you want to be, and what you want to achieve, then you can start to build the strategy for how to get there. It is vital therefore to spend time to **research** possible sources for funding, whether it's through approaching corporates for support, or targeting major donors.

- What trusts/corporates to you want to target
- What message are you going to send them
- What do you want them to fund

When you know which sources to approach for funding, you can then structure your fundraising. It can be a good idea to set a schedule against each source, so you know what is available to spend in each area and you can coordinate efforts.

You might choose to create a volunteer fundraising committee, employ a fundraiser or outsource to a consultant. If you are planning to fundraise in the long term, you need to begin to build your fundraising capacity as early as possible.

Other things to consider:

- Extra resources needed to fulfil your aims
- How many Volunteers?
- New training
- Creating a website, social media, online giving
- A way of monitoring progressions and measuring success of your fundraising outputs.