



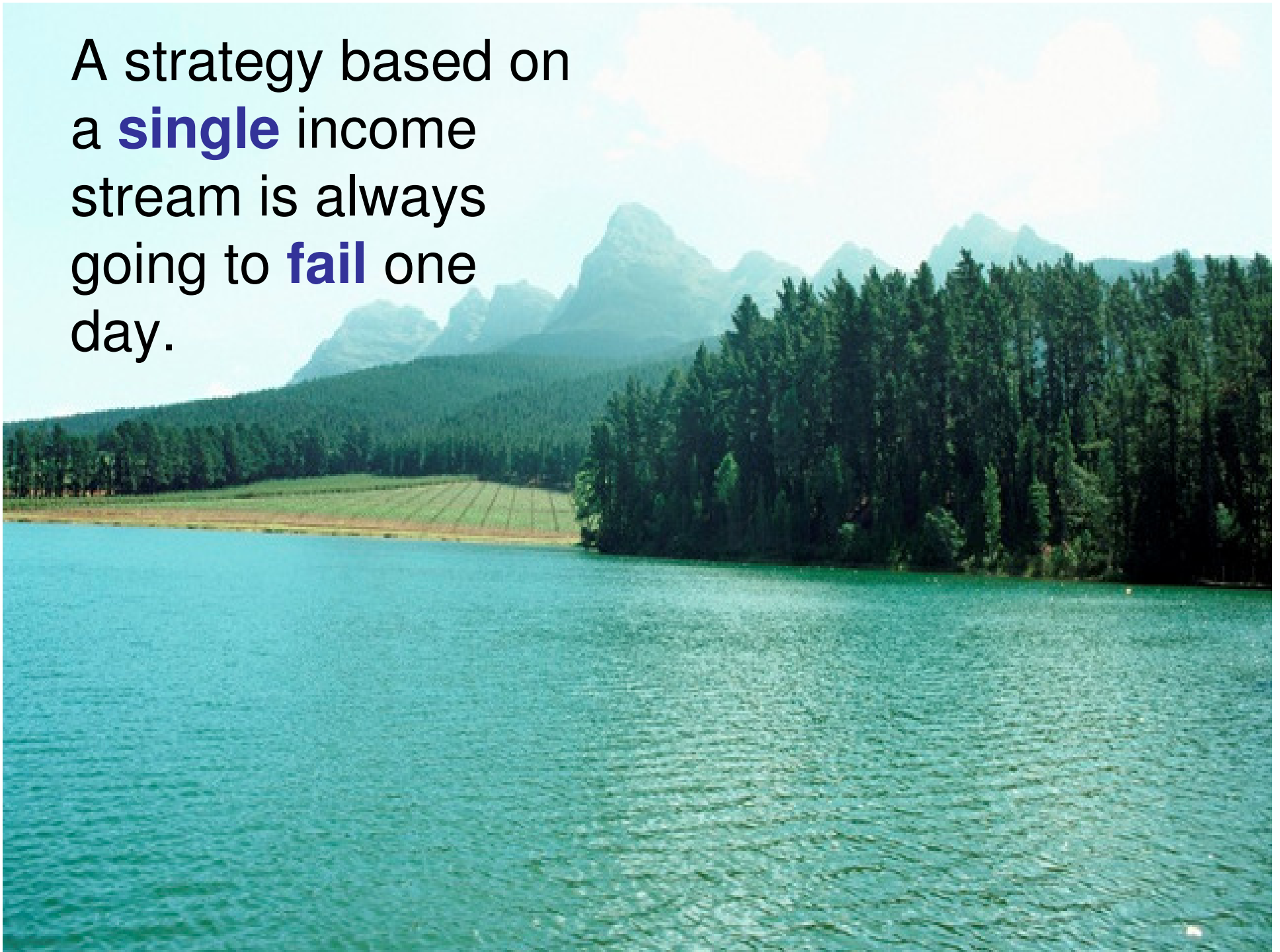
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# Surviving and Thriving in a Competitive Environment



Supporting our  
Voluntary and  
Community Sector

A strategy based on a **single** income stream is always going to **fail** one day.





# What is your strategy?

- Income analysis - where does your income come from?
- What proportion of your income comes from contracts, trading, trusts and foundations, donations?
- The Rule of Thirds. No more than a third of your income should come from one source



# Activity

Can anyone give any examples of funding sources?



# Sources of funding

- Government
- Grant-making organisations
- Companies
- Individuals
- Trading + fees
- Events
- Internet and Social Media





## How funding is divided

- General public giving and Lottery = 38%
- Statutory agencies = 36%
- Voluntary Sector grant making trusts = 8%
- Commercial sector = 6%
- Trading and investments = 12%



# Return on your investment

Did you know?

- Raising funds from trust and foundations offers a return of 1:9
- From corporate donors its a return of 1:8
- From legacies its a return of 1:36
- From individual donors its a return of 1:1.5 at worst and at best its a return of 1:2.5
- What is your fundraising strategy?



## What we know about rejection rates

- For almost all two-stage applications, there is an 80% rejection rate at first stage.
- At second stage the rejection is 50%
- In other words 90% of applications are failing!





# Manchester Community Central – Funding Portal

- Launched **today**  
[www.manchestercommunitycentral.org/funding-tendering](http://www.manchestercommunitycentral.org/funding-tendering)
- Improved funding portal (previously called GrantNet)
- Working with feedback from users and development agencies more control has been given to users of the funding portal



# Funding Portal - Key features

- Save searches or individual funders for future reference
- Register to receive updates related to saved searches or funders
- Browse for funding from Government, Lottery or trust sources
- Results are ranked by value, relevance or deadline date
- Simple search function
- Produce your own reports



## “Three Whats and a Why”

- What is the need you have identified?
- What do you intend to do about it?
- What will change as a result of what you do?
- Why are you the best organisation to do this?



# What is the Need?

- Be specific, what have you identified as the need?
- What evidence do you have to support your analysis of what the need is?
- Have you spoken with potential users of your project about the need? Have you undertaken any public consultation?
- What evidence from research / reports / statistics support your analysis of the need?



# What do you intend to do about the need?

- Be specific
- What activities will you undertake? These are the Outputs of the project (An output is the process of producing something)
- When will they happen?
- Where will they take place?
- How many people will take part?
- Who will run the activities?



# What will change for people as a result of the activities you undertake?

- Be specific
- This is a question about Outcomes
- Outcomes are the **changes** or **benefits** that happen as a **result** of your activities”
- Outcomes should be Specific, Measurable, Achievable, Realistic and Time-limited
- Even small scale projects need to have SMART outcomes



# Why are you the best organisation to deliver this project?

- What experience do you have of delivering similar projects?
- What is unique about the project, that only you can deliver?
- What is specific about your relationship to the potential users?
- What resources, skills, knowledge or experience do you bring to the project?



# What's Your Income Strategy?



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# You are competing for funds!

- In England and Wales there are 162,000 registered charities
- In England and Wales there are 647,000 charitable organisations
- The sector attracts £52 billion funding each year (£11 billion from the public, about 20%)
- How much did you get?

Source: Directory of Social Change/ NCVO/ Charities Aid Foundation



# Six fundraising techniques that WORK!

- Major donor fundraising
- Events
- Foundation applications
- Corporate donations
- Membership
- Legacies



“If no-one has heard of you,  
no-one is going to give to  
you!”





# It's not Rocket Science!

- Technology is a tool to build relationships
- Understand the technology and its limitations
- Develop a strategy
- Here is why you should.....

# Email and Social Media Increase Fundraising

Emails have a 90% open rate

1 in 4 emails turns into a donation



That makes each email worth about \$15 in donations.

(\$60 avg gift)



Twitter and Facebook posts convert 0.25% of impressions into donations.

At an average of 130 Facebook friends and 70 Twitter followers, that means each post could be worth as much as a \$10 donation.

(\$40 avg gift)



online

**Participants who use online fundraising tools raise six times more money than those who don't.**



offline only





# Why Do People Give?

- They are asked
- They believe you are stable & ethical
- They want to honor someone/thing
- They want to extend their values
- They have a high regard for the staff and the volunteer leadership



## Why do People Give? (2)

- They want to belong to something
- Guilt / Strong Arm
- To meet their corporate social responsibilities
- For recognition
- For promotional materials and proposals
- To reduce or avoid taxes





# Its not just about the money...

**more emotional**

**more rational**

## Engage me

- Entertain
- Novelty
- Enjoyable

## Help me grow

- Self-definition
- Educate
- Status

## Overcome my helplessness

- Guilt is gone
- Empowering
- Calming

## I want to help

- Do something
- Safer world
- Better world

Generic Charitable Need States. Copyright Bluefrog, 2007



# The Golden Prize

- The aim of building donor relationships is to encourage the whole world to support you, through increasing their level of contribution - up to and including a legacy
- You need a strategy for fundraising and a strategy for marketing your project



# Get inspired, get started, get fundraising!!!!

What successful fundraising campaigns spring to mind?

What have you given to?

Why?



- In 2004, 30 friends in Australia raised \$55,000 for prostate cancer research
- In 2010, 447,000 people worldwide raised \$72,000,000 (UK £19,000,000)



Race for Life has raised  
£457,000,000 since 1994



**COMMUNITY  
FOUNDATION**  
FOR GREATER MANCHESTER

**FOREVER  
MANCHESTER.**

The **Infinity Fund** is a £50 Million fundraising initiative for Greater Manchester



# Some useful websites....

The Charity Service – [www.charityservice.org.uk](http://www.charityservice.org.uk)

Text donations – [www.justgiving.com](http://www.justgiving.com)

Online social media donations – [www.givey.co.uk](http://www.givey.co.uk)

Ebay for charities – [www.missionfish.org.uk](http://www.missionfish.org.uk)

The Mobile Data Association charity giving website – [www.charitytext.org](http://www.charitytext.org)

The Mobile Data Association - useful resource, lots of good information about the mobile technology market – [www.themda.org](http://www.themda.org)

Charities Aid Foundation text donation service – [www.cafonline.org](http://www.cafonline.org)

Helping non-profits thrive – [www.nfpsynergy.net](http://www.nfpsynergy.net)

NCVO – Future financial sustainability –

[www.ncvo-vol.org.uk/search/node/diversifying%20income](http://www.ncvo-vol.org.uk/search/node/diversifying%20income)



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- John Baguley - [www.ifc.tc](http://www.ifc.tc)
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- [www.sofii.org](http://www.sofii.org)
- [www.queerideas.co.uk](http://www.queerideas.co.uk)





# What's our offer?

**“There is no wrong door!”**



# 2012

## NEW!

**Volunteer Centre Manchester**

**Manchester Community Central Website**

**Office facilities**

**State of the Sector Survey**

**CRB checking services for volunteers**

**Voluntary & Community Sector Assembly**



# 2012

## COMING SOON!

**Commissioning**

**Transforming Local Infrastructure**

**More Community Engagement**



# 2013 + beyond...

## Leadership

Macc will

- Remember the point: the people of Manchester, not just organisations with a charity number
- Take long view based on values & policy
- Work to reach groups we're not in touch with
- Be accountable to the sector through the Voluntary & Community Sector Assembly
- Challenge when we need to



For more information, contact us...

Manchester Community Central,  
FREEPOST NAT4553

Manchester M60 3BR

Telephone 0333 321 3021

**Email:** [info@mcrcommunitycentral.org](mailto:info@mcrcommunitycentral.org)

**Web:** [manchestercommunitycentral.org](http://manchestercommunitycentral.org)