



Top tips for charity fundraising

Fundraising in the current economic climate can be tough, but not impossible. With a good story, engaging events and a creative spirit, forward-looking charities still stand to do well and generate a good response.

Here are our top ten tips for effective fundraising:

1. Keep it simple

People are more likely to donate if they know exactly where their money is going. So it's a good idea to spell out what you want to achieve and provide an explanation they can visualise, e.g. 'this much money will help x many people to do y'. And make sure they know when you need their donation by.

2. Get creative

Have a good brainstorm to decide on ways to get people excited about your project. And make sure you tell a good story. Why this fundraising event in particular? What's special about it? Give it an attention-grabbing title and make sure your event stands out from the crowd. Then, bring it to life with photos, videos, or even a website.

3. Personalise your communications

Customising your messages by different audience segments – such as businesses, universities or local government – will help to ensure your communication is personal and relevant, with a better chance of succeeding. Keep your communications simple, humble and creative.

4. Know your stuff

You'll build credibility by demonstrating a thorough knowledge of the cause you support. Make sure this comes across in everything you write, whether it's through case studies, news stories or insightful blogs. People are more likely to respond when they understand what's really at stake and what your charity helps to achieve.

6. Forge partnerships

Forge partnerships with local organisations that might be willing to support you – like leisure centres or community groups – and negotiate to post flyers or leaflets in their premises. They may even be willing to offer support via social media or via an e-newsletter - it's worth asking!

7. Make the most of social media

Be proactive with social media – it's an economical, versatile way to raise awareness and get your message across. Used well, an effective Twitter or Facebook campaign can work wonders in getting people involved with your cause. Plan your social media strategy carefully, decide which channels will best suit the campaign, and go for it!

8. Call the papers

PR doesn't have to be costly. Get to know your local journalists and keep them informed about your events and activities – why not invite them along? Local papers tend to respond well to positive local stories, so you stand a good chance of inclusion if you tell your story in an interesting way.

9. Use great images

An image goes a long way, so consider getting a professional photographer along to take some creative shots. If this isn't an option, make sure you have a good quality camera and take shots that really help to tell the story of the event and your journey as a charity.

10. Stay in touch

Stay in touch with your donors and supporters in between events. Let them know what you're up to, and importantly, communicate the difference you're making – highlight your results and achievements. And remind people they can still donate at any time.