

LGBT Consortium: Organisational Health Check

Planning: Fundraising Plan



| Section | Details | Include | Optional info | Tips & Notes |
|------------------------|---|--|---|---|
| Review | A chance to reflect on how your organisation has raised funds, why it raises funds and who for | <ul style="list-style-type: none"> Beneficiaries Past funding Current funding Learning opportunities | <ul style="list-style-type: none"> Competitors for funding Legal considerations e.g. changing regulations around fundraising | Be honest, if you something isn't working then reflect, learn and move on to something else. |
| Projections of need | Your strategic plan should inform your projection of need – what are the overall plans for the charity and how much/what kind of income you need. | <ul style="list-style-type: none"> Existing work New work Beneficiaries Changing needs Increasing demands | Do you want to: <ul style="list-style-type: none"> Tick over Expand Change and adapt ... it doesn't matter which it is! | Don't forget who your Beneficiaries are and what your charitable objects are – it's easy to mission drift by applying for grants that are available but not always appropriate. |
| Strategy/Goals | Lay out a strategy e.g. focus on donations, reduce grant dependency, build corporate partnerships | <ul style="list-style-type: none"> Details of any new elements to existing strategies Innovative approaches Building reserves | Depending on who this plan is for include Evidence that backs up your strategy – why are you trying something new, or not! | Project funding is usually easier to find than core costs – don't forget to employ full cost recovery in your bids, see our simple guide |
| Source of Income | Be realistic about the time needed to achieve amounts and to break into new types of income. | <ul style="list-style-type: none"> Information about the types of income your planning on Information on why you have chosen this | Learn from Good practice from other organisations, use case studies to inform your own work, consider potential collaborations | Its good practice to have a mix of funding sources – not just grants. Spend some time thinking about other sources of income. |
| Method | Once you have decided on your strategy be clear about how you will achieve it | <ul style="list-style-type: none"> Donations Community Fundraising Grants & bids Contracts | If it's a new method of raising income – seek support from LGBT Consortium or your local LGBT infrastructure organisation | If you are churning out funding bids but none of them successful – time to look at why e.g. wrong funders, lack of evidence of need. |
| Resource/Budget | If your strategy is grant funding all the way – what do you need to achieve this e.g. fundraiser. | <ul style="list-style-type: none"> Cost of each method (e.g. staff, events) Return of each method (preferably more than cost!) | Don't over load staff with unrealistic expectations of capacity to fundraise on top of service delivery (especially if they aren't fundraisers) | Be realistic and do some research about how to execute the methods your focusing on and how they much they will cost and bring in. |
| Measures and Timelines | It's important to measure success and monitor progress and to ensure that everything is running to timeline that ensures you have no funding gaps | <ul style="list-style-type: none"> Measure effectiveness Check returns Justify investments Each methods/ideas timeline | Create a visual timeline translating deadlines into diarised actions e.g. certain trusts have regular application deadlines and events need forward planning. | Be aware of how long applications take to be considered. Don't be afraid to be innovative and take risks (although always assess them!) |