

10 TOP TIPS FOR FUND RAISING

1. In overall strategy terms, give priority to developing individual giving. Doing so will repay your investment many times over. It may be a 'long, slow burn' and can seem expensive, especially at the beginning, but no source of funding can match individual donations for predictability, security and controllability.
2. In your individual giving programme, give as much attention to getting in plenty of small donations as to the large ones.
3. In direct mail fundraising, don't waste money on fancy brochures and leaflets. Mostly they are a complete waste of money.
4. Spend as little as you can get away with on newsletters unless you have definite proof that they raise immediate money or increase the performance of direct appeals. Most research shows that relying on newsletters to raise money for you is likely to lead to disappointment.
5. Ask as often as you can justify. If the case is powerful there is no such thing as too often.
6. Once a year legacy campaigns are useless. Legacy promotion is a gradual process of education and cultivation. As a discipline, it is much more closely related to major gifts fundraising than direct mail, even if the message carrier is an envelope.
7. Don't waste money promoting legacy giving to 50 year old men with a full complement of wives and kids to support. They are the least likely to include a charity in their will. Time spent on targeting the better prospects will pay dividends.
8. Who said that the PS at the end of a direct mail letter is past its sell by date? Don't believe it. The identity of the sender is still one of the first things a reader checks - and then goes on to read that PS. Make sure the PS, therefore, re-states the essence of your appeal.
9. Don't fall for any offers of lists of major donor prospects. Likewise, don't fall for 'electronic screening' of your direct mail database in the hope it will throw up some major donor prospects. They are rarely there. Instead, accept that the hard way is the best - by asking your most influential supporters to find donors themselves.
10. Don't involve trustees in major gifts fundraising unless they are really willing to go out and do the legwork of contacting prospective donors. Reluctant fundraisers are bad fundraisers, however high and mighty they may be.