

Welcome to  
**ALLIANCE  
EMPOWERMENT  
PROGRAM**

## Fundraising for Road Safety NGOs

- Webinar 1: Building a fundraising strategy**
- Webinar 2: Networking and power mapping**
- Webinar 3: Attracting corporate funders**
- Webinar 4: Corporate/NGO Collaboration Criteria**
- Webinar 5: Logframes: what, who, and why**
- Webinar 6: Budgets: Costing your project**



Welcome to  
**ALLIANCE  
EMPOWERMENT  
PROGRAM**

**Fundraising for Road Safety NGOs**

**Webinar 1:  
Building a fundraising strategy**

2018

# Fundraising strategy

Katie Shephard

Fundraising and Development Director

Brake

# Who is Brake? Who am I?

- Established 23 years ago
- Offices in the UK and New Zealand
- Provides support services for families bereaved in road crashes
- Coordinates Road Safety Week in the UK
- I manage the corporate and community fundraising teams, and the community engagement team

# Why is fundraising vital to NGOs?

- “the act of seeking of financial support for a charity, cause, or other enterprise”
- Fundraising isn't a dirty word
- By increasing the income of the charity, you are securing the future of the charity and helping it grow.



# Why is a fundraising strategy helpful?

- To position fundraising at the heart of your charity
- To plan how you will grow income
- To reflect on your current position and explore ways to improve

# Things to consider before you start

- What time period will the strategy cover?
- Are there any other strategies in place?
- What is your charity trying to achieve for the duration of the strategy period and how much will it cost?
- What is special about your charity that will help you fundraise?
- Reflect on previous activity.
  - Consider strengths, weaknesses, opportunities and threats

# Contents of a fundraising strategy

- 1: The goal
- 2: The objectives
- 3: How the objectives will be implemented and achieved
- 4: How the performance will be monitored



# The goal

- The goal explains what you are trying to achieve as fundraiser
- Ensure that the goal is specific and quantifiable
- Ensure the goal is challenging but also realistic
- The goal should motivate people

# The objectives

- The objectives outline how you will achieve your goal
- Know the strengths and weaknesses before setting objectives
- Consider the timescale of your strategy when setting objectives
- Ensure that objectives are specific

# How the objectives will be implemented

- How you will achieve your objectives
- The practical section of the strategy
- Set clear targets and deadlines
- Have two or three tasks for each objective

# How will performance be monitored

- Monitor performance against targets and deadlines set
- Monitor performance in at least one area per task. For some tasks it might be appropriate to monitor performance in a few different areas.



# What's worked for Brake?

- Fundraising ideas in schools
- Fundraising ideas in companies
- What's worked for Brake

# Final top tips

- Talk to people in your organisation
- Look at what other organisations are doing
- Look at opportunities to grow and increase income streams
- Use simple language so everyone understands it
- Use it – it should be a living breathing document

Good luck!



**Evaluation and questions**

**go to**

**[http://roadsafetyngos.org/sh\\_webinars/webinars/](http://roadsafetyngos.org/sh_webinars/webinars/)**

2018





Proudly sponsored by **FedEx**®

# Thank you

For more information visit [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)