

Fundraising3

Trzecia Międzynarodowa Konferencja Fundraisingu w Polsce
Third International Conference of Fundraising in Poland

Alzheimer's Society | Leading the fight against dementia

Six Secrets of Successful Fundraisers

Jo Swinhoe
Director of Fundraising and Marketing

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Shhhhhhhh!!!
Six Secrets of Successful Fundraisers



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Six Secrets of Successful Fundraising

- Business – and how to do it
- People – and how you should be

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Keep it simple
(stupid!)
KISS



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Keep it simple (stupid)!

- Make it memorable – 15 seconds or less
- Ask **more** people. Ask for **more**
- Strip out the process
- Make small important changes
- Delegate power and tasks
- Keep an eye on the big picture

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Do it -
With confidence!



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Confidence!

- You're a professional
- You know why you are asking for money
- You know the difference it will make
- You can make good decisions
- Look people straight in the eye
- But do it with honesty

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Be a 'Can Do' Person



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'Can Do'

- Bringing solutions not problems
- Offer to lead
- Flexible, adaptable
- Persistence
- Be organised - make it happen

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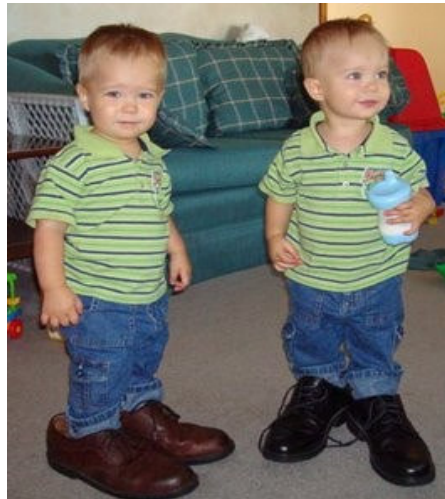
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Empathy



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Empathy

- Be a donor – what does it feel like?
- Visit your projects and meet the people and projects you help
- Understand your donors motivations
- Understand your colleagues
- But do it with respect

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Focus on the Money



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Be money focused

- Think, talk, ask about money
- Appreciate the real cost
- Know your drivers and ratios
- Be prepared to reinvest and take risks
- Remember 'fundraising is a serious business'

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Passion...



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Passion

- Speak from the heart, think from the head
- Show your excitement in the work that you raise money for
- Show your personal commitment to the vision of your cause
- Above all be yourself

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What do you think?

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And have fun!!!



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Acknowledgements

- Institute of Fundraising, UK
- The research group in the UK
 - Lindsay Boswell, Alan Clayton, Paul Farthing, Diane Flatt, Jo Swinhoe, John Trampleasure, Richard Turner
- Contributors across the world

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