

# Welcome

Our webinar will begin shortly.



# What we will cover off today

- What is your case for funding
- Corporate & Philanthropic Partnerships
- Regular Giving Campaign
- Trusts
- Community Fundraising



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# Key fundraising tips – Write these down!

1. Start with why
2. Bring your fundraisers on early
3. The smallest financial contribution can be the strategically most important
4. Trust Funders are an embodiment of your community
5. Don't leave money on the negotiating table



# What is a case for funding?

- It is the 'WHY' a funder should support you.
- It's about being clear on your values, objectives and purpose.
- It's aligning with funders that want to achieve similar goals for the community.
- It's being clear about the impact you are making in your community.



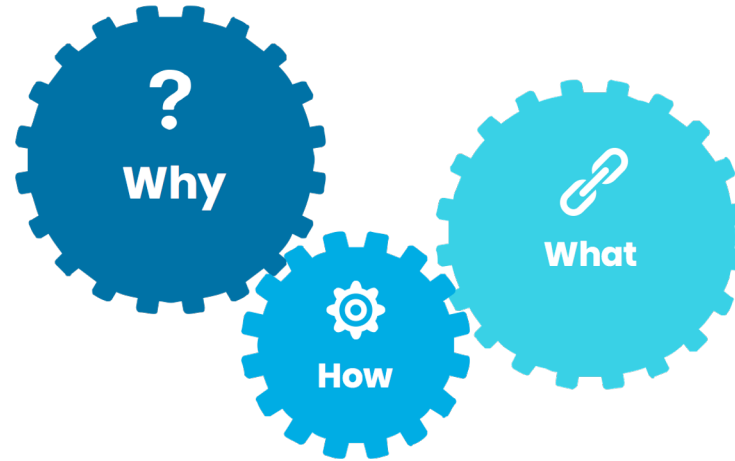
# Foundations of your organisation

## Why

What need are you addressing?

What drives you?

What are you seeking to achieve/change in your community?



## What

What important role do you play in the community?

What makes you unique?

## How

How do you ensure you are achieving your outcomes?

How do you collaborate with others to achieve better outcomes?

# Focus on the why



- Funders fund for outcomes
- The item/outputs they fund are merely the mechanism for you to achieve those outcomes
- Focus on the outcomes, not the outputs

# Corporate & Philanthropic Partnerships

- Become sponsor ready
- How to identify and partner
- Activate and retain



# Corporate & Philanthropic Partnerships

## KEY PRINCIPALS:

1. Methodical approach
2. Be clear on your 'why'
3. Alignment – their 'why'
4. What can you realistically offer
5. Always deliver



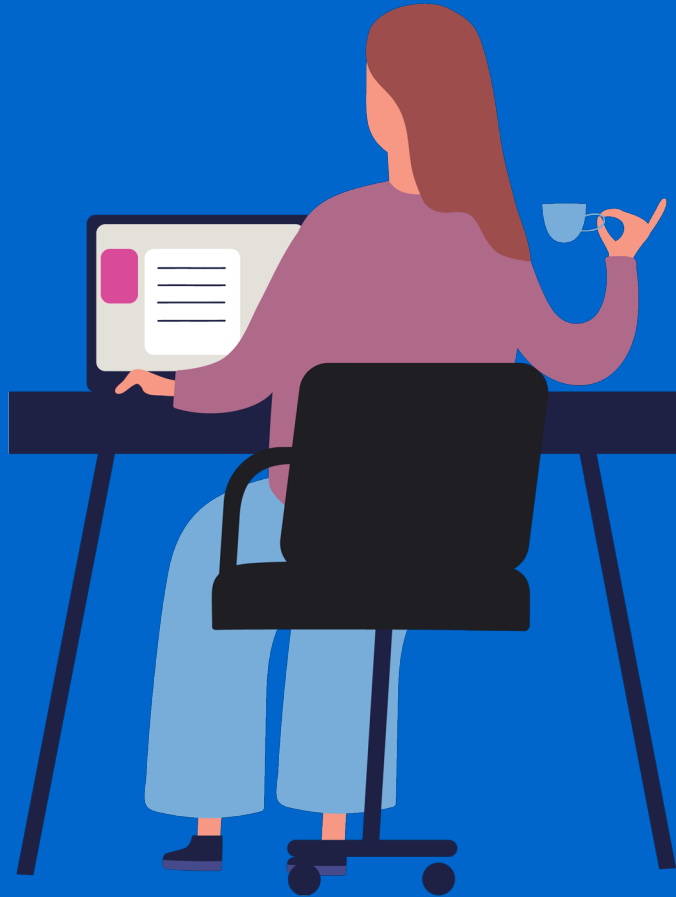


# Corporate & Philanthropic Partnerships

## FINDING THE RIGHT PARTNER:

1. Research, Research, Research!
2. Know your customer/audience (age, gender, location etc.)
3. What are your values – what are their values
4. Who are the key decision makers
5. Understand priorities – past experiences – future business plan
6. Use your networks

# Corporate & Philanthropic Partnerships



## APPROACH:

1. Warm leads
2. Face to face – build a relationship
3. Initial meeting – all about them – don't presume anything!
4. Understand priorities – past experiences – future business plan

# Corporate & Philanthropic Partnerships

## **OFFER:**

1. Tailor offering based on what you can deliver
2. Ensure base consistency
3. Cash is king but don't forget about including intangible benefits
4. Identify activation opportunities for them



# FAILURE

## Common themes of failure

- Financial transaction
- Low activation at their end
- Failing to look after relationship

**funding**<sup>HQ</sup>

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# Development of a Regular Giving Campaign

1. Right people around the board table
2. Identify potential donors
3. Importance of database
4. Know what you can offer – mutual benefit
5. Do you research – what are the triggers to give?
6. Ambassadors/influencers to help open doors





## Trust Funding: Requirements

- Clear project budgets and timelines
- Relationship management plan
- Policies and processes

North Shore Cricket Club: "Thank you for support with recent grant funding. As a way to show our thanks we named one of our junior teams after you this season."

#c4grants #sports #cricket



Check out this cool panorama of New Plymouth BMX's March meet that we funded.

#c4grants #BMX #sports



30/04/18, 10:35 AM

Hawke's Bay Rowing Club: "The club would never have been able to afford the state-of-the-art skiff had it not been for grant support. It is thanks in no small way to grants assistance that we are able to provide our members with the very best of equipment."

#c4grants #sports



## Case Study: New Zealand Community Trust



## Community fundraising and engagement: Considerations

- Start with why
- Often the smallest amount in your revenue plan but the most visible
- Crowdfunding as an extension of marketing





## Community fundraising and engagement: Requirements

- Compelling case and project brand story
- Communications and engagement strategy
- Marketing plans

## SECURING THE PARTNERSHIP

### ACTIVATION AND RETENTION

1. What does success look like for partners
2. How can you assist them with activation – they may need prompting
3. Purposeful retention
4. Role of board members

