

Focus on >

The six secrets of a successful fundraiser

Secret number
One

Paul Farthing

Focus on the money

Looking three ways

Looking upwards



Looking inside
yourself



Looking around
you

Who are you looking at...

- Your line manager
- Fundraising Director
- The Finance Director
- Chief Executive
- Trustees
- High Value supporters



How do you manage upwards?

- Talk about money
- Understand your numbers
- Never ask without the ROI
- Identify the hotspots
- Balance the equation



What does a 'boss' look for?

- Those that can step back and see the bigger picture
- Those with a commitment to their peer team
- Those who are prepared to step up
- Those who are prepared to offer up

Who are you looking at around you..?

- Your team
- Your peer group
- Other fundraising departments
- Other parts of the organisation



Looking around you

- Be prepared to ask questions about money
- Understand the cost to others
- Are you celebrating financial success?
- Are staff trained in financial management?



A 'good' organisation...

- Will talk about money a lot
- Will back risk-taking and rising stars
- Stop things even when profitable
- Invest in good people
- Understand true value
- Talk about opportunity cost

Looking inside you

- Your job is to raise money
- Are you being proactive?
- Do you know what really drives growth?
- Can you make the ask?



What can you do?

- Remember ‘fundraising is a serious business’
- Avoid getting caught up in the details
- Work with the right type of ‘good enough’!
- Understand your business better

Focus on what you really affect

- Think ratios not totals
- Talk drivers not outputs
- Think about marginal cost

Show you are money focussed

1. Be the one asking question – where is the income coming from?
2. Make sure you know your facts
3. Don't treat a budget like a blank cheque
4. Put money on the agenda
5. Talk about the true cost of things



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