



Fundraising Spend

How do I know I'm getting fundraising value for money?

This is a question that is often asked and rightly so. However there isn't a clear definitive answer and those that pluck a figure out of the air 'because it feels about right' are far too simplistic for their own good.

What is an acceptable level to spend on fundraising?

Research shows that the general public, when asked to even consider this issue, assume that the amount spent is considerably more than the average calculated across a wide range of charities.

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So what should you do?

If you are a charity be open and upfront and tell your fundraising story. Let donors understand why and how you fundraise.

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