

Innovation Zone

Nurturing innovation in fundraising

Members of the Institute of Fundraising often say that they are called by suppliers and agencies trying to sell them a new fundraising idea, but they don't have the time to investigate these propositions and they don't know whether to risk it. Great ideas are all very well, but how will they translate into the real world of fundraising?

Fundraisers are well known for taking an innovative approach to their work. Fundraising is a competitive industry and when investing in new ideas, a fundraiser needs to know that the latest thing really is going to bring in more money for their cause. Budgets for investing in a new fundraising tool are always tight and rightly so as all charities must minimise risks and invest funds wisely.

With this in mind, 2006 saw the Institute launch the Innovation Zone, a ground-breaking initiative that nurtures innovation in fundraising by providing a forum where suppliers and fundraisers can get together to assess and review fundraising products and services that are ready to launch or have just been launched.

The Innovation Zone is unique because it puts fundraisers in touch with suppliers, after a panel of experienced practitioners have scrutinised the products, and given them a star rating. Organisational members of the Institute of Fundraising can look at the pros and cons of each product and decide if it is worth pursuing by their charity.

As well as encouraging new ideas, the Innovation Zone acts as a robust sounding board for both the charities that might engage them and the suppliers who will provide them.

I do hope that as a supplier to the sector, you will support this creativity and innovation in fundraising, through participation in the Innovation Zone.

Lindsay Boswell
Chief Executive



Product / Service Reviews

Summary reports



Nominate a Product / Service

Do you want to be in the Innovation Zone?

Related Links

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- [**Contact the Policy Team**](#)