

Fundraising

Section three Are you ready to fundraise?

Any fundraising process should start from a clear idea of what resources are needed and why; that is, what the needs of the beneficiaries are and what plans there are to address them. Is your organisation planning to continue an existing service or develop a new service?

Fundraising must be linked to the development of your organisation. It must also reflect and support your organisation's aims and objectives. If not, your organisation might find itself chasing whatever money is available and will quickly lose its purpose. Although this can be tempting, especially if your organisation is experiencing financial difficulties or is just starting up, you must remember that fundraising is not about raising money just for the sake of it. It is about raising money in order to be able to put your organisation's plans into practice. At this early stage, it is important to consider the questions below:

Getting ready: 'Health check' questionnaire

1. What is the purpose of your project/organisation?
2. What makes your project/organisation different from others?
3. How do we know there is a need for the project/organisation to exist?
4. How do you plan to meet the needs?
5. How do you know other projects/organisations are not already doing this?
6. What do you need to carry out the plan?
7. What is the total budget or resources needed (approximately)?
8. How will you measure the effectiveness of the project?
9. If you have answered all of these questions, then are you ready for fundraising?

Good luck!

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