

“Why don’t we just write to the Bill & Melinda Gates Foundation?”

If only fundraising were this easy...

School Governors Conference, April 2016

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The University of Manchester

Fundraising is not easy.

It requires:

- A clear vision
- Commitment from the School's leadership
- Long term investment of time & resources
- **Preparation** – 90% of fundraising is not about asking for money!

But happily many schools already have a culture of fundraising – can you take this to the next level to suit your school?



What are you raising money for?

- Which projects will be attractive to donors?
- How does this fit with the school's strategy/vision?
- What will be the outcomes? Can you articulate this impact into a compelling 'case for support'?



Case for support: the who, why, what, when & how?

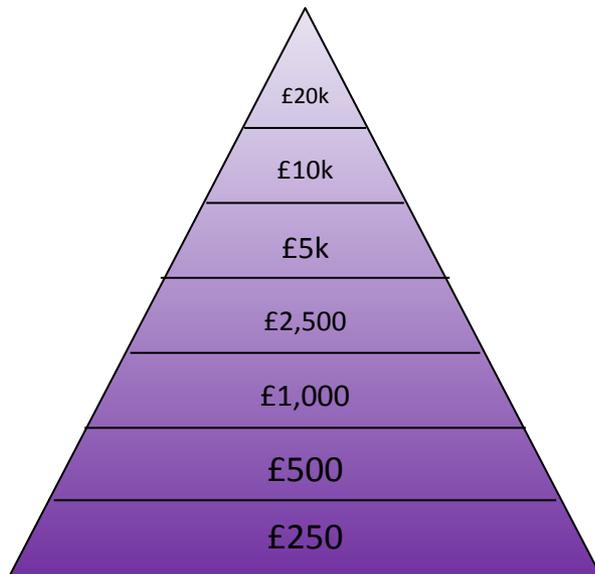
- Why is your school unique?
- What are the specific needs of the community you serve?
- What impact are you making?
- How will the funds be used – to what effect?
- It's all about people so use case studies, quotes and images
- Avoid jargon, acronyms etc.



Is your target realistic?

80% of your income will come from 20% of your donors – this could even be 90%/10% or 95%/5%

The £100k Pyramid



Could be more like 11:1...

No. of donors needed	Total	Prospects needed 4:1
1	£20k	4
2	£20k	8
4	£20k	16
6	£15k	24
12	£12k	48
15	£7,500	60
22	£5,500	88

Total: 248

The 7 stages of fundraising

1. *Identify* – who are the people most likely to support you?

2. *Research* – what are their interests and connections? Their capacity?

3. *Plan* – what is the best way to get in touch with them?

4. *Engage* – get them interested in your cause and involved in your work

5. *Ask* – not just for their money, but also for their time and their connections

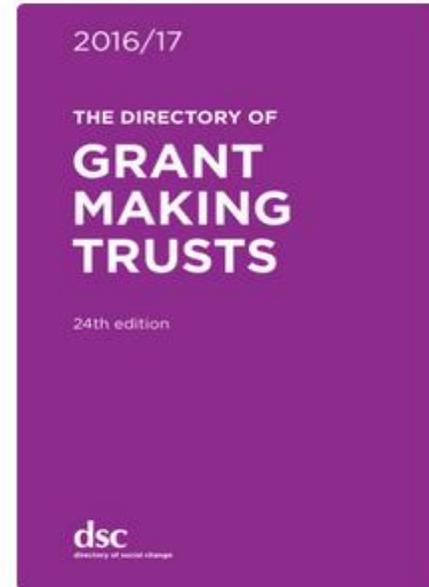
6. *Close* – confirm their response (positive and negative) and record their gift (gift agreement)

7. *Thank & Steward* – the most important stage if you wish to retain donors



Who will you ask?

- Local high net worth individuals
- Parents
- Former pupils/alumni
- Trusts and Foundations – Directory of Grant Making Trusts
- Local businesses





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Alumni

- Requires investment in database and communications
- Long term activity
- Future First

(<http://futurefirst.org.uk/>)

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We're ending the week on a high with this lovely feedback from a future travel photographer at...

“A survey commissioned for the organisation Future First found 30% of state school alumni questioned would be willing to make a donation to their former schools if asked, yet only 1% had done so. State schools should learn from the fundraising example of private schools, which educate only 7% of pupils yet raise £130m annually in private donations, says the charity.”

The Guardian, 26 June 2014

Wider benefits of engaging alumni:

- Role models
- Mentors
- Work experience



Ask with pride

Method of asking usually depends on size of ask:

- Face to face
- Telephone
- Direct mail
- Social media/e-campaigns
- Crowd-funding platforms



You're about to get a very important letter from me – your response to it could change a young person's life.

Donate now >

Approach:

- Be direct and unapologetic, but not aggressive
- Talk with passion without being over-sentimental
- Be creative
- Use your greatest assets: your children and your teachers



Quick wins:

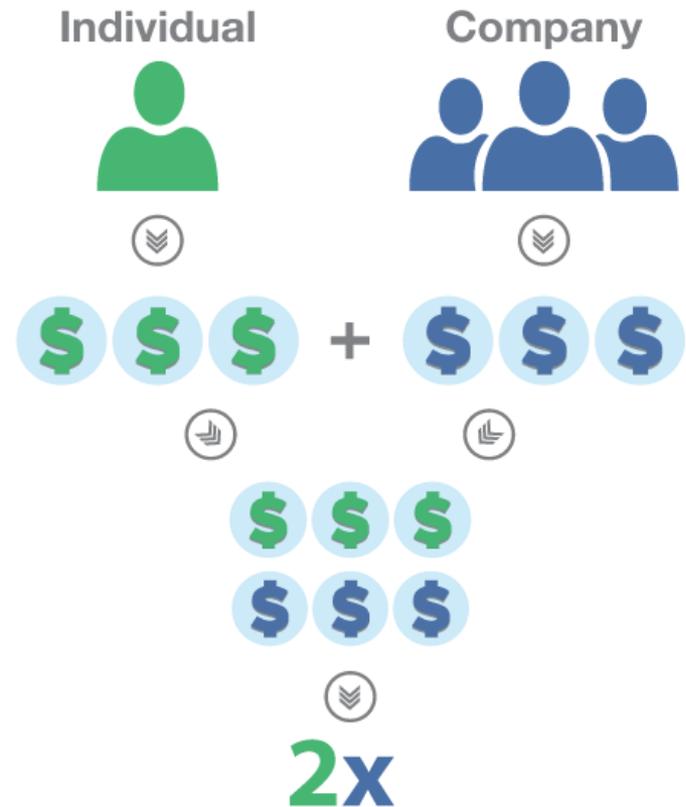
The Gift Aid Scheme – allowing charities to reclaim 25p tax for every £1 donated

- The school must be run by a charity or be associated with a charity (this could be its PTA).
- The charity must be registered with HMRC, and with the Charity Commission if its income is over £5k per annum.
- Gift Aid can be claimed on donations made after the date stated on the confirmation given by HMRC when the charity registers with them.
- Any payments linked to services do not qualify (e.g. tuition fees, school trips, extra-curricular activities, lessons or tickets for school productions.)
- Examples which do usually qualify for Gift Aid include donations for non-uniform days, sponsored events, building appeals or equipment appeals.

giftaid it

Matched gifts

- Many companies match charitable gifts made by their employees
- This can sometimes even include money raised on stalls at events
- Could you create your own 'match' as an incentive to donors?



The changing landscape of fundraising regulation

- Immediate changes to TPS
- Etherington Review and the proposed FPS
- Forthcoming changes to EU Data Protection legislation:
 - **The right to be forgotten** (erasure of records)
 - **Profiling** (drawing together information to focus fund-raising activities effectively)
 - **Consent** (a very strong move towards more explicit consent being needed from each data subject for a wide range of marketing activity, including but not limited to fundraising).



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Good luck!

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