



# Fundraising in today's climate

Information is the new currency of  
fundraising

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tangata, he tangata

**Fundraising is:**

**an art and a science**

- The science has become much more important
- People, we need to know much more about them, demographics, interests, concerns, motivations
- The better our information, the better our fundraising

- Why?
- Personalisation



- Whilst we are talking to bigger groups of people, our route to success is to talk one to one

# What are the most successful ways of communicating?

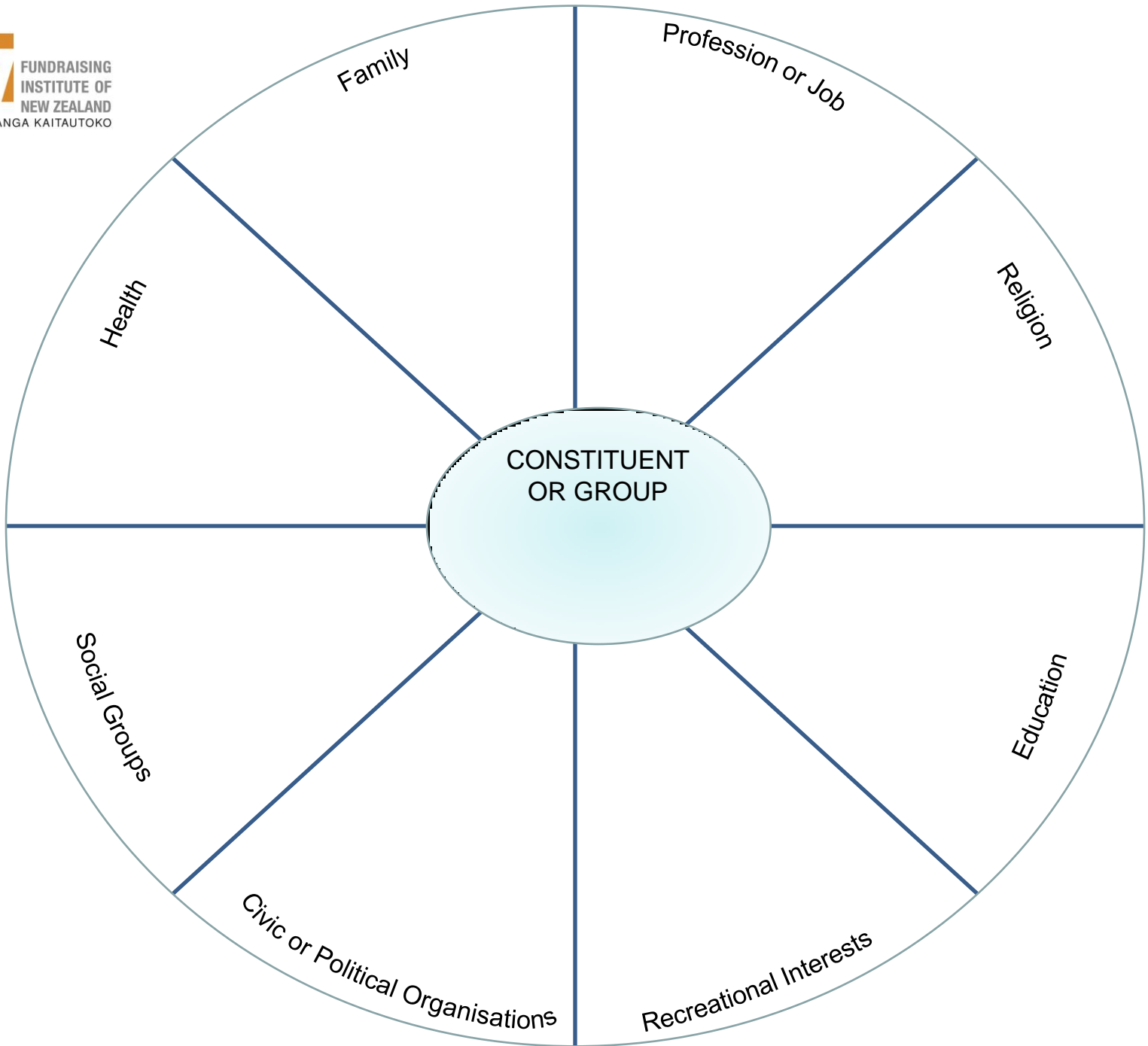
- Face to face (one on one)
- Telephone (one on one)
- Direct mail (perception of one on one)
- Mass media

# Who is succeeding?

Those who

- can harness people power
- have enthusiastic, engaging volunteers
- look for the best and the brightest
- employ a professional fundraiser
- invest in knowledge, information and build good relationships with supporters





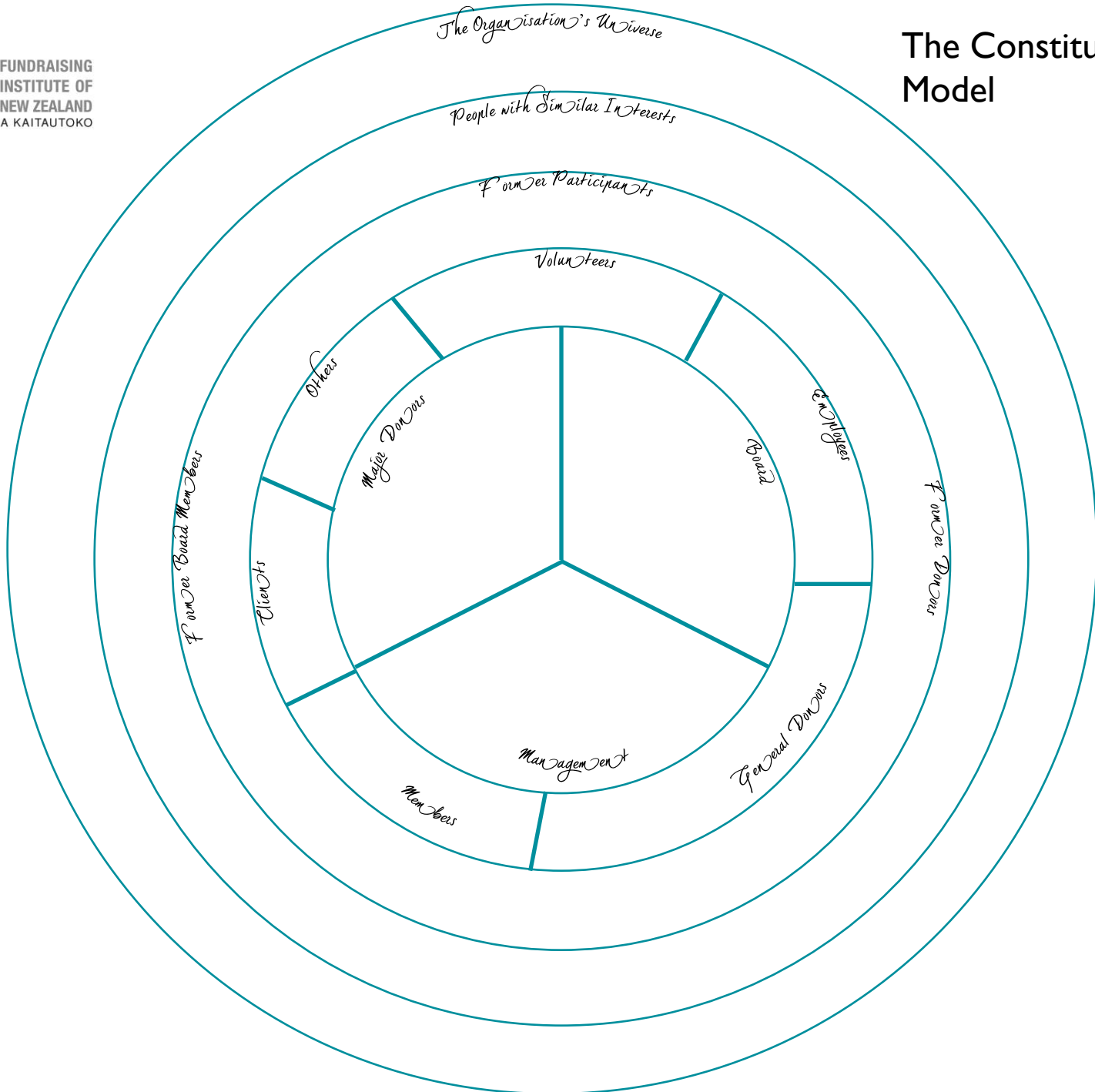
# Hints and Tips

- FIND ideas that work and are very efficient – publications and resources. Share and share alike
- USE volunteers to create value – don't disrespect their time
- FOCUS on fundraising - maximise every activity
- RELISH the ask – why deprive people of the joy of giving



- **SHARE** your enthusiasm – if you're not enthusiastic, move over and let someone else take the glory
- **ENJOY** yourselves – fundraising is actually fun and very satisfying
- **RECORD** your information, systems and processes so that it's easier for the next person to take over

# The Constituency Model



*Fundraising is about  
the right people,  
asking for the right  
things,  
from the right person  
at the right time*

