

A Philanthropy Toolkit: A Simple Guide

If your organisation has never raised money from individuals in the past, here's where to start...

1 MAKING THE CASE FOR SUPPORT

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- Think about WHY a donor should support your charity – what do you do that's vital and unique for your community?
- Write down a simple statement of why someone should support your charity and why the work that you do matters. How can you show that your work is making a difference?

2 CREATE A CULTURE OF PHILANTHROPIC SUPPORT

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- Make sure it's really clear HOW people can support your charity and communicate that on your website, in print, on social media and at your events.
- Once you have your first supporters, make sure that their support is visible (even if they prefer to stay anonymous).

3 FIND SUPPORTERS

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- If you know who your audiences are then you're half-way to finding new supporters - for example, can you filter your database so that you can identify people who have attended 3 or more times in the last year?
- Refine your list of audience members to make a list of prospective donors.

4 MAKE THE ASK

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- This can often feel like the most daunting bit!! But no-one is suggesting a small arts & culture charity goes from raising £0 from individuals to asking someone to give £10,000...
- A Friends & Patrons scheme can often be a good way to start in individual giving and if people are enthusiastic supporters of an organisation they will rarely be offended by an email saying "we're starting a Friends & Patrons scheme in order to underpin our work and give us some stability – would you consider becoming a founder member, starting at £25?"
- Different levels of giving provide an opportunity for donors to support at a level which feels right for them.

5 UNDERSTAND THE RULES

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- One of the brilliant things about individual donations is that, if you register as a charity with HMRC and ask the donor to complete a Gift Aid form, you can claim an additional 25% from the government on top of their donation, making a £100 gift worth £125.
- There are some moderately complicated rules around when a donation is a gift, but put simply, if you don't give anyone a 'benefit' which is worth something in monetary terms in return for their donation, then it's gift-aid-able.

6 LOOK AFTER YOUR DONORS

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- This one's simple – if people give you money, then thank them! Donors like to feel that their gift is appreciated, and someone's £25 donation may be the same proportion of their monthly budget as someone else's £500.
- How you thank donors is less important than the fact of thanking them – by email is a convenient and low-cost way which preserves charity funds.
- Consider other ways to stay in touch and make donors feel part of your organisation – for example sending a Christmas card or inviting them to a party before an event.