

How to write a fundraising plan

Richard Docwra





01273 964018
richard@changestar.co.uk

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Coaching for social change

We're helping a senior management team to transform their organisation so it can have greater social impact.

An agency & consultancy for social change

ChangeStar is a fundraising and social change agency helping charities and other good causes to achieve greater impact. We do this so that the causes we care about can create a more sustainable, fair and enlightened world.

We provide consultancy and creative services across a range of areas, including organisational development, fundraising, campaigning and communications.

#carousel

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GREENPEACE



Y CARE INTERNATIONAL



Aims for the day

- A process to build a fundraising plan for individuals
- Explain each step – review, objectives, strategy, forecasts
- Things to consider before writing your plan
- Explore some specific activities
- Help you think about your own plan – and discuss ideas
- ...so you can start writing your plan tomorrow!



Schedule for the day

10.00 - 11.30

Why do you need a fundraising plan?

Key things to consider before writing your plan

How to structure a fundraising plan – 4 sections

Review

Objectives

BREAK

12.00 - 13.30

Strategy. Part 1 - Supporter development

LUNCH

14.30 – 16.00

Strategy. Part 2 - Supporter recruitment

Activity plans and financial forecasts

Final questions and discussion



Discussion (5 mins)

Introduce yourself to the people on your table, including: where your organisation is at in its IG fundraising and what you are hoping to get out of the day.



What is a fundraising plan?

Your roadmap for your fundraising and communications to individual contacts on your database.



Why do you need one?

- To meet your organisation's strategic objectives
- To set clear goals and find the most effective way to achieve them
- To prioritise your fundraising activities and asks
- To help you keep focussed
- To define and monitor progress and success
- To adjust your plans
- To provide integrated communications to supporters
- To help you communicate internally

Without a plan, you will only succeed through luck.



Key things to consider before starting

- Get buy-in from senior management
- Make it integrated
- Make it supporter-focused
- Base it on the budget and capacity you have
- Make it long enough to be useful
- Decide how you will review and revise it



How to structure your fundraising plan

1. Review ('Where we are')
2. Objectives ('Where we want to get to')
3. Strategy ('How we will get there')
 - Strategic principles
 - Supporter development
 - Supporter recruitment
 - Other key communications to individuals - e.g. campaigns, events
4. Activity plans and financial forecasts



Activity plan

Activity description	Medium	YEAR 1											
		January	February	March	April	May	June	July	August	September	October	November	December
SUPPORTER DEVELOPMENT													
Development processes													
RG scheme development (by end Dec 22)													
RG welcome pack development (by end Dec 22)													
Appeals													
Cash appeals	Mail/email												
Legacy appeal	Mail/email												
DD upgrade appeal	Mail/email												
DD conversion appeal (convert to DD)	Mail/email												
Ongoing activity													
Supporter care email (quarterly)	Email												
Annual review	Email												
Ongoing DD conversion call/letter/email	Mail/email	2 days after initial transaction											
Lapsed reactivation call/letter/email	Mail/email	1 month before lapsing, in the month of lapsing and 1 month after											
SUPPORTER RECRUITMENT													
Activity													
Tier 1 recruitment - optimising existing touch points													
Tier 2 recruitment - Facebook advertising test													



How to structure your fundraising plan

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Stage 1 – Review (‘Where we are’)

- Contacts
- Strategy
- Individual giving & membership communications
- Other forms of fundraising
- Other key communications with individuals
- Internal organisation
- External environment
- Client example



Audience (1/2)

Groups identified in the client example:

- **Supporters** - Including members, donors, campaigners and volunteers.
- **Other external contacts** - Including the general public, politicians and medical practitioners.
- **Potential supporters**
 - Medical, Disability & palliative care groups/ organisations/ stakeholders
 - People who have been touched by the issue
 - People supporting the issue as a social cause



Audience (2/2)

For each audience in turn, answer the following questions:

- Who they are
- What you want them to think – about your organisation and cause
- What you want them to do
- Current level of awareness of the organisation
- What they currently think - about your organisation and cause
- Channels and media you might use to reach them (for potential supps)

Client example



Summary of stage 1 – ‘Review’

- Review your fundraising work to date, the challenges you face, the resources you have and your audiences
- Break review into sections - contacts, strategy etc.
- Break audience analysis into groups – supporters, potential supporters etc.
- Analyse each audience - who they are, what they think, media to reach them etc.



Discussion (10 mins)

In your tables, discuss how you might break your own audiences down in your IG plans. Can you break your supporters down into more than one distinct group? Can you start defining your groups of potential supporters?



Stage 2 – Objectives (‘Where we want to get to’)

3 main types of objective:

- **Organisational aims** - re-stating relevant ones
- **3-year aspirations** - broad statements you want to be making in 3 years' time (by x date)
- **1 Year** – detailed objectives (by x date)



Stage 2 – Objectives (‘Where we want to get to’)

Possible categories for 1 and 3 year objectives:

- Target audience
- Strategy
- Fundraising
- Branding and presentation
- Media
- Internal factors
- External factors



Stage 2 – Objectives (‘Where we want to get to’)

1 year objectives should be SMART:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

‘Recruit over 60 new regular givers giving monthly gifts and 130 new cash contacts by the end of 2024’

Client example



Discussion (15 mins)

Write down 3-5 SMART objectives for your individual giving programme for the next year.

Then discuss them with your table and see if you can tighten them up. Note down any other good ideas!



Session 1 – summary and questions

- What is an fundraising plan and why do you need one?
- Key things to consider before writing your plan
- How to structure a fundraising plan – 4 sections
 - Stage 1 - Review
 - Stage 2 – Objectives
 - Stage 3 – Strategy - a) Supporter development b) Supporter recruitment
 - Stage 4 - Activity plans and financial forecasts
- Review
- Objectives

Any questions?



Session 2

Strategy - Part 1 - Supporter development

What we'll cover:

- Strategic priorities - for the overall programme
- Supporter development activities
- Other communications to individuals



Strategic priorities

Broad strategies priorities you want to implement across the whole programme
- both development and recruitment.

Client example:

- Build an information management programme
- Review their branding as an organisation
- Review and update their website
- Review their membership ask
- *Increase the lifetime value of their supporter base*
- Improve their supporter care
- Get commitment to the plan from across the organisation



Discussion (5 mins)

Can you identify any strategic priorities that you want to include in your own fundraising plans?

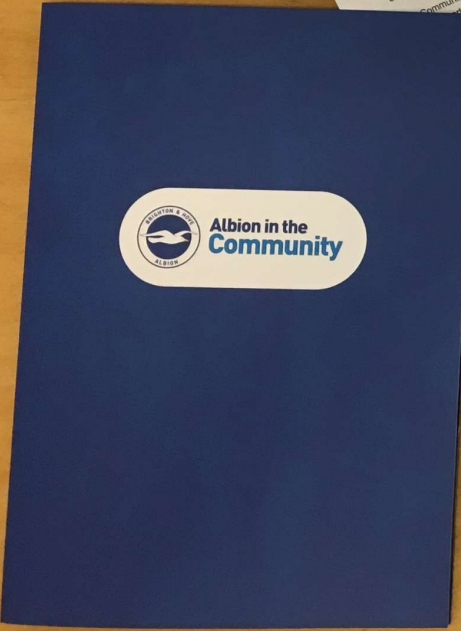



Activity planning ideas

Things to consider before you plan your supporter development activities.

- Which types of gift to prioritise
- How to present your regular giving offer






Albion in the Community
 30 November 2021
 Welcome to a special community that is making a real difference to people's lives in Brighton and beyond.
 Dear <A B Sample>
 Thank you so much for becoming a Community Champion. We are all so pleased to be able to welcome you on board as part of our life-changing team.
 My name is Matt Dorn and I am Chief Executive Officer of Albion in the Community. Take it from me, your regular support will enable ATC to do some wonderful work across our local communities, changing lives through the power of football.
 As a Community Champion, you can be proud to be playing your part in supporting the charity that Brighton & Hove supporters love. Your regular monthly gift of £25 will help fund so many inspiring projects that are changing lives across the region to lead healthy lifestyles, promoting good physical and mental health.
 You can look forward to some exclusive benefits as a Community Champion too. As you support the charity's work across the local community, we'll keep you up to speed with everything that's going on with regular emails updating you about our work.
 At the end of the season you'll also receive a special review programme, showing you everything that you have helped us to achieve, and outlining the incredible impact you've helped to make on people's lives. We'll also send you a special badge to wear with pride.
 For more information visit albioninthecommunity.org.uk
 Albion in the Community American Express Community Stadium, Wigan Way, Brighton BN1 1FL, Tel: 01273 770248. Company limited by guarantee, in England and Wales (No. 5122343). Registered charity in England and Wales (No. 1110778).

I am so pleased that you've become a community champion if you ever have any questions please feel free to call me directly.
 Manisha Simpson, fundraising manager - 01273 888055



<Address 5>
 <Postcode>
 <Member Code>

We'd love to know a little more about you

We want to make sure you get the most out of being a Community Champion with Albion in the Community (AITC). That's why we'd be really grateful if you could spare a couple of minutes to answer these quick questions.
 Your answers will help us make sure we always get in touch with you the way you want us to - and with news about the aspects of our work that matter to you most.

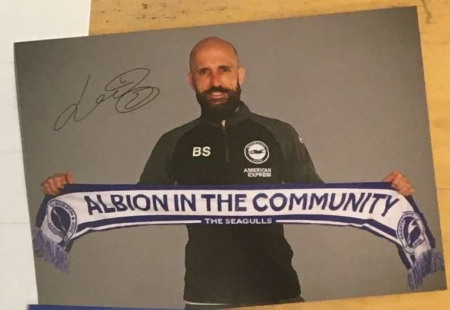
1 How would you like us to keep in touch?
 As a Community Champion, you'll help make a huge difference to your local community - and we'd love to keep you up to date with what you're helping to achieve, other ways you can help and special events we'd like to invite you to. Please tick how you would like to hear from us.
 Email - my email address is: _____
 Phone Text - my phone number is: _____

2 Which newspapers do you read, either in print or online? (Please tick all that apply)
 The Argus The Times The Mirror
 The Brighton & Hove Independent The Telegraph The Metro
 The Guardian / Observer Daily Mail Other (please specify) _____
 The Independent / i The Sun

Which website do you visit more than once per week? (Please tick all that apply)
 Brighton & Hove Albion Premier League Sky Sports
 Albion in the Community BBC News Other (please specify) _____
 iStand Chat BBC Sport

Which social media channels do you use regularly? (Please tick all that apply)
 YouTube Other (please specify) _____
 TikTok

How do you prefer to be contacted about Community Champions? (Please tick all that apply)
 Live Social media Other (please specify) _____
 Email



Spread the word

The more people who become Community Champions, the more we can all achieve together.

#

On social media

Post about us using #albioninthecommunity and encourage others to join.

✉

By email

Email your friends and family and ask them to get involved too.

💬

In person

Tell your friends about us and get them to join - you can give them the cards below.

BECOME A COMMUNITY CHAMPION




BECOME A COMMUNITY CHAMPION




BECOME A COMMUNITY CHAMPION




BECOME A COMMUNITY CHAMPION






Join the **Teacher Care Club** and you'll be looking after yourself while helping all your colleagues working in education.



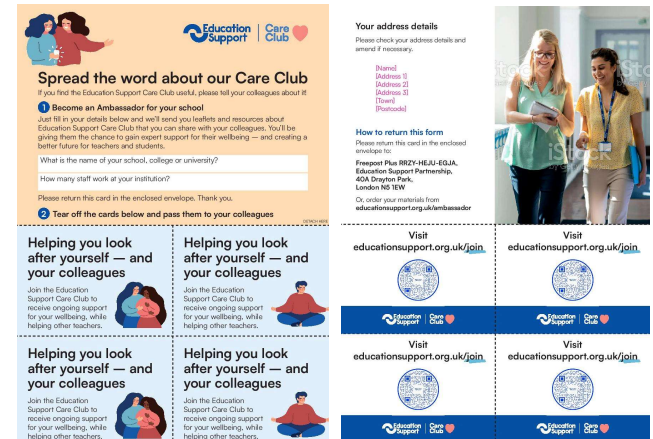
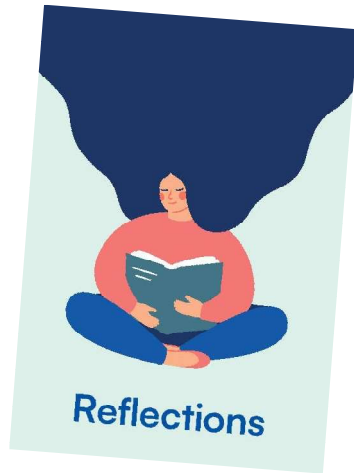
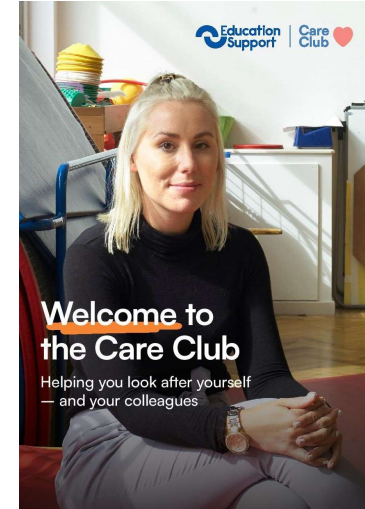
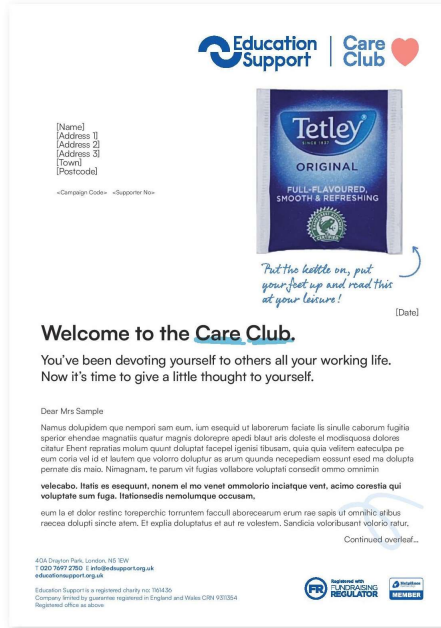
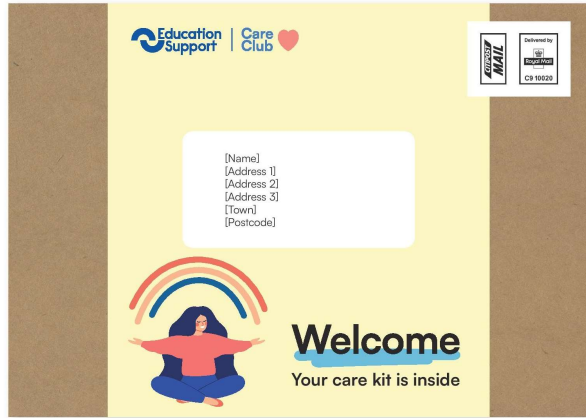
For just £5 a month you'll receive a range of support to help you thrive as a teacher and a person:

- A Teacher Care Kit, packed with essential resources, ideas and goodies to support your wellbeing
- Regular, curated advice on key topics such as stress, burnout, leadership and more
- Invitations to regular online club meetups, where you can chat, exchange ideas and support each other
- A biannual supporter magazine keeping you up to date with the work of Education Support
- A pin badge to help you show your support for teachers
- The reassurance that you're part of a supportive community of education professionals, who are committed to looking after each other
- A sense of pride in creating a better future for teachers, children and education across the UK.



*Pore in rerem aute expelis
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quat ure etus conseti.*

**Sign up now. Complete the attached form or visit
www.educationsupport.org.uk/careclub**



Activity planning ideas

Things to consider before you plan your supporter development activities.

- Which types of gift to prioritise
- How to present your regular giving offer
- Number of communications
- Timing and sequence of communications
- Themes and narrative
- Keep a supporter-led focus!



Activities

- One-off gift/cash appeals
- Ongoing cash-RG conversion
- Annual cash-RG conversion and RG upgrade
- Legacy appeals
- High value donors
- Supporter care
- Supporter journeys



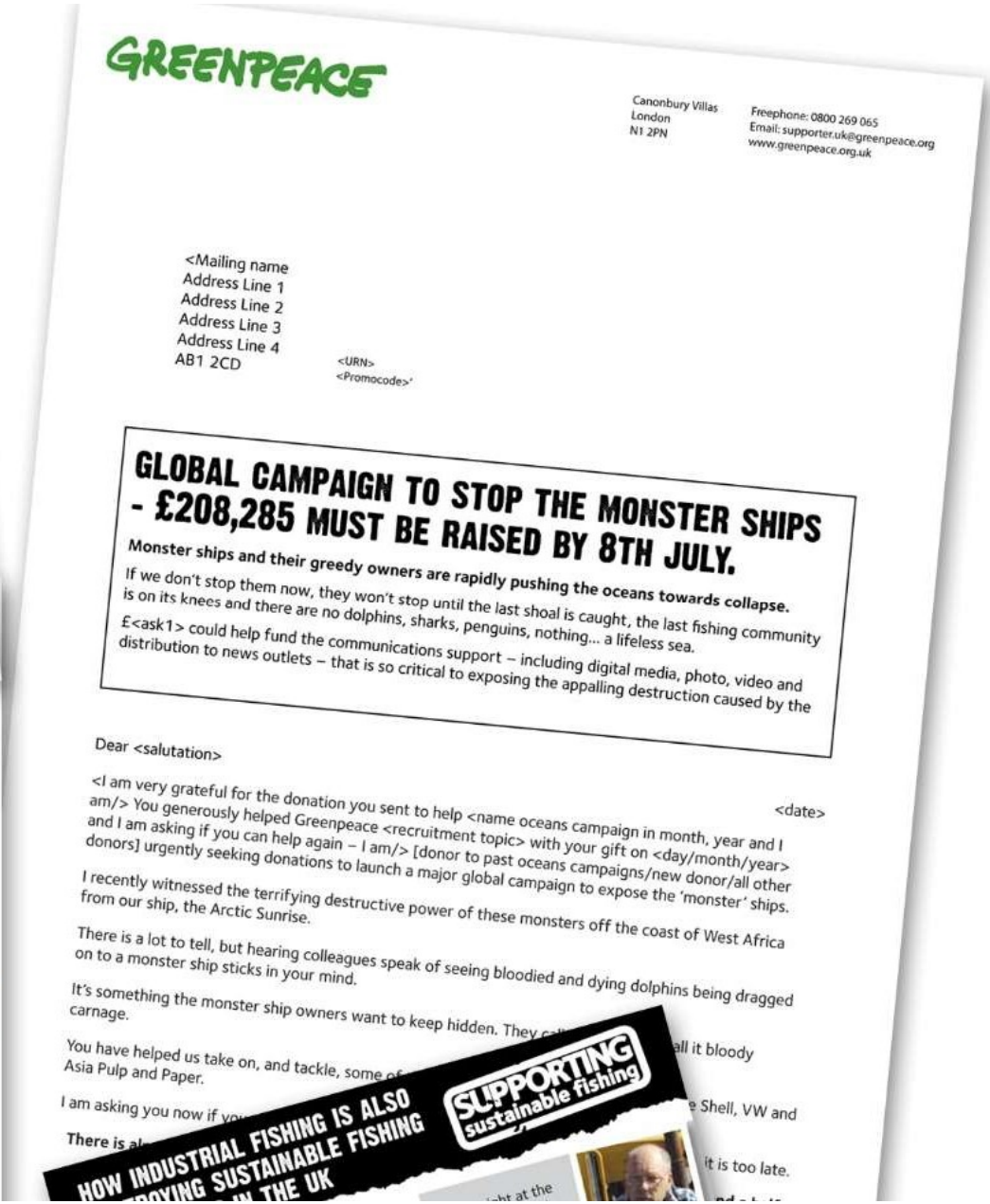


...erous monster boat, the Margiris, pulled out of Port Melbourne on Thursday on a course straight out of Australian waters.



© Greenpeace/Richard Simkins

You can see here how we can send the monster ships packing - if we can get enough people inside.



Activities

- One-off gift/cash appeals
- Ongoing cash-RG conversion
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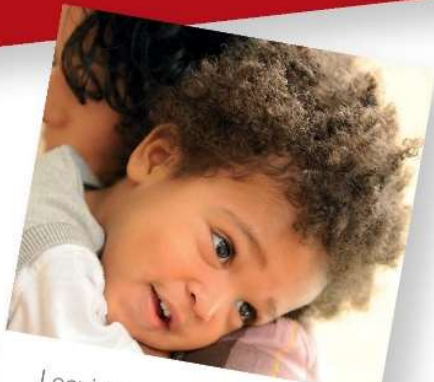
Activities

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Make a lasting difference
to vulnerable children
with a gift in your Will



coram better chances
for children
since 1739



Leaving a gift to Coram:
Your questions answered

coram better chances
for children
since 1739

275
years for children

<Name Surname
Address1
Address2
Address3
Address4
Postcode>

Dear <Personalised>

My name is Jeanne Kaniuk, and I have been involved with Coram's Adoption Services since 198 over 30 years dedicated to improving the lives of babies and children who can no longer live with parents.

<I understand that you have been a generous and passionate supporter of Coram's work, and grateful to you. Without supporters like you, many, many children would have missed out on childhood, and I really can't thank you enough.>

It's precisely because you've shown such commitment and understanding that I'm getting to ask you to do something very special. It's something that could have a huge impact on the families for many years to come.

Will you consider taking your invaluable support of Coram one step further? By agreeing your Will, you could help us reach out to even more vulnerable children in need – both

Of course, I realise it's an extremely serious matter. So let me take a moment to explain decision would be to the children we work with.

Leaving a gift in your Will to Coram is one of the best possible ways of ensuring we can vulnerable children for as long as they need us – like those helped by our adoption, as we offer adopted families is second to none, and it's the reason why we have such a children loving 'forever' homes. Making a long-term commitment to these children is ethos, but it requires your commitment to help make it happen.

The problem is that there are now over 6,000 children waiting for permanent, law called on to place more and more children each year, and we must ensure our self each and every one of them.

The reasons for the increase today are very different to those in the past – many

Coram Community Campus, 41 Brunswick Square, London WC1N 1AZ
Phone: 020 7520 0300 Fax: 020 7520 0301 chances@coram.org.uk www.coram
The Thomas Coram Foundation for Children's registered charity no. 312276 was established by Royal Charter in

We'd love to hear from you

Thank you for being part of the Coram family. We would love to know your thoughts on leaving a gift to Coram in your Will.

- Yes, I have already included Coram in my Will
I am happy to disclose the details to help Coram plan for the future:
- I have made a cash gift (a fixed amount) of £ _____
 I have left a share of my estate (a residuary gift) of _____%
- I am not able to include Coram in my Will at this time
 I have some more questions. Please telephone me.

My telephone number is _____
I am available to be contacted between _____ and _____

Please note, all information will be held in the strictest confidence and none of the decisions indicated above are legally binding.

From: (Please amend your details if they are wrong in any way)

Mr John Frumm
Fiji Street,
Portsmouth
Sussex,
SA1 2MP

**Please return in the Freepost envelope provided to:
Rachael Corns, Gifts in Wills Advisor, Coram, Freepost RTJR-TCKX-YAJE,
Coram Community Campus, 41 Brunswick Square, LONDON WC1N 1AZ.**
If you would prefer to telephone Rachael Corns directly to discuss any aspect of leaving a gift in your Will to Coram, please call 020 7520 0306.
Thank you.

Activities

- One-off gift/cash appeals
- Ongoing cash-RG conversion
- Annual cash-RG conversion and RG upgrade
- Legacy appeals
- High value donors
- Supporter care
- Supporter journeys



High value donors

A simple high value donor programme:

- Identify potential HV contacts and maximise their value
 - Adapted appeals for HV contacts
 - HV contacts audit
- Develop a HV contact hierarchy
 - £100-£9,999
 - £10,000+



Supporter care

Simple supporter care activities:

- Thanking – quickly and personally
- Newsletters - quarterly newsletter via email
- Update/thanking emails - occasional emails to update, thank and report back on impact



Supporter journeys

Basic supporter communication plan

Item

3 cash appeals

1 cash-RG conversion appeal (non-RG contacts)

1 RG upgrade appeal (RG donors)

1 legacy appeal

Quarterly email newsletter

Update/thank you emails

Delivery by

Mail/email

Mail/email

Mail/email

Mail/email

Email

Email



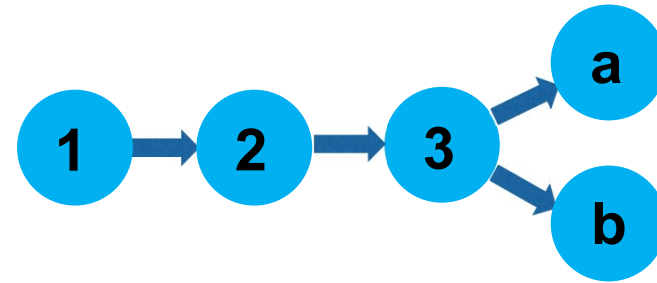
Supporter journeys

A simple set of groups could be:

- New enquirer
- New cash donor
- New high value cash donor (£100+)
- New regular giver
- New legacy pledger



Supporter journeys

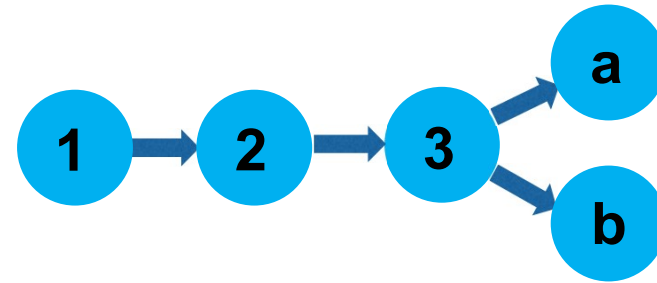


Example journey 1 (new enquirer):

1. Contact makes an enquiry – provides email details.
2. Immediate - send automatic email to thank the contact for enquiry and deal with their enquiry
3. 1 week later - send ongoing cash-RG conversion email or mailing
 - a. If the contact sets up a regular gift, move them to the 'New regular giver' supporter journey
 - b. If no response, move them to main communications programme.



Supporter journeys



Example journey 2 (new cash giver):

1. Contact makes an initial donation.
2. Within 24 hours – send them a thank you letter or email
3. 1 week later - send ongoing cash-RG conversion email or mailing
 - a. If the contact sets up a regular gift, move them to the ‘New regular giver’ supporter journey
 - b. If no response, move them to main communications programme (but no fundraising appeals for 1 month after their first gift).



Supporter journeys

Example journey 3 (new regular giver):

1. Contact sets up a regular donation
2. Within 48 hours - send a welcome pack including thank you letter
3. Contact moves on to main communications programme (but no fundraising appeals for 3 months after they join) with additional communications for regular givers:

Item	Medium
4 quarterly RG updates	Email
Annual review/update	Mail



Supporter journeys

Example journey 4 (new high value giver £100-£9,999):

1. Contact makes a donation above £100
2. Within 24 hours – CE makes a thank you call
3. 1 week later (unless the initial thank you call suggests they need or want a different arrangement) - send ongoing cash-RG conversion email or mailing (with personal message from CE)
 - a. If the contact sets up a regular gift, move them to the ‘New regular giver’ supporter journey
 - b. If no response, move them to main communications programme (but no fundraising appeals for 1 month after their first gift).



Session 2 – summary and questions

- Stage 3 – Part 1 – Supporter development
- Key principles – types of gift, RG offer, number, timing and themes of activities, donor focus
- Activities – cash appeals, conversion to RG, RG upgrades, legacies, high value, supporter care, supporter journeys

Any questions?



Discussion (20 mins)

Spend 10 minutes thinking about which supporter development activities you might put into your fundraising plans for the next year. What are your priorities? How many appeals will you send? When? Note your ideas – a rough year plan.

Then for the next 10 mins have a conversation on the table about the activities, priorities and timings you have chosen. Be aware of the differences between different organisations.



Session 3

Strategy - Part 2 - Supporter recruitment

Activity year plan

Financial forecasts

Final questions



Strategy - Part 2 - Supporter recruitment

Internal sources

Touch point review

External (paid) sources

Press ads

Door drops

Inserts

Digital

Etc!



Touch point review

- Recruiting new supporters is expensive
- So, start with people you can reach for free – and who care about your cause



Touch points



Touch point review - process

1. List your touch points
2. Prioritise your touch points
3. Evaluate current fundraising in each TP
4. Set out how to optimise fundraising from each TP



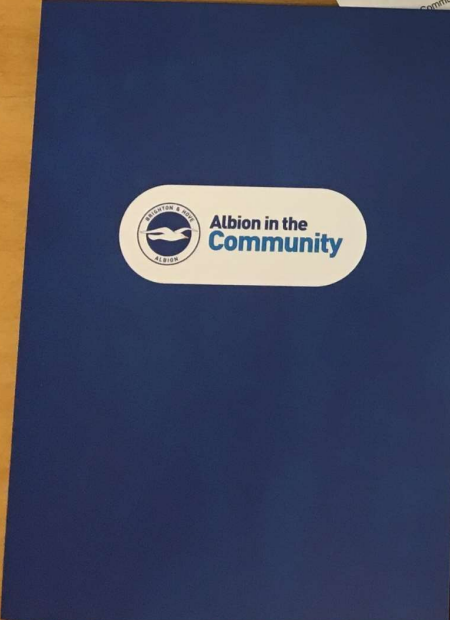
Department	# People engaged	Supporter recruitment activity
Local Services		
Branch meetings - individuals attending	342	None - branches tend to fundraise for themselves
Local group meetings - individuals attending	1,043	None - this is a relatively new area of work
Local Services meetings - individuals attending	705	None
Local Services volunteers	251	None
Campaigning	157	None
Social events	704	None
Training days	90	None
Volunteers	18	None
Other events	338	None
Outreach services		
Professional conferences - people attending	40	
Helpline enquiries responded to	13,500	Routinely prospected for membership where consent allows
Training attendees	59	
E-learning registrations	3,346	Some courses have a discount for members, One course includes a year's free membership
Website - advice and information section unique visitors	675,875	None
Viewings of e-learning videos on youtube	720,000	None
Communications		
Stand visitors at exhibitions	500	Some promotion of membership
Website - total website visits	1,300,405	Basic donation ask on home page
Social media / online communities		
Facebook followers at Year End	90,000	Paid and organic promotion of fundraising messages
Twitter followers at Year End	50,000	Organic promotion of fundraising messages
You Tube subscribers at Year End	5,430	
Instagram subscribers at Year End	1,569	Some limited sharing of fundraising stories
Linkedin followers at Year End	777	None
Campaigns & Policy		
Westminster MPs - MPs contacted at least once	650	None

Touch point review

1. List your touch points
2. Prioritise your touch points
3. Evaluate current fundraising in each TP
4. Set out how to fundraise in each TP

Use TP review to build supporter journeys





Albion in the Community

30 November 2021

Welcome to a special community that is making a real difference to people's lives in Brighton and beyond.

Dear <A B Sample>

Thank you so much for becoming a Community Champion. We are all so pleased to be able to welcome you on board as part of our life-changing team.

My name is Matt Dorn and I am Chief Executive Officer of Albion in the Community. Take it from me, your regular support will enable ATC to do some wonderful work across our local communities, changing lives through the power of football.

As a Community Champion, you can be proud to be playing your part in supporting the charity that Brighton & Hove supporters love. Your regular monthly gift of £2.50 will help fund so many inspiring projects that are changing lives across the region to lead healthy lifestyles, promoting good physical and mental health.

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albioninthecompany.org.uk

Albion in the Community American Express Community Stadium, Wigan Way, Brighton BN1 9FL, Tel: 01273 770248. Company limited by guarantee, in England and Wales (No. 5122343). Registered charity in England and Wales (No. 1110778).

FR Approved with THE FINANCIAL CONDUCT AUTHORITY REGULATORY

I am so pleased that you've become a community champion if you ever have any questions please feel free to call me directly. Many thanks, Matthew Simpson, fundraising manager - 01273 888055

<Address 5>
<Postcode>
<Member Code>

We'd love to know a little more about you

We want to make sure you get the most out of being a Community Champion with Albion in the Community (AITC). That's why we'd be really grateful if you could spare a couple of minutes to answer these quick questions.

Your answers will help us make sure we always get in touch with you the way you want us to - and with news about the aspects of our work that matter to you most.

1 How would you like us to keep in touch?

As a Community Champion, you'll help make a huge difference to your local community - and we'd love to keep you up to date with what you're helping to achieve, other ways you can help and special events we'd like to invite you to. Please tick how you would like to hear from us.

Email - my email address is: _____
 Phone Text - my phone number is: _____

2 Which newspapers do you read, either in print or online? (Please tick all that apply)

<input type="checkbox"/> The Argus	<input type="checkbox"/> The Times	<input type="checkbox"/> The Mirror
<input type="checkbox"/> The Brighton & Hove Independent	<input type="checkbox"/> The Telegraph	<input type="checkbox"/> The Metro
<input type="checkbox"/> The Guardian / Observer	<input type="checkbox"/> Daily Mail	<input type="checkbox"/> Other (please specify) _____
<input type="checkbox"/> The Independent / i	<input type="checkbox"/> The Sun	

Which website do you visit more than once per week? (Please tick all that apply)

<input type="checkbox"/> Brighton & Hove Albion	<input type="checkbox"/> Premier League	<input type="checkbox"/> Sky Sports
<input type="checkbox"/> Albion in the Community	<input type="checkbox"/> BBC News	<input type="checkbox"/> Other (please specify) _____
<input type="checkbox"/> iStand Chat	<input type="checkbox"/> BBC Sport	

Which social media channels do you use regularly? (Please tick all that apply)

<input type="checkbox"/> YouTube	<input type="checkbox"/> Other (please specify) _____
<input type="checkbox"/> TikTok	

How do you want to hear about Community Champions? (Please tick all that apply)

<input type="checkbox"/> Live	<input type="checkbox"/> Social media	<input type="checkbox"/> Other (please specify) _____
<input type="checkbox"/> Email		



AS A COMMUNITY CHAMPION YOU'RE PART OF SOMETHING VERY SPECIAL...

Albion in the Community

COMMUNITY CHAMPIONS

Spread the word

The more people who become Community Champions, the more we can all achieve together.

#

On social media

Post about us using #albioninthecompany and encourage others to join.

✉

By email

Email your friends and family and ask them to get involved too.

💬

In person

Tell your friends about us and get them to join - you can give them the cards below.

BECOME A COMMUNITY CHAMPION

BECOME A COMMUNITY CHAMPION

BECOME A COMMUNITY CHAMPION

BECOME A COMMUNITY CHAMPION

External supporter recruitment

Key principles

- Test!
- Need a plan for your testing
- Review and revise your plans following tests
- Be flexible with your budget
- Be brave in rolling out
- Be focused in your activity



External supporter recruitment

Example activities

- Press ads
- Door drops
- Inserts
- Digital
- List building



Urgent call for help to save the eastern lowland gorilla issued by Fauna & Flora International



Peta Co. No. 2677068 African Natural Heritage/Peter Howard

Without action now, this endangered gorilla could be gone forever – call 01223 431953 to help save it.

Consumed by conflict and caught in the grip of a severe conservation crisis, the eastern lowland gorilla is fighting for survival.

Fauna & Flora International (FFI) have put out an urgent call to save the remaining 2,000 or so eastern lowland gorillas. Funds are sought immediately to begin essential scientific monitoring of the remaining gorilla population now living in the Maiko and Kahuzi-Biega National Parks in the Democratic Republic of Congo (DRC).

Eastern lowland gorillas face multiple threats to their survival – all of them due to human activity.

A major expansion of agriculture, pastures and industry in DRC in recent years has put enormous strain on the gorillas' shrinking habitat.

High levels of hunting – and the continuing trade in illegal 'bush meat' – have also caused many apes to be killed. And more than a decade of savage civil war has seen thousands of gorillas slaughtered.

It is estimated that as few as 2,000 may still be alive.

But nobody knows for

sure exactly how many there are.

Now all that is about to change.

But to make this happen, FFI needs to raise £82,200. And to do that, the charity is calling on New Scientist readers to make a contribution today.

Please send a donation by 30th August 2011 – at the very latest – to ensure the safety of the remaining eastern lowland gorillas.

For more details about the eastern lowland gorilla and FFI's plan to save them, please email gorilla@fauna-flora.org or call 01223 431953.

One of the world's rarest great apes faces extinction

Population plummets from 17,000 to less than 2,000

£82,200 is sought from New Scientist readers to carry out essential scientific surveys in the Maiko and Kahuzi-Biega National Parks. These items on FFI's shopping list are essential to help save the 2,000 surviving gorillas.

- **£15,000** is needed to help buy a 4x4 vehicle so rangers can get around the National Parks quickly and safely to monitor the gorillas.
- **£2,000** is needed to pay for the training of ten rangers in up-to-date bio-monitoring techniques.
- **£600** is needed to help buy a GPS-embedded mapping device, so rangers can map the Maiko and Kahuzi-Biega National Parks.
- **£240** could equip two rangers with all the specialist equipment needed to monitor gorillas overnight.
- **£70** could provide rations of food and drink for two rangers for two whole weeks in the field.
- **£50** could help equip a gorilla monitoring team with one fully stocked medical kit.

I want to help save the remaining 2,000 eastern lowland gorillas with a donation of £ _____

Title First name Last name

Address

Postcode

Email Phone No

I enclose a cheque payable to Fauna & Flora International **OR** I wish to pay by credit/debit card

Type of card: Visa/Amex/Mastercard/Maestro/CAF

Card No: _____

Expiry Date: [][]/[][] Start Date: [][]/[][] (Maestro only) Issue No: [][]

(Last three digits next to the signature) 3 digit security code: [][] Today's date: [][]/[][]/[][]

If Fauna & Flora International succeeds in raising more than £82,200 from this appeal, funds will be used wherever they are most needed.

Please return to: FREEPOST RRHG-GBGG-CAGG, Fauna & Flora International, Eastern Lowland Gorilla Appeal, 4th Floor, Jupiter House, Station Road, Cambridge, CB1 2JD as soon as you possibly can. Go to www.FFIGorilla.org to donate online now.

Please tick if you do not want us to contact you in the future. Registered Company Number 2677068 PR-ELGNS



act
Addenbrooke's
Charitable Trust

Box 126
Addenbrooke's Hospital
Cambridge University Hospitals
Hills Road
Cambridge CB2 0QQ

T: 01223 217757
E: hello@act4addenbrookes.org.uk

September 2020

The coronavirus crisis has shaken the world. Throughout it all, staff at Addenbrooke's hospital have been doing everything they can to save lives.
You can help our incredible doctors and nurses now and in the future by making a gift of £25 to support their work.

Dear Friend,

I hope you and your loved ones have managed to stay safe during these extraordinary months.

My name is Jane Olds and I'm the Matron for the Adult Intensive Care Units (ICU) at Addenbrooke's, your local hospital in Cambridge. The coronavirus crisis had an unprecedented impact across the entire hospital, changing how all of us worked. It showed how our doctors and nurses will always go above and beyond to save lives, but also how we urgently need to be prepared for crises in the future.

To rise to the challenges, we need the help of our local community, which is why I'm asking you to support our work with a donation today. **By giving £25, you can give our staff the extra support they urgently need now to be ready for whatever the future brings.**

When the crisis hit, we suddenly had to make space for dozens of extra intensive care beds. We also had to move doctors and nurses



Help your local hospital be ready for any crisis by making a gift towards life-saving work.

Yes! I will give a gift to support Addenbrooke's and its amazing doctors and nurses

1. I would like to give:

- £25**, which could help set up new wellbeing rooms, so Addenbrooke's staff have peace and quiet when the pressures of work are too much to bear.
- £50**, which could help to upgrade ICU facilities, so there is more space to give life-saving care to critically ill patients.
- £100**, which could help our world-leading scientists to keep researching coronavirus tests and treatments that could save millions of lives.
- My choice of £ _____

2. My contact details

Full name: _____
Address: _____
Postcode: _____
If you would like us to stay in touch by email, please write your email address here: _____

3. My payment details

Please make cheques payable to **ACT** or please debit my credit /debit card:

Visa Mastercard Maestro Debit Card CAF Card
Unfortunately we do not accept American Express

Card No. _____ (Maestro only)

3 digit Security No. _____ Issue No. (Maestro only) _____ Expiry Date _____

You can also donate online at
www.act4addenbrookes.org.uk/join

Please turn over to make your gift worth even more with Gift Aid ►



Thank you Addenbrooke's heroes

Please use this space to send a message to the doctors and nurses at Addenbrooke's and return this card with your donation form.

act
Addenbrooke's
Charitable Trust

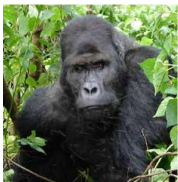


act
Addenbrooke's
Charitable Trust

The staff at your local hospital are giving everything to save lives.

Will you give a gift today to support them in their amazing work?

Your gift is urgently needed to help save the majestic eastern lowland gorilla from extinction



- £40.10 could pay for rations for a gorilla survey team
- £129.36 could pay for fuel to run the team's vehicle for a month
- £194.04 could pay for a tent to shelter the monitoring team from harsh weather conditions
- £258.72 could pay for a GPS unit and batteries, to help the teams locate gorilla families in the dense rainforest
- £679.15 could pay for a satellite phone, to help the teams report and respond to emergencies

Any gift, large or small, will be an enormous help to us.

Please send your donation by 26th October so that we can start protecting an area where the gorillas are currently at great risk.

Alison Mollon
Eastern Lowland Gorilla Appeal
c/o FREEPOST RRHG-GBGC-GAGG
Fauna & Flora International
4th Floor, Jupiter House
Station Road
Cambridge
CB1 2JD



Gorillas like Chimanku need your urgent help today

Chimanku is a silverback – the dominant adult male in a family group that lives in the Kahuzi-Biega National Park. There are 17 gorillas in Chimanku's family including 5 females and 11 infants.

However, outside of the national parks gorillas do not have the same security. Land conversion for agriculture and mining is leading to fewer safe habitats for gorillas.

Now, FFI aims to link up and consolidate a number of community nature reserves to form a corridor between the two national parks, protecting other gorilla families like Chimanku's in their ideal habitat of pristine forest.

Working with local people and involving them in income generation activities will give them a stake in helping to save these

gorillas – an approach that is helping to save the mountain gorilla. It will be a major step towards saving these endangered animals from extinction.

But we need your help to pay for it. Will you help us raise the £130,489.56 needed to fund this and all our crucial work?



Your gift could help protect eastern lowland gorillas like this infant

Show your support today by helping FFI save the Endangered eastern lowland gorilla. Thank you.

THE WORLD'S LARGEST GORILLA

- The eastern lowland gorilla is also known as Grauer's gorilla. It is the least studied of all African apes.
- 16 years ago, the population stood at 17,000. Years of conflict and crisis have slashed that number to around 2,000.
- Most of these remaining gorillas live in the Maiko and Kahuzi-Biega National Parks in the DRC.
- But the gorilla's habitat is under threat from deforestation and their lives are at risk from hunters.
- Now FFI plans to change that by establishing a protected area through community nature reserves, protecting the gorillas in the area between the two parks.
- To get that work started, FFI is asking kind readers of the New Scientist to help raise £130,489.56.



By working closely with local people we can help safeguard the areas needed to protect the last surviving eastern lowland gorillas in the area between Maiko and Kahuzi-Biega National Parks in the eastern DRC.

Urgent call for help to save the eastern lowland gorilla issued by Fauna & Flora International



Without action now, this Endangered gorilla could be gone forever – call 01223 431951 to help save it.

One of the world's rarest apes faces extinction

Population plummets from 17,000 to less than 2,000

£130,489.56 is sought by 26th October to urgently protect a series of community nature reserves that will safeguard the gorillas in unprotected areas - where they are at risk of losing their habitat and being killed by hunters.

These are a few of the items urgently needed to ensure the protection of the community nature reserves that are critical to the survival of the eastern lowland gorilla:

- £40.10 could pay for rations for a gorilla survey team
- £258.72 could pay for a GPS unit and batteries, to help the teams locate gorilla families in the dense rainforest
- £679.15 could pay for a satellite phone, to help the teams report and respond to emergencies

Any donations, large or small, will be received with thanks.

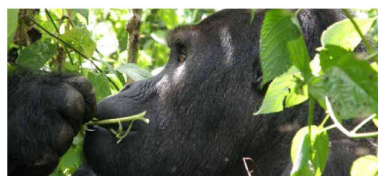


"The Maiko and Kahuzi-Biega National Parks in the DRC are home to some of the most endangered species in Africa, including the eastern lowland gorilla. However, as human populations in the region expand so too does the risk from habitat loss. A participatory form of conservation is giving these communities a means to exist and is helping the eastern lowland gorilla and other wildlife. Time is short and I urge supporters of FFI to quickly back this vital work that is crucial to the survival of the eastern lowland gorilla."

Sir David Attenborough OBE FRS,
Fauna & Flora International vice president



Innovative conservation since 1903



The population of the world's largest gorilla has dropped from 17,000 to 2,000

Consumed by conflict and caught in the grip of a severe conservation crisis, the eastern lowland gorilla – the world's largest gorilla – is fighting for survival.

Fauna & Flora International (FFI) has put out an urgent call to the global community to save the remaining 2,000 or so eastern lowland gorillas.

Funds are sought immediately to help protect the borders of community nature reserves that are essential to the survival of the remaining gorillas between the Maiko and Kahuzi-Biega National Parks in the Democratic Republic of Congo (DRC).

It is a crucial step towards protecting these elusive and endangered apes from complete extinction.

The eastern lowland gorilla faces multiple threats to its survival – all of them due to human activity.

A major expansion of agriculture and pastures in the DRC in recent years has put enormous strain on the gorilla's shrinking habitat.

High levels of hunting and the continuing consumption of illegal 'bush meat' have also caused many apes to be killed.

What's more, continuous conflict has made it incredibly challenging to enforce wildlife protection.

As a result, numbers of eastern lowland gorillas have plummeted in the last decade. It is estimated that as few as 2,000 may still be alive.

For the species to remain genetically viable, it is crucial that the gorilla families can interbreed and are not separated by deforestation and agriculture expansion in an unprotected area.

That is why FFI wants to protect existing gorilla families in a vulnerable area between the Maiko and Kahuzi-Biega National Parks. These families are vital to saving the remaining eastern lowland gorillas from extinction.

But to make this happen, FFI needs to raise £130,489.56 to protect 10,847.67 km² of forest, where the gorillas are at risk.

And to do that, we are calling on New Scientist readers to make a contribution today.

The eastern lowland gorilla is on the very edge of survival. Together we can save it. Please send a donation by 26th October – at the latest.

An urgent message from FFI Africa Manager, Alison Mollon

Dear New Scientist reader,

The current situation for the eastern lowland gorilla could not be more serious. While the world looks the other way, these shy and majestic creatures have been pushed to the very brink of extinction.

Rapidly expanding agriculture and pastureland in the DRC have been eating away at the gorilla's habitat. Industry, too, has taken its toll, with natural habitats squeezed by extensive mining for gold and coltan – a mineral used in making mobile phones.

Gorillas have also fallen prey to high levels of hunting and the civil war that raged for over 10 years.

Just 15 years ago there were around 17,000 eastern lowland gorillas in the wild. Today, scientists believe that only 2,000 may still remain alive.

We don't know for sure exactly how many there are, but we are working to find out. The critical problems in the DRC mean the population has gone almost completely unmonitored since 1996. Now, with your help, we need to change that.

Since the elections in the DRC in 2006, and the increased stability that came with them, it has become possible to send field teams into previously inaccessible regions of the DRC. As a result, conservation teams are now ready to consolidate community reserves by ensuring they are fully protected. This gives the remaining gorilla population the best possible chance of survival.

These community reserves are absolutely vital to the future of the remaining eastern lowland gorillas.

Ensuring the protection of the reserves will have a lasting impact on the gorilla and its habitat. This will help preserve pristine forests and ensure the gorilla population remains genetically viable for the future.

Training local people to monitor populations will give them a direct link to the gorillas, and ensure they continue to act as their guardians in the future.

I'm absolutely convinced that, through this work, we can save the eastern lowland gorilla, and guarantee its survival for future generations. But we need your help to do it.

Will you send a gift today? Together, we can create a safe and secure future for the eastern lowland gorilla – but only if we act now. Please do everything you can.

Yours sincerely,

Alison Mollon
Regional Manager for Africa

P.S. We must raise £130,489.56 before 26th October to help us finalise plans for this important work. Until we know what we have we cannot go ahead. Meanwhile gorillas are dying. Please send your gift with the utmost speed.

Please help save the remaining 2,000 eastern lowland gorillas by sending your gift before 26th October

I want to help save the remaining 2,000 eastern lowland gorillas with a donation of £

Title First name Last name
Address Postcode
Tel no Email

I enclose a cheque payable to Fauna & Flora International OR
 I wish to pay by credit/debit card

Type of card: Visa Amex Mastercard Maestro CAF

Card No: _____

Start Date: ____/____/____ Expiry Date: ____/____/____

Issue Number (Maestro only): _____

3 digit security code (Last three digits next to the signature): _____

Show your support today by helping FFI save the Endangered eastern lowland gorilla. Thank you.

Please tick here to Gift Aid your donation!

For every £1 you give to FFI, we get an extra 25p from the Inland Revenue at no extra cost to you.

I would like FFI to send all donations I have made in the previous four years, and all donations I make from the date of this declaration until I notify you otherwise, as Gift Aid donations.

I am not a UK taxpayer.

(To qualify for Gift Aid, what you pay in income tax or capital gains tax must be at least equal to the amount we will claim in the tax year.)

Please detach, moisten, fold, seal and return to: Alison Mollon, Eastern Lowland Gorilla Appeal, c/o FREEPOST RRHG-GBGC-GAGG, Fauna & Flora International, 4th Floor, Jupiter House, Station Road, Cambridge, CB1 2JD, UK

or go to www.ffi.org.uk to donate online now.

If Fauna & Flora International succeeds in raising more than £130,489.56 from this appeal, funds will be used wherever they are most needed.

FFI will keep in touch with you by sending you updates about the work you are supporting. If you do not want to receive any information please select the box

Registered Charity No. 1011102. Registered Company No. 2677068.
IN-ED15NS





Irish Heart Foundation

May 28 at 6:02pm · 🌐

Many women still think of heart disease and stroke as a male illness.

But the statistics couldn't be clearer...

Almost one third of women in Ireland will die from this disease. In fact, it's the leading cause of death among women in Ireland.... [See More](#)



Unlike · Comment · Share

👍 You and 184 others like this.

List building

- Use polls, surveys, pledges, incentives.
- Buy or rent data from third party lists and surveys



Stage 3 – Part 2 – Supporter recruitment

Summary and questions

- Internal recruitment – touch point review
- External recruitment
 - Key principles – test, do a test plan, regular review of strategy, be brave and focussed in rolling out
 - Activities – press ads, door drops, inserts, digital, list building – and more

Any questions?



Discussion (15 mins)

Spend 5 minutes listing the most important touch points in your organisation. Then, each share one with your colleagues on your table, and discuss people's ideas on how you could optimise it for fundraising.



Stage 4 - Activity plans & financial forecasts

- Activity year plan
- Financial forecasts
- Final questions



Activity plans

Activity description	Medium	YEAR 1											
		January	February	March	April	May	June	July	August	September	October	November	December
SUPPORTER DEVELOPMENT													
Development processes													
RG scheme development (by end Dec 22)													
RG welcome pack development (by end Dec 22)													
Appeals													
Cash appeals	Mail/email												
Legacy appeal	Mail/email												
DD upgrade appeal	Mail/email												
DD conversion appeal (convert to DD)	Mail/email												
Ongoing activity													
Supporter care email (quarterly)	Email												
Annual review	Email												
Ongoing DD conversion call/letter/email	Mail/email	2 days after initial transaction											
Lapsed reactivation call/letter/email	Mail/email	1 month before lapsing, in the month of lapsing and 1 month after											
SUPPORTER RECRUITMENT													
Activity													
Tier 1 recruitment - optimising existing touch points													
Tier 2 recruitment - Facebook advertising test													



Financial forecasts

Some things to note:

- Split between development and recruitment
- Notes responses, costs, projected income of all activities
- 3 years – to show building investment and income
- Shows ongoing building of RG income (enter this manually)
- Can produce scenarios with different spends
- This is a rough template – treat it with caution!
- You'll need to add your own content and figures



Financial forecasts

<Organisation name>

Illustrative individual giving activity budgets and forecasts £25K spend - YEAR 1 - draft 1

<date>

1. Supporter development communications

Description	Medium	Quantity	Unit Cost	Total Costs	CASH Responses				DIRECT DEBIT Responses				Totals				ROI 4 Year	
					Resps	RR%	Av Don	1 Year Income	Resps	RR%	Av Annual Don	1 Year Income	Total Income 1 Year	Total Income 4 Year	Net Income 1 Year	Net Income 4 Year		ROI 1 Year
Cash appeals x3	Mail/email	4,500	£ 1.10	£ 4,950	270	6.00%	£ 35.00	£ 9,450	0	0.00%	£ -	£ -	£ 9,450	£ 9,450	4,500.00	4,500.00	1.91	1.91
Rolling Cash-DD conversion appeals to new cash donors	Email	50	£ -	£ -	1	2.00%	£ 20.00	£ 20	2	3.00%	£ 60.00	£ 90	£ 110	£ 380	110.00	380.00	#DIV/0!	#DIV/0!
Rolling Cash-DD conversion appeals to new enquirers (not cash donors)	Email	100	£ -	£ -	1	1.00%	£ 20.00	£ 20	1	1.00%	£ 60.00	£ 60	£ 80	£ 260	80.00	260.00	#DIV/0!	#DIV/0!
Annual Cash-DD conversion appeal	Mail/email	1,000	£ 1.10	£ 1,100	20	2.00%	£ 20.00	£ 400	40	4.00%	£ 62.00	£ 2,480	£ 2,880	£ 10,320	1,780.00	9,220.00	2.62	9.38
Upgrade appeal	Mail/email	500	£ 1.10	£ 550	10	2.00%	£ 20.00	£ 200	30	6.00%	£ 24.00	£ 720	£ 920	£ 3,080	370.00	2,530.00	1.67	5.60
Legacy appeal	Mail/email	1,500	£ 1.40	£ 2,100	144	1.00%	£ 50.00	£ 7,185	0	0.00%	£ -	£ -	£ 7,185	£ 7,185	- 11,310.70	- 11,310.70	0.39	0.39
Supporter care email - quarterly	Email	9,600	£ -	£ -	48	0.50%	£ 30.00	£ 1,440	0	0.00%	£ -	£ -	£ 1,440	£ 1,440	1,440.00	1,440.00	#DIV/0!	#DIV/0!
New members welcome pack - external costs				£ 2,000														
New members welcome pack - ongoing print & mailing costs	Mail	103	£ 2.00	£ 205														
Total				£ 10,905	494			£ 18,715	73			£ 3,350	£ 22,065	£ 32,115	£ 11,160.00	£ 21,210.00	2.02	2.94

2. Supporter recruitment communications

Description	Medium	Quantity	Unit Cost	Total Costs	CASH Responses				DIRECT DEBIT Responses				Totals				ROI 4 Year	
					Resps	RR%	Av Don	1 Year Income	Resps	RR%	Av Annual Don	1 Year Income	Total Income 1 Year	Total Income 4 Year	Net Income 1 Year	Net Income 4 Year		ROI 1 Year
Tier 1 recruitment - existing touch points																		
Optimising existing touch points - inc website and social media contacts		0	£ -	£ 1,000	30		£ 33.00	£ 990	40	0.00%	£ 60.00	£ 2,400	£ 3,390	£ 10,590	2,390.00	9,590.00	3.39	10.59
Tier 2 recruitment																		
Testing Facebook ads		0	£ -	£ 1,500	20		£ 25.00	£ 500	20	0.00%	£ 60.00	£ 1,200	£ 1,700	£ 5,300	200.00	3,800.00	1.13	3.53
Press ad - test new creative #1 (x4 publications)		400,000		£ 10,000	80	0.02%	£ 33.00	£ 2,640	0	0.00%	£ 40.00	£ -	£ 2,640	£ 2,640	- 7,360.00	- 7,360.00	0.26	0.26
Total				£ 12,500	130			£ 4,130	60			£ 3,600	£ 7,730	£ 18,530	-£ 4,770.00	£ 6,030.00	0.62	1.48
Grand Total for the year's activity				£ 23,405				£ 22,845				£ 6,950	£ 29,795	£ 50,645	£ 6,390	£ 27,240	1.27	2.16

Ongoing DD income from new regular givers recruited, converted or upgraded (nothing extra in year 1)

Total RG income this year from regular givers recruited, converted or upgraded as part of the new programme

£ -
£ 6,950



Activity plans and financial forecasts

Summary and questions

- Activity plans – useful way to summarise activities and timings
- Financial forecasts – help you work out how to spend your budget and estimate possible responses and income

Any questions?



Final summary

1. Review ('Where we are')
2. Objectives ('Where we want to get to')
3. Strategy ('How we'll get there')
 - Strategic principles
 - Supporter development
 - Supporter recruitment
 - Other key communications to individuals
4. Activity plans and financial forecasts



Final questions

Any final questions?

Anything we've not discussed that you'd like covered?

Any issues with your own planning?



Thank you!

rdocwra@hotmail.com

changestar.co.uk

richarddocwra.com

