

<p>Consider these points when developing a fundraising strategy or plan. Remember that fundraising is about the effective communication of a good beneficial idea to a person or an organisation who has the funds to make it happen</p>	
If you do not have in-house expertise take advice on your fundraising activities; the Directory of Social Change provides useful information on fundraising and funders	<input type="checkbox"/>
Develop a mission, vision and overall aim for the project / fundraising project	<input type="checkbox"/>
Set SMART Objectives (for more information go to HVM resources: SMART Objectives)	<input type="checkbox"/>
Carry out an analysis of your organisation's strengths and weakness as well as the opportunities and threats it faces (SWOT) to check against your fundraising ambitions	<input type="checkbox"/>
Undertake research to understand funders' requirements	<input type="checkbox"/>
Target applications effectively matching your needs with their expectations	<input type="checkbox"/>
Think of the funding mix ensuring that you are not relying on one single type of funding (individual donations) or one kind of funder (a charitable trust); a mixed system will help to provide a back-up if one source of funding dries up	<input type="checkbox"/>
Apply for Full Project Funding where relevant overheads and other costs can be supported through the same grant	<input type="checkbox"/>
Prioritise fundraising activities: what needs to happen in the next six months; the next year; the next five years?	<input type="checkbox"/>
Gather support for fundraising from the Board of Trustees; Friends of the organisation; local people with influence and maintain these key relationships for the long-term	<input type="checkbox"/>
Highlight the benefits to the funder in working with your organisation	<input type="checkbox"/>
Develop a monitoring and evaluating system to check regularly whether your plans are on track and to feed into next year's planning cycle	<input type="checkbox"/>
Have a contingency plan if your first approaches are unsuccessful (a 1 in 6 to 1 in 10 success rate is perfectly normal)	<input type="checkbox"/>
Remember that some investment of your own resources will be necessary to be successful whether in terms of a fundraising budget or staff time	<input type="checkbox"/>
Say THANK YOU to those who have supported your organisation and maintain good lines of communication for the long-term as they may support again	<input type="checkbox"/>