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Fundraising in our Schools – The Landscape

£1.8bn pa collectively generated by schools in England through income generation activities.

It's believed 66% of primary schools actively raise funds.

PTA's raise on average £9,000 each year
26% raise more than £10,000.

Sources: Parentkind

Fundraising in our Schools – The Landscape

Only 2% of school leaders feel they have the resources needed to raise extra funds

Only 6% of SBMs have a fundraising strategy in place

Grant Funding remains the traditional solution for schools

It is unpredictable and an unreliable source of regular funding.

A sustainable approach is needed.

Sources: Pebble, ISBL

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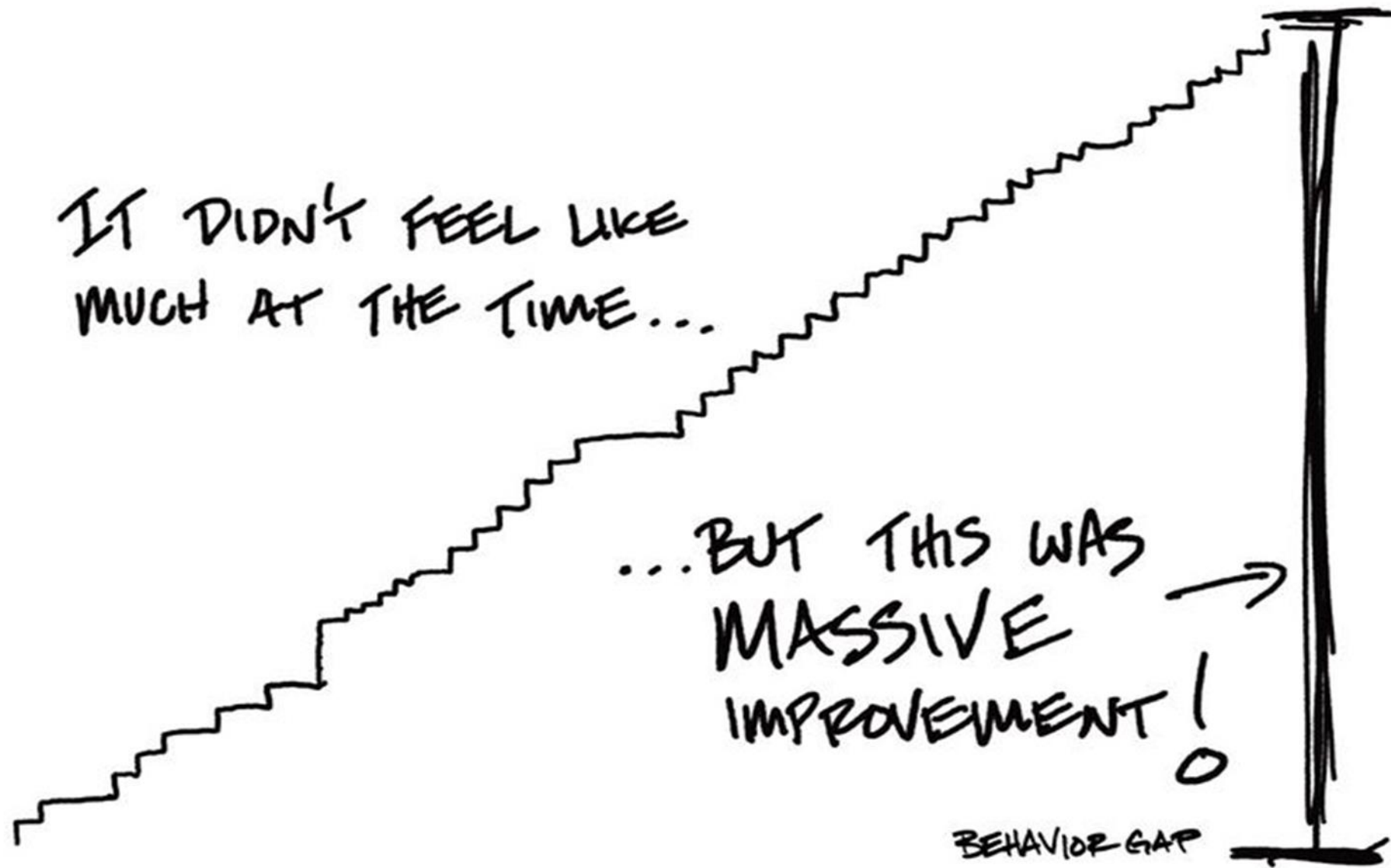CONSULTANCY & TRAINING

60%
Regularly donate to charitable causes

3%
Regularly give to schools

Why the disparity?

- Identify need
- Quantify impact
- Prioritise actions
- Enable support

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ONE PERSON WITH
A BELIEF IS EQUAL
TO NINETY-NINE
WHO HAVE ONLY
INTERESTS.

John Stuart Mill
www.quote-coyote.com

Your best ambassadors and advocates are your students and staff

Engage, inspire and motivate them first

Donor Motivation –
why would they give?

Extrinsic Factors – money, status

Intrinsic Factors – enjoyment, growth, curiosity, fun

Our perception over what's important changes over time

Emotive

- Because of nostalgia
- A need for recognition
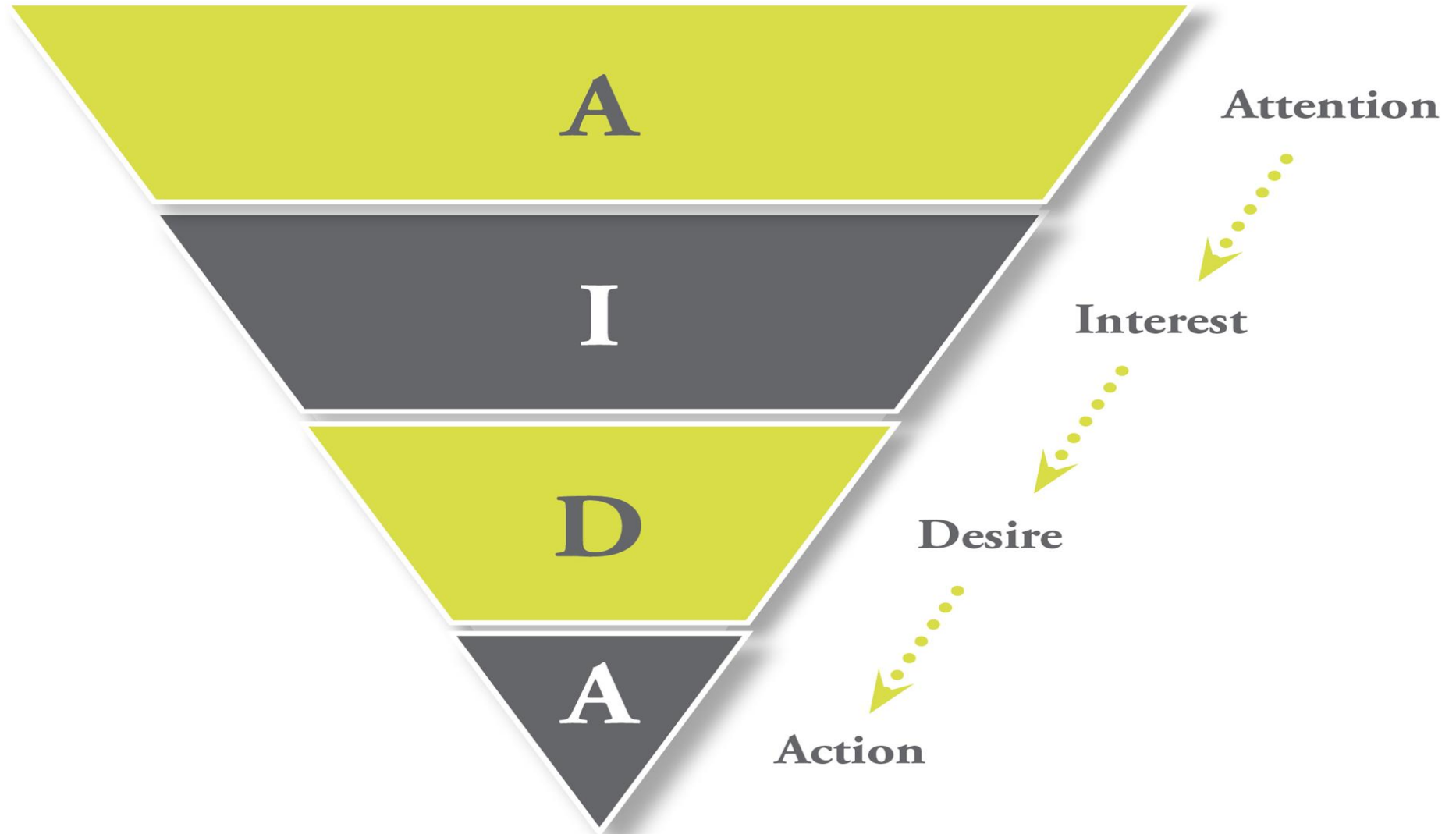- A sense of duty
- Genuine altriusm

Rational

- In a habit of giving = parental donations
- Community connection = engagement
- Want to make a difference
- Belief in the cause
- Tax benefits – CSR

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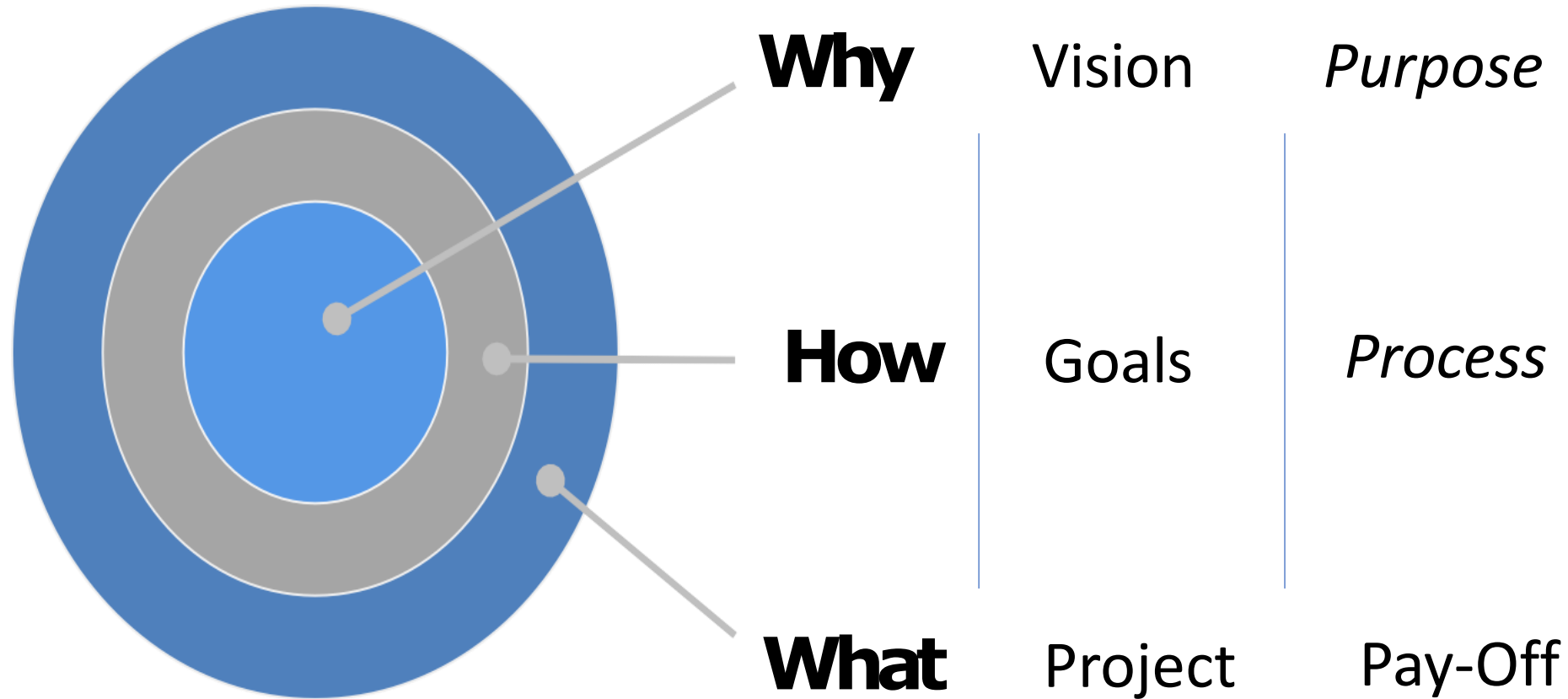CONSULTANCY & TRAINING

The AIDA Model

These represent the stages someone would go through before supporting your school or donating to a campaign.

There's a synergy between successful marketing and successful fundraising!

A — Attention

I — Interest

D — Desire

A — Action

Inspiring Action

Why	Vision	*Purpose*
How	Goals	*Process*
What	Project	Pay-Off

Simon Sinek – Start With Why (Ted Talk)

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Developing the Process

✓ **Digitise Your Fundraising**:

- Your website is the primary comms platform
- Introduce "Our Projects" or "Support Us" tab
- Facilitate on-line donations and gift aid forms
- Downloadable "key facts" about each project
- Demonstrate the impact each donation can have – however small

✓ **Communicate - Exploit Video and Social Media**:

- Post updates, keep supporters involved and informed
- Consider short campaign videos, led by the pupils where possible
- Perhaps sketch out a storyboard for your campaign?
- Introduce a "Fundraising Newsletter" – introduce, inform, celebrate and persuade

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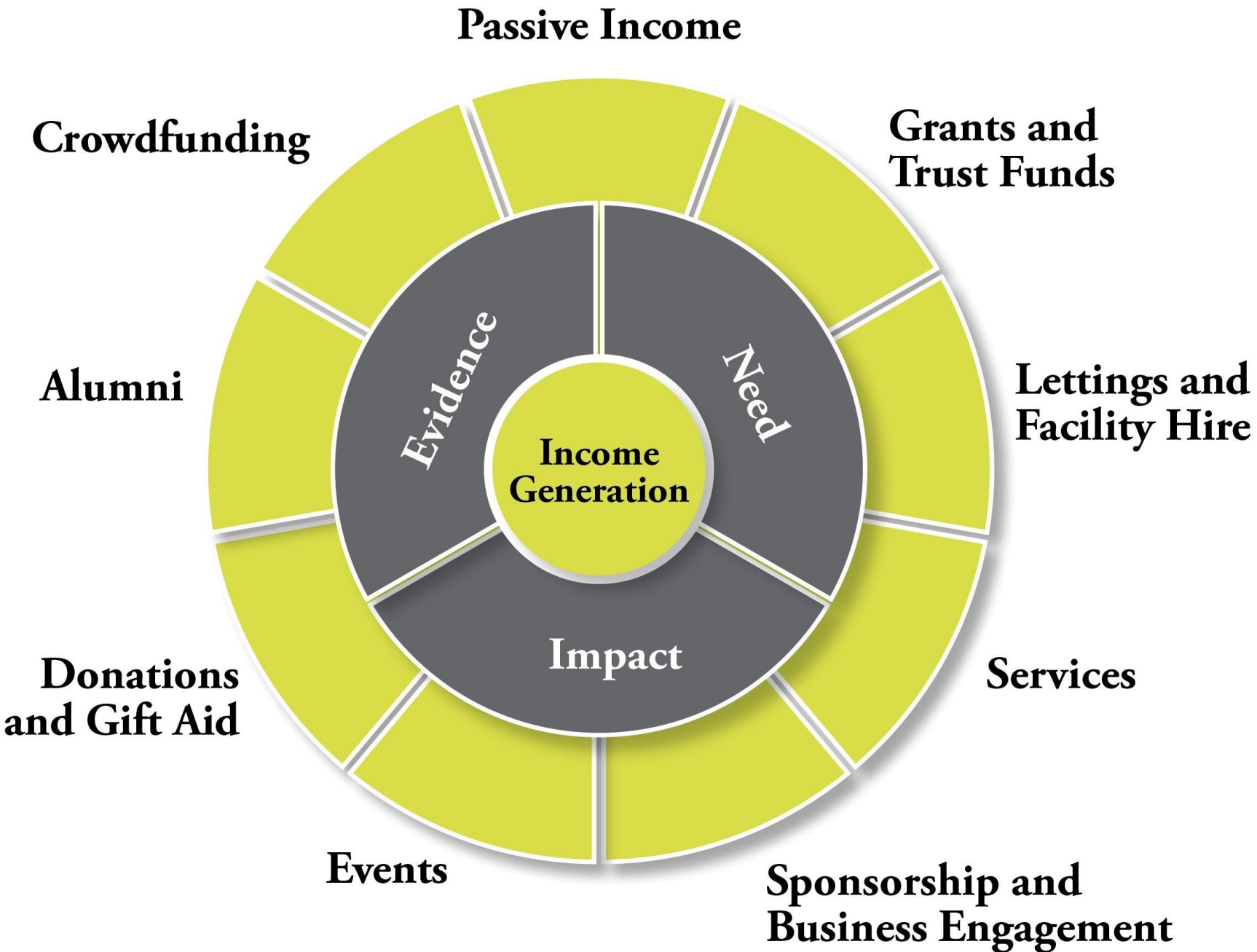# Getting the basics right

A Fundraising Plan – it's worth the effort

- ✓ Integrate PDP/SIP
- ✓ Understand the process – SWOT analysis/PESTLE
- ✓ Prioritise need and impact
- ✓ Identify quick wins – "effort vs reward"

Fundraising is a good habit!

- ✓ A team sport – parents and pupils are great ambassadors
- ✓ Leadership – HT/Governors involvement correlates directly with income raised
- ✓ "Culture eats strategy for breakfast" Organisational culture is key.

Consider all fundraising avenues – "*Wheel of Fortune*"

- ✓ Select the best approach
- ✓ Some are slower burn/long term routes to funding

Passive Income

Crowdfunding

Grants and
Trust Funds

Alumni

Evidence

Need

Income
Generation

Lettings and
Facility Hire

Impact

Donations
and Gift Aid

Services

Events

Sponsorship and
Business Engagement

The 'Wheel of Fortune'

Which of these could you exploit more?

How do we prioritise our projects?

Campaign Management

The essentials:

- Consider breaking larger projects into phases or stages
- Be realistic with your target – not too ambitious!
- Keep your campaign snappy and visual
- Promote it! – links to website, social media and newsletter
- Keep pushing. Campaigns eb and flow over time
- Community engagement = positive reputation/profile of school

But there are some risks:

- Donor fatigue
- Lack of engagement or traction
- Drop off in momentum
- Reputation risk – could a failure of the campaign be perceived negatively?

Campaign Management

Writing an effective Donations or Campaign Page

Use of language – transform/flourish/fresh/thrive/empowering

Structure – Catchy title (competition for the children?)

- What
- Why
- How
- When
- Impact / proof of need

Visual impact – photos and video ?

Storytelling
The key to everything

"every successful fundraiser is a great storyteller"

A *Case for Support.*
This should enable you to answer the key questions any donor or grant funder will ask:

What you're planning to do
Why you're doing it
How you're going to make it happen
Impact on users/beneficiaries
Evidence this is needed

A Sprinkle of Stardust

- Show, don't tell – experiences?
- Case studies – demonstrate impact
- Write from the heart – we're in an emotive industry
- Use video to bring campaigns to life

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Sponsor a Square

Presdales School Netball Court
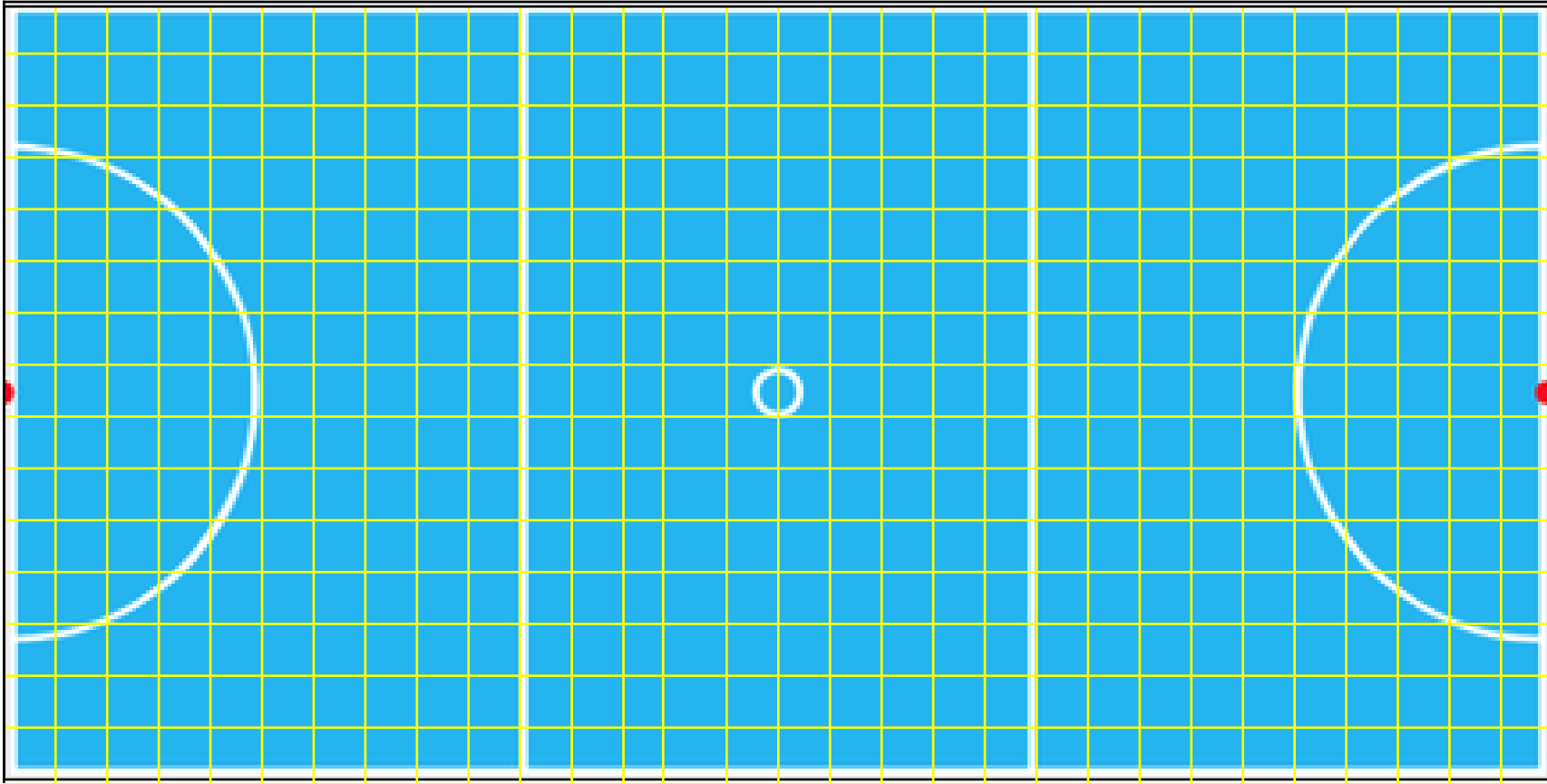
374 x Bronze – General Square £10
74 x Silver – Square, majority within a D £25
2 x Gold – Centre Circle Squares £100

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Garstang Community Academy, Lancashire

Virtual ownership

Grants and Trust Funds

c.£1.5 billion available each year for schools to bid for.

Around 5,*000* grant funders in the UK, thousands of grants and trusts available on a national, regional and local scale.

Many are heavily oversubscribed.

The Garfield Weston Anniversary Fund received applications from 2,300 schools and charities, totaling £200 million.

They funded **150 schools** with their **£11 million**.

But….

Data from Big Lottery showed that a significant proportion of applications to their Reaching Communities Fund were **ineligible**!

Grants and Trust Funds

Ineligible?!

Many Lottery Awards for All applications are rejected early in the process.

Why?

- Rushed applications - not completed properly or fully
- Lack of <u>real</u> thought -   lack of evidence and compelling argument
- Poor planning -   missed deadlines, insufficient data

Do your research and make time for the process

What do the funders say?

Wolfson Foundation : Shared Insights 2018

Common challenges experienced by applicants:

- Lack of time

- Lack of capacity

- Lack of expertise

What can you do about this?

'We can't add time, but we can repurpose time"

What do the funders say?

According to the National Lottery the main reason applications are rejected lies in "*failing to show how the **lives of beneficiaries will be improved.***"

"*So many applicants don't give an explanation about the strategy for achieving change or a **clear indication of what they are trying to achieve**.*"
Stephen Pittam, Joseph Rowntree Charitable Trust.

"*Funders want a cohesive story, including **evidence of demand** for a charity's services and the **outcomes it will create**. Very often the latter parts just fall away.*" Gilly Green, Head of Grants, Comic Relief.

The Essentials

- Understand the eligibility criteria – how do you clearly meet their priorities? Research!

- Evidence of need – pilot project, letters of support, video/images = "*a beneficiary shaped project* "

- Outcomes and impact :

   Qualitative data: information about what people think/feel/experience etc., about your project.

   Quantitative data: information that you gather through your monitoring about things you can count, such as the number of people attending.

- Value for Money – volunteer time, space/facilities offered, contributions

Bringing a project to life
Key takeaways

- Always put yourself in the shoes of a potential benefactor – why should they support you? What do they expect in return?

- Be creative. Capture the imagination by being different.

- Use your website and social media feeds to promote your campaign.

- Involve your children – funders want to hear from the beneficiaries of a project.

- Be absolutely clear about impact – how does their donation help? What evidence do you have to prove the need.

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Some recent successes

'Our Dementia Choir' with Vicky McClure
Secured £10,000 from National Lottery 'Awards for All' towards supporting their members with trips out and other experiences.

Sir John Lawes School, Hertfordshire
Secured £45,000 from 'Savoy Education Trust' for developing a food technology classroom.

Penwortham Priory Academy, Lancashire
Secured £9,455 from Local Community Fund for a synthetic cricket pitch.

Kitwell Primary School, Birmingham
Secured £3,000 from Garfield Weston Foundation towards a new playground and play equipment.

✓ Clear Need
✓ Defined Impact
✓ Quantifiable Outcomes
✓ Evidence based bid

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Sources of Grant Funding

1) **Grant Finder Websites** (paid subscription service, updated regularly, easy to use filters):

o FundEd (Community Inspired)
o Arro by Pebble
o Grants4schools.info

2) **The Directory of Grant Making Trusts** – Directory of Social Change

3) **Local Authority website** (free to access but are they updated regularly?)

4) **Smaller, very local community funds** (they're more likely to find you if you market yourself effectively!)

Sources of Grant Funding

Grant Finder Website - http://funded.org.uk/grants/
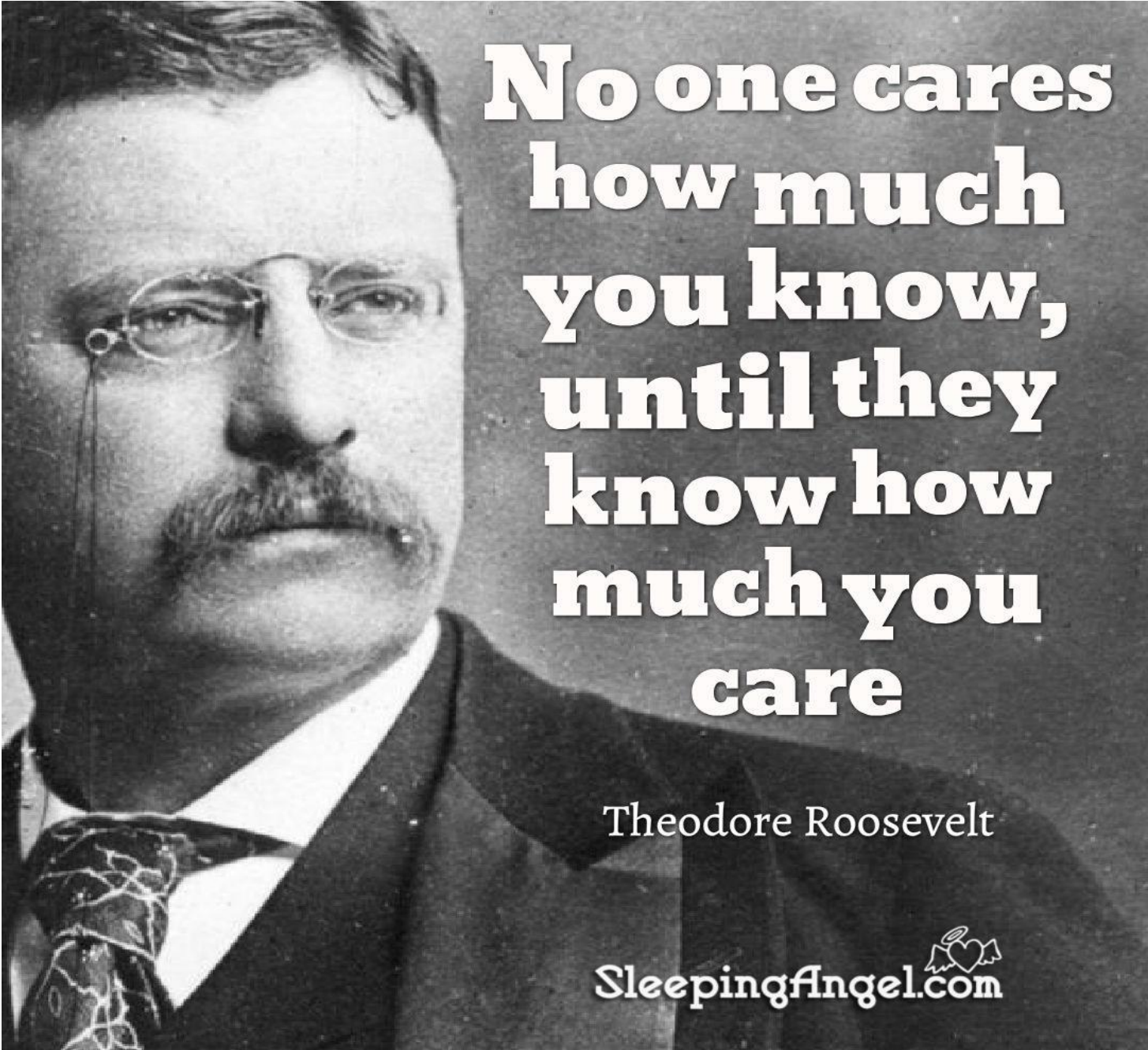
No one cares how much you know, until they know how much you care

Theodore Roosevelt

SleepingAngel.com

Remember – students, staff and parents are your best ambassadors.

Invest time in them first

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FundEd
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