



# Get Grants



## Virtual Corporate Fundraising Training Course – Session 2

**Get Grants - Julia Worthington**



@Get\_Grants

# Recap & Agenda

- **Session 1**
  - Game time!
  - What is corporate fundraising?
  - How does corporate fundraising fair in times of economic depression?
  - How can charities help companies and why is this important
  - Why is storytelling key to your corporate fundraising
  - Finding potential corporate supporters
  - Homework
- **Session 2**
  - Understanding the difference between Fundraising Need v Offer
  - Corporate fundraising methods to help you think about what is best suited to you
  - Creating the perfect pitch
  - How to priorities donors
  - How to maximise your thanking processes



# Need versus Offer

Fundraising

Need

AS OPPOSED  
TO.....

Fundraising

Offer



# Fundraising Offers/Products

- <https://www.birminghamhospice.org.uk/locked-up-bosses-raise-20k-for-hospice-care/>
- [www.bliss.org.uk/events/bliss-little-lights](http://www.bliss.org.uk/events/bliss-little-lights)
- [https://be.macmillan.org.uk/Downloads/MAC16371 Mammoth-Quiz-SD.pdf](https://be.macmillan.org.uk/Downloads/MAC16371_Mammoth-Quiz-SD.pdf)
- <https://www.battersea.org.uk/support-us/business-partnerships/canine-cottages>



# Reflections from fundraising offers

- Can you envisage the two different aspects of need v offer happening to you?
- Has it already happened to you?



# Payroll Giving

- Donations from an employee to a charity, from their pay packet via a third party called a Registered Payroll Giving Agency
- The donation is made before tax is taken so it's a tax effective donation. Some companies also match their staff's donations
- Can provide regular income and many people forget they've signed up so attrition tends to be low
- Not all companies have the process set up and some restrict who receives the donations
- Donors are frequently ticking the anonymous box, especially since GDPR which makes relationship management difficult
- <https://www.gov.uk/payroll-giving>



# Cause-related Marketing Product

- Companies are recognising the power of charities and their brand
- Opportunities exist for charities to raise funds through the marketing power of businesses
- [www.unicef.org.uk/corporate-partners/pampers/](http://www.unicef.org.uk/corporate-partners/pampers/)
- [www.clicsargent.org.uk/young-taste-testers-create-new-morrisons-ice-cream-flavour/](http://www.clicsargent.org.uk/young-taste-testers-create-new-morrisons-ice-cream-flavour/)
- Schemes like <https://workforgood.co.uk>
- The Fundraising Regulator advises that all activities are agreed with the implementation of a Commercial Participators Agreement  
<http://www.fundraisingregulator.org.uk/sites/default/files/2018-07/Code-legal-appendices.pdf>
  - What are the key things to consider?
  - What does it cost you in terms of Return on Investment to organise and manage?



# Employee Fundraising

1. Can be committee led, group based decisions so lots of people to persuade and carry with you
  2. Very similar to community fundraising; building relationships, tins and buckets, turning up to judge best brownies....
  3. Internal and external events, competitions
  4. Supported by internal and external promotions, requiring content and resources from you, such as case studies, videos/photos, fundraising ideas, your physical presence on site
- NEVER GIVE PR UNTIL MONEY IS BANKED





# QR codes

- A quick and easily shareable way to direct people to donation forms or petitions on social media or in email campaigns
- On direct mail or fundraising packs as a way for people to donate or even view multimedia that can tell your charity's story in different ways
- As stickers on collection buckets or lunch and learns, so that even people who are in a hurry or not carrying cash can donate
- As a way of linking to additional information that a supporter might want to know but that would take up too much space, such as an FAQ page or statistics about a campaign
- On merchandise such as mugs, pins, t-shirts or business cards, vehicles, and signs
- As a cost-effective way to reduce the use of paper at events, where users can be directed to a single webpage instead of handing out fliers
- A number of charity fundraising platforms and services give charities and their supporters the ability to generate their own QR codes as part of their service, so it's worth checking if they offer this. [JustGiving recently launched this feature](#), making it easy for people to send others to their fundraising pages in a matter of seconds while out and about with their phones, or on social media.



# Recent research

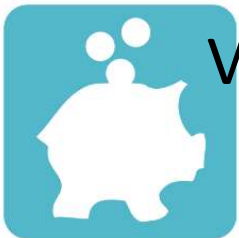
- *Enthuse Spring 2022* report 'The Donor Pulse' shows that the public is interested primarily in fundraising events that help their personal wellbeing as well as a good cause. Smaller activities with friends and colleagues have the widest popularity among respondents overall, though they proved more popular with women than men
- Exercise challenges, which also contribute to health goals, were the second most popular events, with 44% interested in taking part, while more than a third want to get involved in large group events such as fun runs and walks
- More intense events such as marathons and half marathons proved less popular, likely due to the commitment needed to take part. These were more popular among men and supporters under 40



# Sponsorship

1. Marketing Budget – Marketing Team
2. Transactional, its predominantly a business decision
3. A different offer from the other activities you complete
4. Sponsorship funds can be additional money on top of other income – you can be flexible with the amounts you ask for
5. Ensure your request is comparable across different activities
6. Research other sponsorship products and compare what they ask for – it will give your confidence you are pitching this correctly
7. Remember the rules and regulations, and visit the Fundraising Regulator site for advice. Remember to charge

VAT



# Employee Volunteering

1. Increasingly important in charity-company partnership
2. Team building, skill development, PR, fun-generating and developing closer links between the two parties
3. Can be a key component of winning pitches
  - a) Do/could you offer group or individual employee volunteering?
  - b) What are the Health and Safety and Safeguarding requirements?
  - c) What does it cost you in terms of Return on Investment to organise and host?
  - d) Can you charge for any part of your Employee Volunteering activity?



# Pitching

1. Passion and excitement – be remembered for the right reasons
2. Shared values to the company is increasingly important –if you don't know what these are, find out. Call them up. Do your homework so you aren't wasting your time
3. Confidence in your charity's ability to do what you do well
4. Simplicity is key - be direct and obvious
5. Find a careful balance of Fundraising Need v Fundraising Offer. Try to find out their requirements beforehand
6. Match the company's fundraising activities – do your homework on the company
7. Avoid war and peace #2
8. Ensure they get the practical advice and support they will need (account manager, tins and buckets, paying-in slips etc)
9. Follow the instructions!



# Creating a pitch

1. What are you offering? Is it what they want?
  - a) Consider the different ways to fundraise we have spoken about today
  - b) What resonates with your charity's objectives and service users to the company?
2. Add your storytelling skills – you'll likely be trying to persuade more than one person to chose you and storytelling is a great tool
3. Give details about the practical help you can give such as dedicated account manager and your social media reach, visits to your activities, employee volunteering opportunities or restrictions
4. Provide evidence, stats and facts, but make sure there is context with your numerical information



Its okay to say no, to walk away; you  
don't HAVE to partner with them



# Thanking

- <https://www.youtube.com/watch?v=MuuFLc8w3Lg>
- <https://www.youtube.com/watch?v=t-Coo8uz8hQ>
- <https://www.youtube.com/watch?v=Edq3QeJIMo>
- Receipt versus letter
- Creativity and impact is key
- Thanking should not be accompanied by an ask
- But if thanking is done well, it can be followed by an ask





# Prioritise these donors

A Company – raising £30k. Doesn't want much from you as they are organising a lot of their own activities. This is their 6th year of supporting a charity and they have steadily increased over time.

B Company – are sponsoring a Quiz Night that your event fundraising colleagues are organising. Total donation £2k and it is not going into your yearly target but they have supported the charity a few times at Christmas in the past

C Company – An international e-retailer with HQ in your region. They want to raise £140-150k through a cause-related marketing product

D Company – organises an annual golf day raising £7k. This is their 10<sup>th</sup> golf day for your charity. They have raised £60k in total.

E Company – charity of the year partnership for a small firm of solicitors. Mainly bake sales, quiz with their clients and raffles plus company matches all funds raised. Hoping to raise £5k in 1 year.

F Company – a PR agency has come forward and want to provide some free PR for you. They are committed to some fundraising as well but haven't specified what.

G Company – a membership body that supports 6000 accountants with their professional development. Hosts an awards ceremony each year and raise £4k on the night. You are the chosen charity for this year.

H Company – an accountancy firm with 60 colleagues have chosen you as their charity partner. Previous partnerships have raised between £3k and £7k.



# In conclusion

- Remember who is behind a company – human beings!
- Be confident and passionate about your story/stories
- Corporate fundraising is fluid. Although there are similarities, enjoy the flexibility
- Plan
  - New business pipeline - Red/Amber/Green method
  - Prioritise your donors - Gold/Silver/Bronze method
- Be clever and appropriate with Fundraising Need v Fundraising Offer
- Exploit connections and peer pressure between businesses. Use your communication, your networks and social media platforms well
- Maximise thanking, especially as you're dealing with groups

