

Developing a Fundraising Strategy

A presentation by Tom O'Leary
O'Leary & Associates Training & Consultancy



Welcome & Introduction



Tom O'Leary

Over 20 Years working as a development officer, consultant, mentor and trainer in communities - developing social enterprises, community projects, facilities and services.

- Feasibility Analysis
- Community Planning
- Strategic and Business Planning
- Mentoring & Training
- Sourcing Funding

A not for profit organisation must think like a for profit business.

i.e. Cashflow is the KEY consideration

More money coming in than going out

You May be an Not For Profit but you are also a **Not For Loss**
Organisation

Cost Analysis

- Review Costs Regularly
- If it doesn't add revenue – question it
- If it doesn't benefit the strategic direction of the organisation and/or project – question it
- If it is not really needed – question it
- If additional one off funding leads to additional admin or adds to operational costs (post funding) – question it
- Can the costs be covered through 'in-kind' support or voluntary support

The Budget

	Jan	Feb	Mar	April	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Income													
Fees													
Fundraising													
Sponsors													
Grants													
Total Income													
Expenses													
Staff													
Rent													
Utilities (Heat and Light, Phone, Broadband)													
Loans													
Materials													
Professional Fees													
Repairs													
Equipment													
Office Costs (Stationery, Postage)													
Total Expenses													
Net Income/Loss													

Sources of Funding

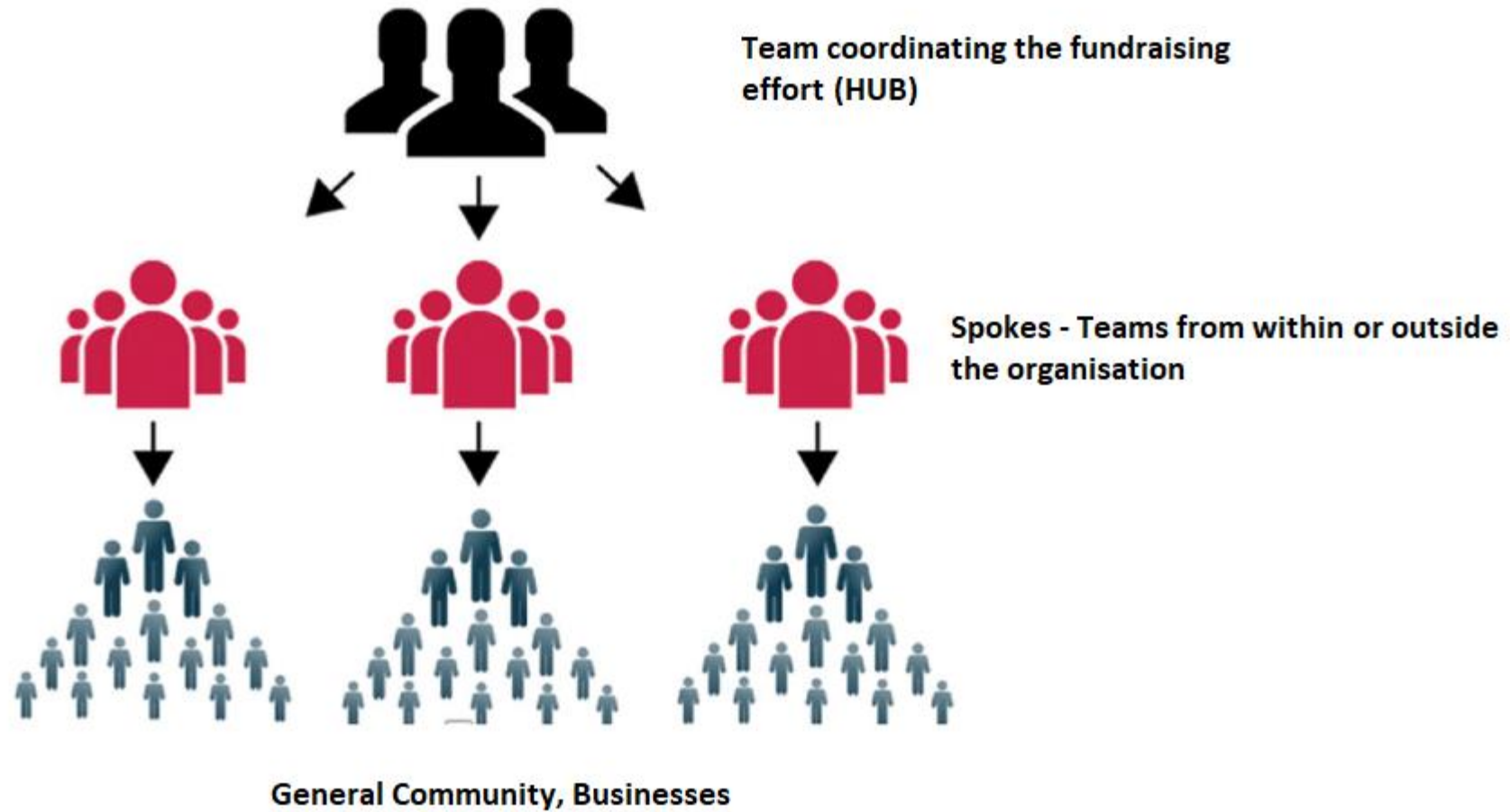
- Fee Income – For Services, Products, Facilities. Membership, etc.
- One off Grants and Core Grants
- Fundraising & Online Fundraising
- Sponsors & Partners
- Donors & Philanthropy
- Social Loans – Clann Credo, Community Finance Ireland
- Commercial Loans
- In Kind Contributions – Labour, Materials, Equipment

Fundraising

- There are numerous methods of fundraising – the more creative the better
- Look at the return for the effort involved
- Large fundraising events are hard work but are profitable (i.e. Race nights, Golf Classics etc) Big events will get more publicity also and will attract more corporate sponsors
- Running many small events requires more effort throughout the year and are less profitable (i.e. Cake sales, flag days, etc.)

Steps

- Establish a dedicated fundraising team
- Review previous fundraising strategy and fundraisers – what worked, what didn't work.
- Set a target based on cost analysis and revenue required
- Define the ask – how to make the case – what will be done with money and what will the impact be
- Identify how this will be communicated
- Build the network of contacts and prospects– hub and spoke model
- Identify potential events and activities
- Plan and implement the activities/events
- Evaluate the effort and results



DISNEY 22

Win a magical Family holiday to
Disney World, Florida

Plus \$1,000 spending money
 (or a Sol Travel voucher to the value of €7,000)

Draw will take place on
April 17th, 2022 (Easter Sunday)

Ticket price €25
 Tickets limited to 2,999 tickets

Scan QR Code to buy



Park FC CELEBRATING 50 YEARS

Pallas Marketing Ltd
 Newtown, Nenagh
 Co Tipperary
 Tel 00353(0)86-1716753
 Email: info@pallasmarketing.ie

[f/disney2022](https://www.facebook.com/disney2022)
 pallasmarketing.ie

St. Brendan's Park F.C.
 1971 - 2021

Astro Turf Pitch Development Golf Classic

Friday 22nd Oct 2021
 at Tralee Golf Club



All proceeds to new Astro Turf Pitch development fund

- 4 person am - am Team Event
- €400 per team
- To book a team please call:

Peter Naughton - 087 240 0433	Michael Higgins - 087 672 8088
Colin McLoughlin - 087 934 0441	James O'Malloran - 086 044 2192
Declan O'Connell - 087 8664331	Dave Slattery - 087 220 1042
Mike McCrean - 086 806 7122	



WIN A HOUSE
 WITH KERRY GAA

KERRYGAA.IE
 #YOURKEYTOTHEKINGDOM

www.kerrygaa.ie

10 Years in Croke

ST. SENAN'S GAA CLUB
 CASHELL SOLICITORS

Prize Value €27,000 Limited to 7,499 tickets
 Draw takes place on Sat, 15th January, 2022

The Ideal Christmas Gift!

Promoted by **PALLAS MARKETING**
 info@pallasmarketing.ie www.pallasmarketing.ie

Putting the fun into fundraising!

Fundraisers

Peer-to-peer fundraising accounts for $\frac{1}{3}$ of all online donations, so it's one of the best online fundraising ideas out there. Encourage your networks to set up personal fundraising pages

1 in 4 emails from peer-to-peer fundraisers result in donations, compared with 1 in 1,250 emails from a nonprofit...

Choose a Day Campaign – linked to an important date relevant to the group or area

- Choose a day and actively encourage donations and sharing through all your social media channels, such as Twitter, Facebook, Instagram, LinkedIn, and Snapchat.

Donation Matching Drive

- Build on that one-day email fundraising idea by securing a match from a company or major donor and advertise the match in your email campaign. Donors love to know that their money was leveraged, and with matching gifts, they're essentially giving two gifts for the price of one.

Tax Relief on Donations

- Donations of €250 or more in any one year you make to charity are eligible for Tax Relief for donations to Eligible Charities. With the donors consent in addition to the original donation made, the charity can claim the PAYE tax paid on the donation back from Revenue thereby maximising the donation to the charity. The donor must complete a revenue form which is returned to the charity.
- <https://www.revenue.ie/en/companies-and-charities/charities-and-sports-bodies/charitable-donation-scheme/index.aspx>

An approved body may claim 31% tax relief on your donation. They receive the grossed up amount, net of tax deducted at the specified rate.

Example

If you make a donation of €250, the approved body is deemed to have received a gross donation. The gross donation is calculated as follows:

$\text{€}250 / (100\% - 31\%) = \text{€}362.32$. The approved body can claim a refund of €112.32 which is $\text{€}362.32 \times 31\%$.

Certification to the approved body

You can provide an approved body with the required information to claim the tax relief on your donation by either:

- sending them a completed [\[PDF\] CHY4 Cert](#) annually
- sending a [\[PDF\] CHY3 - Enduring Certificate](#) which covers a period of up to five years.

Thousands of participants have been getting their friends and family to sponsor them to shave or dye their hair. By shaving or dyeing your hair, you are showing your support for thousands of people who are going through, or have gone through, cancer treatment.

Your Shave or Dye fundraiser will help us to provide free cancer services such as our Cancer Support Line, Remote Counselling and Night Nurses, who are all supporting people with cancer across the country during coronavirus.

This year we hope the generosity and spirit of the Irish public will help us to continue to deliver our vital services to cancer patients and families during this time of crisis. Cancer doesn't stop, and neither do we.



[Sign up now](#)



[Shave or Dye fundraising from home](#)



[Your stories: Shave or Dye fundraising from home](#)



[About Shave or Dye](#)

The Ice Bucket Challenge

Raised \$220m in 2014 for ALS (Motor Neuron Disease)



Online Fundraising = New Opportunities

- New Revenue Stream
- Wider audience
- Diaspora
- Creative campaigns
- More transparent and easier admin
- More cost effective
- Less volunteer hours

Develop your own website

Advantages

- Full Control of Content
- Better opportunities for marketing
- Can provide more information to potential donors
- Promotes the work you do
- Build a database of contacts (e.g. newsletter sign ups, contact forms)
- Notice Board
- Communication tool with clients and stakeholders

Disadvantages

- Set up costs
- Maintenance Costs
- Management and updating the site
- Quality of content
- Too much information
- Quality of design

Options

- Look for local company who may develop the site for free (they must be available after the site is up and running)
- Use a DIY website builder e.g. www.wix.com, www.weebly.com (not advisable unless some way experienced)
- Look at potential funding options to assist with cost
- Look at sponsors (offer space for sponsors logos on home page)
- Get advice on best payment platforms

Hiring a web designer

- If you are including payment functions (online registration, online shop, donate page) make sure you use a reputable web designer
- Make sure they provide a support service
- Make sure the web designer understands Search Engine Optimisation
- Look at samples of their work – talk to their client
- Ideally go with a designer who also specialises in digital marketing
- Have a clear brief for the designer in terms of what you need, content, styles, functionality etc.
- Agree the brief in writing once both parties are satisfied
- For grants you will probably need 3 quotes

Charity Website

Example – Bumbleance

Here people have options to donate online

- Text Donation
- Bank Transfer
- Postal Donation
- Donate Button links to payment processor (Stripe or Paypal)
- Processing fees on transactions



Donate Securely Online



Donate online securely using your credit card or debit card.

[DONATE NOW](#)

Other ways to donate

+ Text BUZZ to 50300 to make a €4 donation

+ Donate to our AIB Bank Account

+ Make a Postal Donation

+ For Electronic Bank Transfer from any Irish Bank

+ Alternatively, Donate a prize or service

Donations of €250 or more in any one year you make to charity are eligible for Tax Relief for donations to Eligible Charities. With your consent in addition to the original donation you made, we can claim the tax you paid on the donation back from Revenue thereby maximising your donation to your favourite charity. For us to claim your tax back can you please fill in the form relevant to your

Thank you for choosing to donate to Pieta

We need your help more than ever to support our lifesaving work. We rely on the generosity of the public, whose donations and fundraising make up over 80% of our income.

Single

Monthly

Choose an amount to give

Step: 1 of 4

€20 EUR

€50 EUR

€100 EUR

€250* EUR

Other Amount

Change Currency ▾

Donate →

**Donations totalling €250 or more in a year can be worth 45% more to Pieta if you pay income or capital gains tax.*

🔒 This site is protected by reCAPTCHA and the [Google Privacy Policy](#).

To talk in confidence about making a donation, please [Freephone 1800 14 14 14](#) (24 hours a day, 7 days a week)



€ 20

help our caring therapists answer two more calls to our helpline.



€ 45

a crisis counselling session between scheduled sessions



€ 90

the first session of a dedicated therapy session



€ 1000

an entire programme of counselling services for one person with suicidal ideation

Fundraising Sites and Crowd Funding

Get started with Fund it today

[START A PROJECT](#)

[ABOUT CROWDFUNDING](#)

Photographer: Kyle Cheldon Barnett

Fund it is an Ireland-based, Ireland-wide crowdfunding website

Operated by

Business to Arts
Developing Creative
Partnerships



Funded by

An Roinn
Cultúir, Oidhreacht agus Gaeltachta
Department of
Culture, Heritage and the Gaeltacht



KICKSTARTER

A Kickstarter project does more than raise money. It builds community around your work.

What can I use
Kickstarter to fund?

Kickstarter is specifically for creative projects in the following categories: Art, Comics, Crafts, Dance, Design, Fashion, Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, and Theater. Make an album, write a book, create an immersive theater experience, score a film — you name it. Read more about [our project guidelines](#).

Who can I get pledges
from?

Millions of people visit Kickstarter every week, but support always begins with people you know. Friends, fans, and the communities you're a part of will likely be some of your earliest supporters, not to mention your biggest resources for spreading the word about your project.

Fundraising Sites

Idonate .ie

- 5% transaction fee per donation
- This can be paid by the donor if they wish
- No other fees

iDonate
Making Giving Easier

Search iDonate.ie.. e.g. Cause Name

Facebook Twitter

FAQ Menu

Ireland's Largest Online Fundraising Platform
Trusted by 2,000+ non profits

Find a Fundraiser **FIND**

Online Fundraising in Ireland

SUPPORT A CAUSE
Create a fundraising page to support a cause listed on iDonate.ie
Create Page

REGISTER A CAUSE - ITS FREE
Charities, Not for Profits and Trusts can all join iDonate.ie.
Register Now

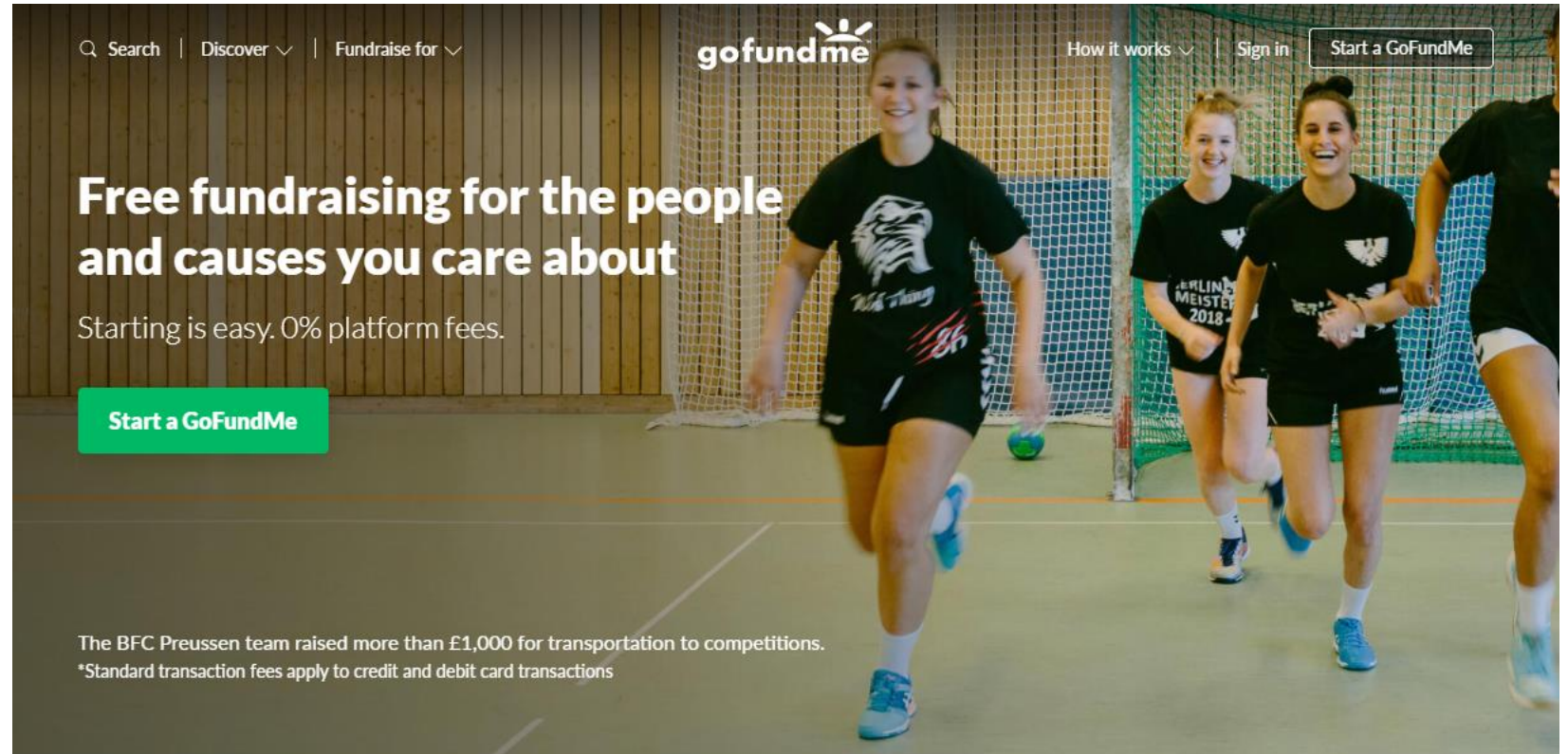
SPONSOR A FRIEND
Enter Your Friend's Name below to find your friend.
Find a Fundraiser **Go**

SEARCH IDONATE.IE
Find a Fundraiser **Go**
Find a Cause **Go**
Find one of the many Causes & Fundraisers using iDonate.ie

Fundraising Sites

Go fund me

- 2.9% transaction fee +0.30c per donation
- No other fees



The screenshot shows the GoFundMe homepage. At the top, there is a navigation bar with a search icon, 'Search', 'Discover', 'Fundraise for', the GoFundMe logo, 'How it works', 'Sign in', and a 'Start a GoFundMe' button. The main content area features a large image of a handball team in black uniforms running on a court. Overlaid on the image is the text: 'Free fundraising for the people and causes you care about' and 'Starting is easy. 0% platform fees.' Below this is a green 'Start a GoFundMe' button. At the bottom of the image, there is a testimonial: 'The BFC Preussen team raised more than £1,000 for transportation to competitions. *Standard transaction fees apply to credit and debit card transactions.'

Top fundraisers

Fundraising Sites

Just Giving

- 1.9% transaction fee +0.20c per donation
- No other fees

The screenshot shows the Just Giving website homepage. At the top, there is a purple banner with the text "COVID-19 How you can help others [Find out more](#)". Below this is the navigation bar with the "JustGiving" logo, a "Menu" dropdown, and a "Start Fundraising" link. On the right side of the navigation bar, there are search and login icons. The main content area features a large image of two women smiling and looking at a tablet. Overlaid on this image is the text "Let's make a difference together" in a large white font, followed by "Raise money or make a donation." in a smaller white font. Below this text is a prominent orange button labeled "Start Fundraising". At the bottom of the main content area, there is a section titled "Browse by fundraising category" with four icons and labels: "Animals and pets" (paw print icon), "Art and culture" (art palette icon), "Education" (graduation cap icon), and "International aid" (lightbulb icon).

Text Campaigns

Used by larger charities

Used also for competitions



Text-to-Donate

FEE SCHEDULE

Donation Processing Fees (effective from 1st January 2016)

DONATION	NETWORK	OUTPAYMENT	LIKECHARITY FEE
€2.00	Meteor Bill Pay	€1.63	No Fee
	All Other Networks	€1.80	€0.20 (incl. 23% VAT)
€4.00	Meteor Bill Pay	€3.25	No Fee
	All Other Networks	€3.60	€0.40 (Incl. 23% VAT)
€6.00	Meteor Bill Pay	€4.88	No Fee
	All Other Networks	€5.40	€0.60 (Incl. 23% VAT)

Keyword Fees (effective from 1st January 2016)

DESCRIPTION	LIKECHARITY FEE
Keyword Setup (paid at setup time)	€246 (incl. 23% VAT)
Keyword Annual Hosting (paid annually in advance)	€123 (incl. 23% VAT)

WHAT DO WE DO?

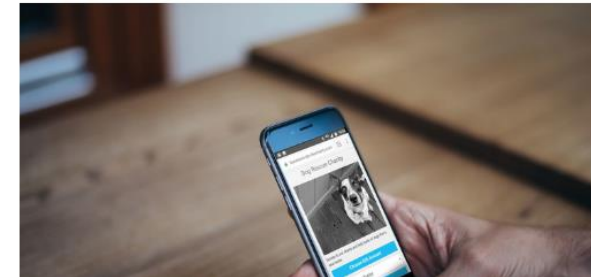
Our Text Platform Collects Donations From Irish Phone Networks. It Acts As A Large Wireless Collection Box. We Have A Number Of Text-To-Donate Products Suitable For Various Uses.

[See how some of our clients have used text-to-donate.](#)

SERVICES INCLUDE

- Text-to-Donate (Once-off)
- Text-to-Donate (Recurring, Weekly & Monthly)
- Competitions / Raffles / Polls
- Sponsorship

More info below...




Facebook Fundraising

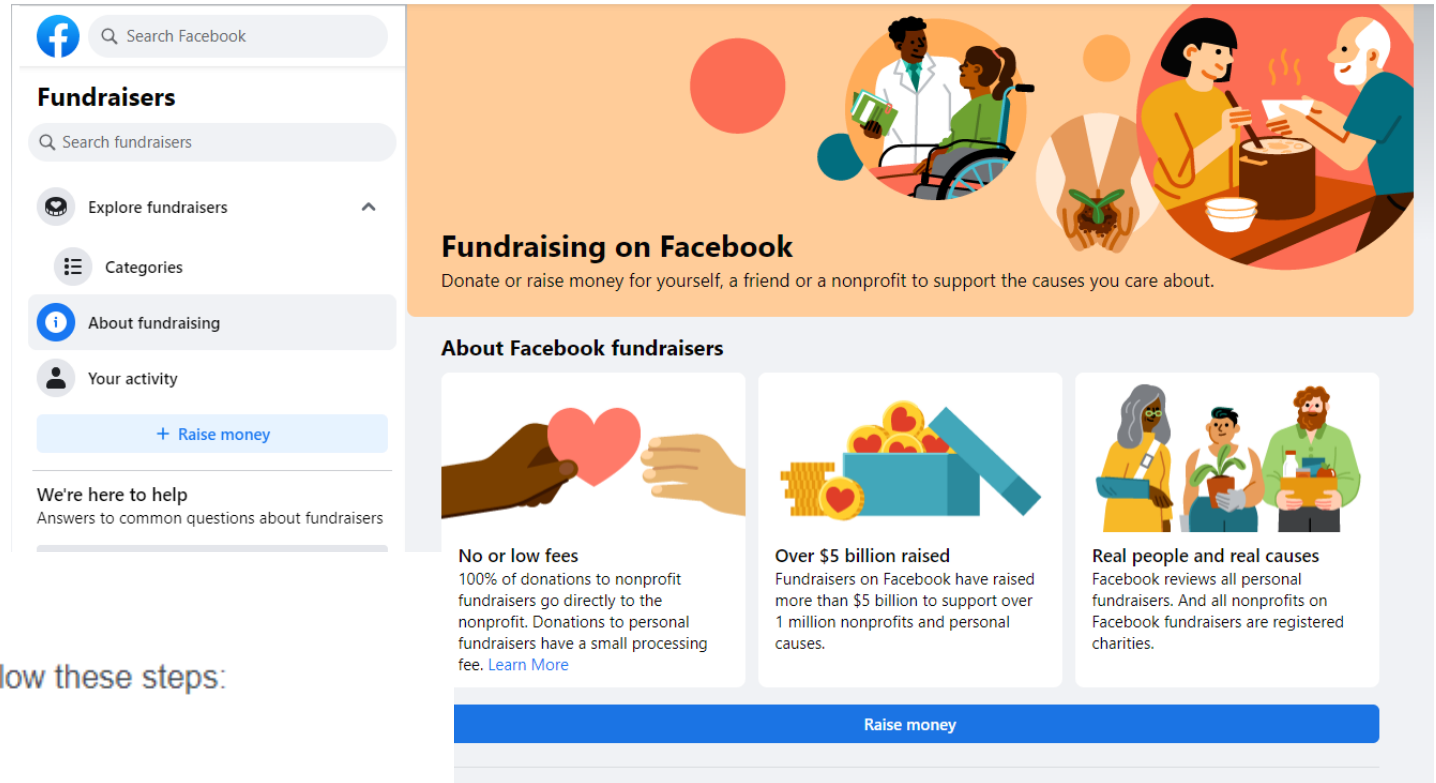
- Set up a fundraiser on the charity facebook page
- No fees – 100% of donation goes to the charity

▼ Fundraisers for Charitable Organizations

To create a fundraiser for a charitable organization, [click here](#) or follow these steps:

- 1 Click  **Fundraisers** in the left menu of your News Feed.
- 2 Click **Raise Money**.
- 3 Select **Nonprofit** or **Charity**.
- 4 Select a charitable organization, choose a cover photo and fill in the fundraiser details.
- 5 Click **Create**.

Note: Administrators of nonprofit Pages can also create fundraisers using the same directions



The image shows a screenshot of the Facebook Fundraising interface. On the left is a navigation menu with options: 'Fundraisers' (with a search bar), 'Explore fundraisers', 'Categories', 'About fundraising', and 'Your activity'. A '+ Raise money' button is at the bottom of the menu. Below the menu is a link 'We're here to help' with the text 'Answers to common questions about fundraisers'. The main content area features a header 'Fundraising on Facebook' with the subtext 'Donate or raise money for yourself, a friend or a nonprofit to support the causes you care about.' Below this is a section titled 'About Facebook fundraisers' containing three informational cards: 1) 'No or low fees' (100% of donations to nonprofit fundraisers go directly to the nonprofit), 2) 'Over \$5 billion raised' (more than \$5 billion raised for over 1 million nonprofits), and 3) 'Real people and real causes' (Facebook reviews all fundraisers and supports registered charities). A blue 'Raise money' button is at the bottom of the main content area.

Online Lotto

[About Us](#)[Features](#) ▼[Our Customers](#) ▼[Pricing](#)[News](#)[Contact Us](#)

Other Providers

Clubforce



Compare Us to the rest...

	Other Providers	Clubforce
Initial Set-up fee	Varies	€439.85
Annual Training & Support Fee	Varies	€200
Transactional Fees (Memberships & Tickets)	Varies	3.9% + 37 cents
Transactional Fees (Online Lotto)	Varies	10%
VAT*	23%	None*
Merchant Account Included?	✗	✓
Merchant Account Fees Included?	✗	✓
Bank Charges Included?	✗	✓
Chargebacks At No Extra Charge?	✗	✓
Prompt Refund Processing?	✗	✓
Unlimited Training & Support?	✗	✓
Multi-User Access	✗	✓
Money Back Guarantee?	✗	✓

Promoting your Campaign

- Social Media Posts and campaigns – Hub and Spoke
 - Your goal on social media sites and elsewhere should be to get people to click over to the campaign hub on your website to make a donation.
 - The Hub is where you want people to go to in order to make a donation. The spokes are the ways you attract them
- Email Campaigns
- Whatsapp and Text Alerts (through groups – e.g. clubs, school etc.)
- Local Notes/Newsletters
- PR – launch campaign in local press and radio
- Local Radio – interviews

Promoting your campaign

- Poster Campaign Locally
- Bill board campaign – Local Campaign
- Use influencers – sports people, artists, actors, business people, models etc.
- Use a hook – fun, entertaining, edgy but not controversial.
- Use Visuals - This means that you need to make sure that your campaign can be explained and shared in photos or videos online.

Sample of Promotional Materials and Video



Use 3d generated images as above to show what the finished project will look like



BUSINESS DEVELOPEMENT PLAN

KERRY COUNTY BOARD

Produce high quality documents to back up sponsorship proposals and also grant/loan applications

If possible utilise the services of a graphic designer who may provide their services for free.

RING OF KERRY CHARITY CYCLE 2013



SPONSORSHIP OPPORTUNITIES

Sponsor Opportunities



To discuss sponsorship opportunities contact:
Tom O'Leary 086 8092023
Email: tom@olatc.ie

Kerry Festival Of Pride

20th - 26th May 2013





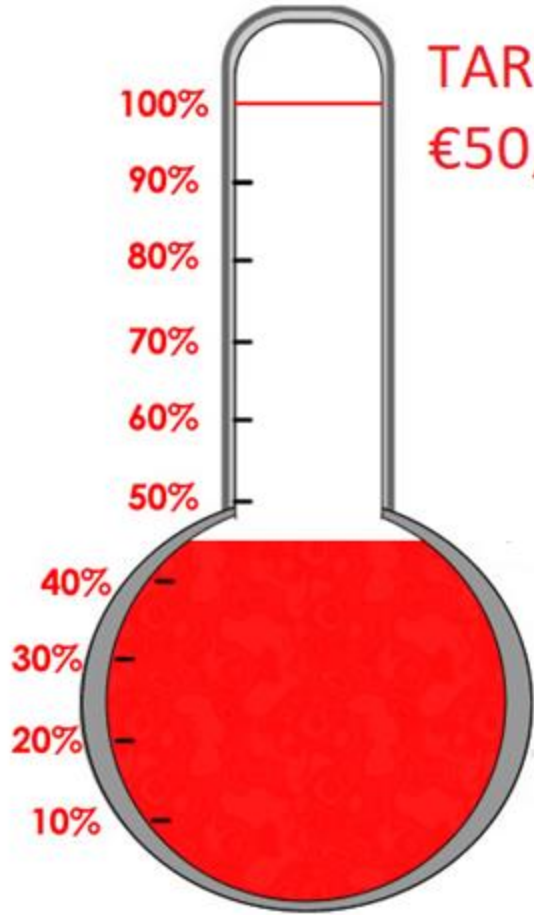
<https://www.youtube.com/watch?v=N9uqmlyTECo>

Your Campaign Message Must Be Simple

What will the money be used for?

How can we donate?

What will the impact be?



TARGET
€50,000

HELP US BUILD OUR PLAYGROUND



Go to www.villageplayground.com for details
Text 'donate' to 54678 to donate now
Donate on our facebook page

Targeting the diaspora

- Target the Diaspora – great thing about online campaigns, people anywhere can donate
- Target anyone linked to your community living abroad
- Encourage them to promote the campaign amongst their network
- Like and share campaigns



Sponsorship



OUR EVENT PARTNERS



GREAT SOUTHERN
KILLARNEY

Sponsorship

- The most underutilised form of raising funds in Ireland
- The key is to identify companies that are targeting customers that are using your services
- What activities will get most coverage
- What are the benefits to the Company
- Identify key people to champion your project
- Look at longer term partners – multi-year deals

Targeting Companies

- Companies that donate can use it as a marketing tool
- Brand opportunities on the website and social media pages
- Thank you campaign mentioning the donor company and their logo
- Sponsors logos can be show on the home page of the site
- Photo shoot of handing over the cheque or launch campaigns etc.

Thank You

Best of Luck with your
future fundraising plans

For any advice or assistance please feel free to contact Tom O'Leary

tom@olatc.ie

086-8092023