Some of **‘The secrets of fundraising’** Keep it simple

**W**ho – **W**hat - **W**here – **W**hy – **W**hen

- A secret is about the **journey** of the beneficiary – telling their story.

- **Who** we are helping and how we make an ask.

- The **need** [ **e**vidence of] *Handout* 1

- **Impact** and evaluation of what you have done / plan to do.

- **What** do you need money for. Do you have a **p**roject **p**roposal Handout 2

- **Where** will it come from. **C**riteria **E**ligibility *Handout* 3 *and 20 Ways Handout 4*

- **P**lanning ahead

- Team of **p**eople – **p**ermissions and **p**artnerships

- **M**easurable outcomes.

And saying **thank you –** perhaps not if rejected but let’s be unconventional and **have a raffle!**

*Handout 5*

 **N**eeds **A**ctivities **O**utcomes

**Language** *What do these mean?*

1. Beneficiaries *[ people ]*
2. Prospects *[ sources of funding ]*
3. Pipeline *[ list of your identified eligible funding sources ]*
4. -Stewarding relationships. [ *keeping in touch with funders / donors]*

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* £14 million raised 2010-2025. Annual targets £450,000
* **Methods** from **20 Ways**– Grants, Trusts, Donations, Corporates, Social loans , Crowdfunding, Community Fundraising, Contracts/Tenders. Looking at legacies [wills]. **Handout 4**
* Working with **Blackpool CAN** at present to look at future infrastructure funding
* **Criteria** for my support, does it help Great Places tenants/our communities – wider partnership. [ **FSO ]** Daniel’s document outlining tiered levels of support – free/some can be costed in…. Will be sent to all attending with the following –

**[1] Sample action plan [2] Pipeline extract [3] Copy of how to identify funds**