

funding^{HQ}



Nuku Ora
Fundraising Webinar July 2023

Getting the most from the session

- Ask questions at the of the webinar in the chat box or verbally.
- FHQ Toolbox with templates for implementation.
- Copy of the webinar will be sent



What is Funding HQ?



- Online fundraising platform which provides access to leading expertise, resources and systems.
- Database of all NZ central govt, local govt, gaming and community trusts and foundations.
- Monthly coaching to help organisations secure funds.

Fundraising is a fundamental component of any organisation's survival – it is not something peripheral that sits on the outside

Fundraising basics

Tell your story

- *What, why and how.*
- *What is the impact of your organisation.*
- *What is the transformation that is occurring.*

Have a diversified funding plan

- *Gaming/Community Trusts and Foundations.*
- *Business partnerships.*
- *Philanthropic contributions.*
- *Community fundraising/regular giving.*

Look after your donors

- *Thank, thank, thank!*
- *Activation.*



Single most important step in
fundraising

TELL YOUR STORY!!!!!!

What is a compelling case for funding?

- It is the 'WHY' a funder should support you.
- It's about being clear on your values, objectives and purpose.
- It's aligning with funders that want to achieve similar goals for the community.
- It's being clear about the impact you are making in your community.

TAKE THE TIME TO GET THIS RIGHT

Compelling Case Pyramid

ESSENCE – SINGLE ORGANISING IDEA

OUTCOMES/BENEFITS

ATTRIBUTES/VALUES

Why do we exist?

How do we do this?

What do we do?

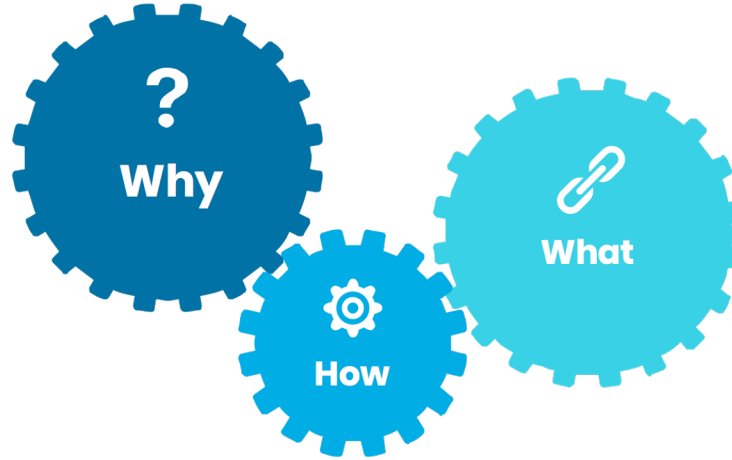
Foundations of your organisation

Why

What need are you addressing?

What drives you?

What are you seeking to achieve/change in your community?



What

What important role do you play in the community?

What makes you unique?

How

How do you ensure you are achieving your outcomes?

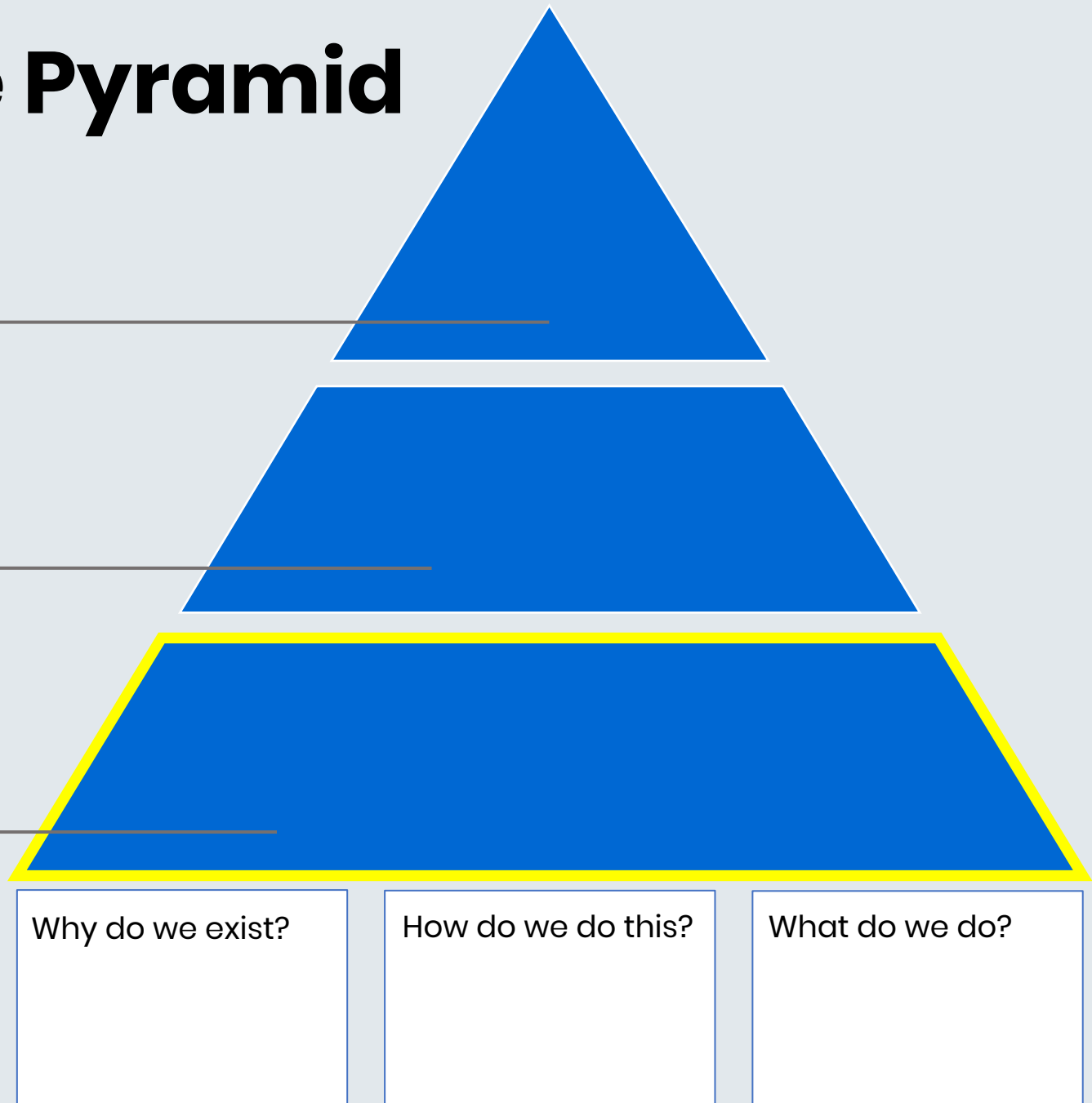
How do you collaborate with others to achieve better outcomes?

Compelling Case Pyramid

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OUTCOMES/BENEFITS

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Attributes and values



Compelling Case Pyramid

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Why do we exist?

How do we do this?

What do we do?

Outcomes and benefits



Compelling Case Pyramid

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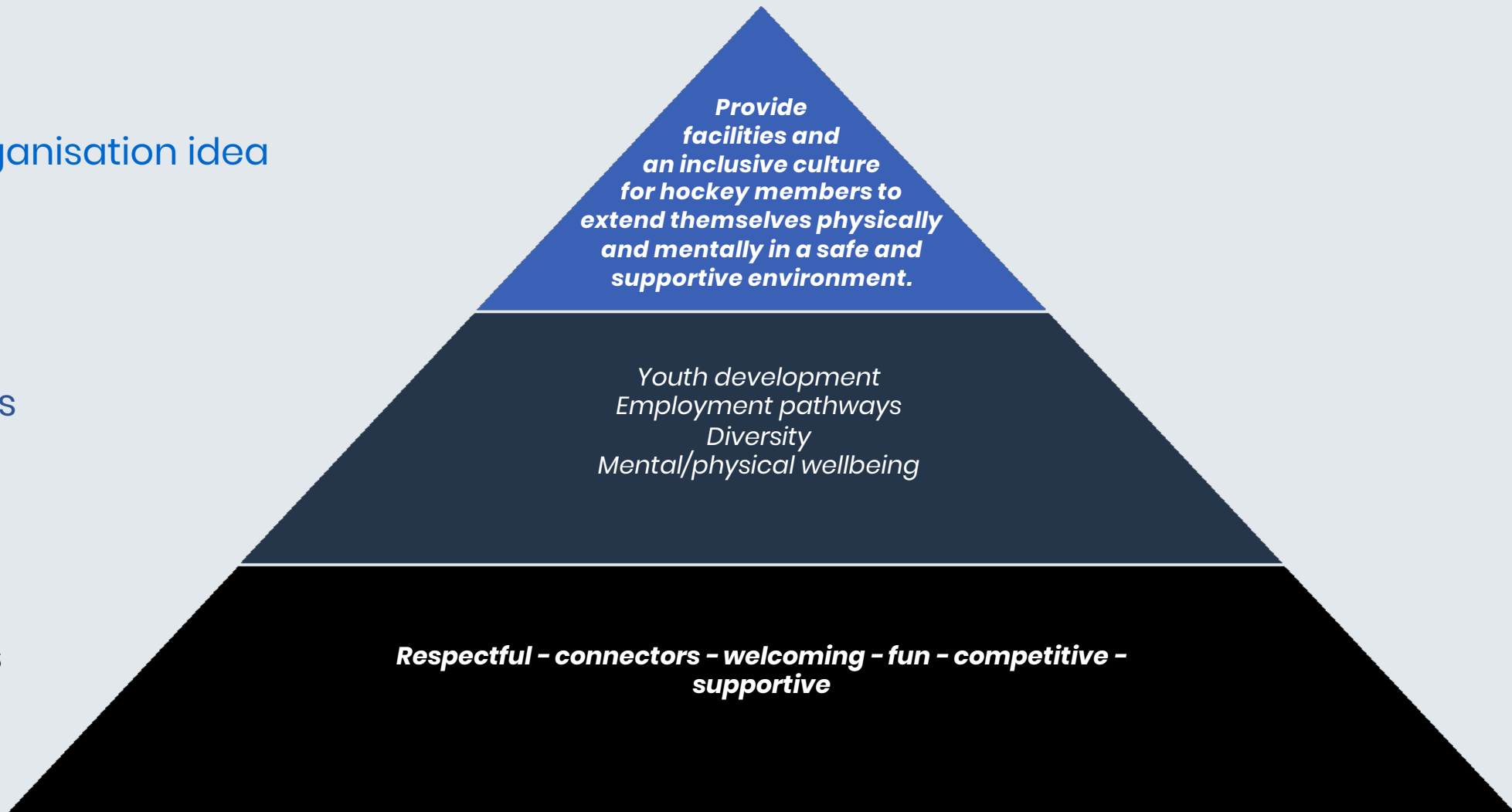
Single organising idea



Essence-
Single organisation idea

Outcomes

Attributes



Why we exist?

- To develop our members both physically and mentally.
- To build connected communities.
- To foster healthy lifestyles.

How we do this?

- Provide high-quality facilities for people to be active and participate.
- Host development programmes to encourage involvement from junior/intermediate and senior players.
- Invest in culture development focussing on respect and behaviour.

What we do?

- Coaching and develop our players.
- Hosting competitions/tournaments.
- Partner with schools.
- Invest in our team culture.
- Continued professional development.
- Support hockey friendships.
- Look after our volunteers.

Outputs vs. Outcomes

Case study: Westshore Seascouts



Communication channels

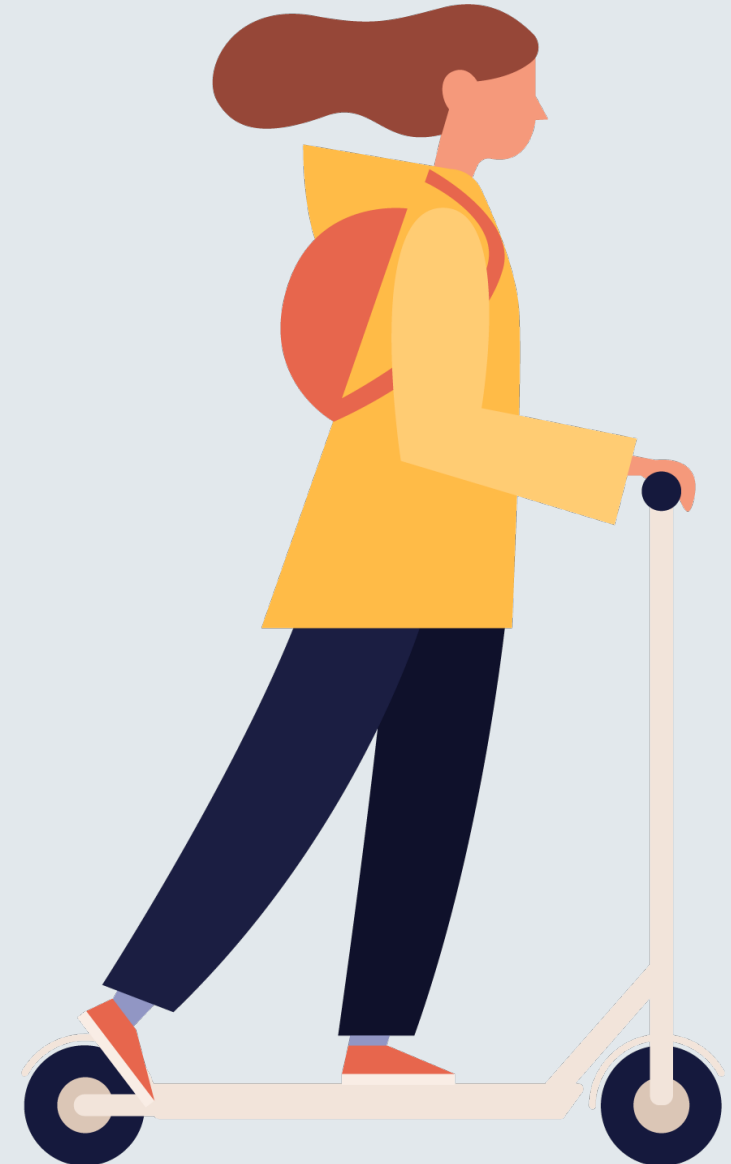
- Social media – Facebook, Instagram, Tiktok, LinkedIn.
- Newsletters.
- Opinion pieces & articles local papers.
- Meetings with MP/Mayor/Councillors.
- Stakeholder events.
- Existing funders.
- Ambassadors.
- Board members.



Have a diversified funding plan

Funders want to see...

1. That your organisation is funder ready.
2. That others are at the table.
3. That your project is transformational.
4. That your organisation wants to partner.

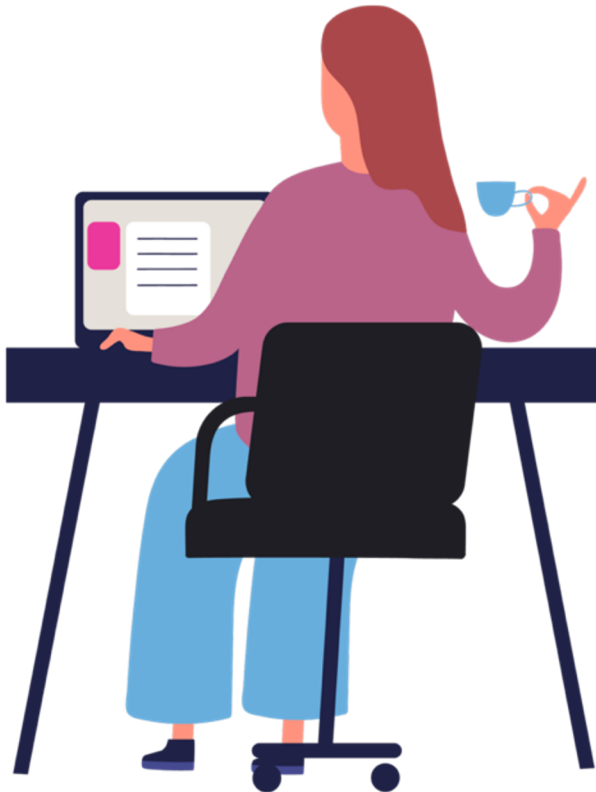


Getting started



- Real Me or Login/s.
- Identify team.
- Allocate roles.
- Allow enough time.
- Check criteria.
- Supporting material.

Think like a grant's assessor



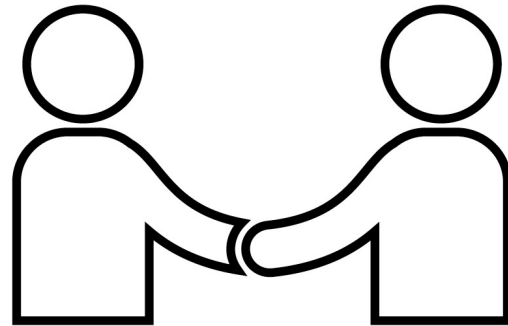
- Succinct.
- Clear.
- Include all supporting documentation.
- Honest – no B/S.
- Alignment.
- Answer all questions.

Important considerations

- Be clear on what you are seeking funding for.
- What is the problem and your solution.
- Include evidence of need.
- Demonstrate support.
- Send **relevant** supporting material.
- Contact fund before applying.



**Build a relationship
Start small
and build trust and credibility**



If your application is unsuccessful



- Don't give up – this happens a lot!!
- Contact funder and find out why.
- What do you need to change/add.
- Resubmit.

Case Study: Hawke's Bay Regional sports park

*Made numerous
approaches*

*Kept a strong
relationship*





FAILURE

Common themes of failure

- Can't tell your story.
- Can't demonstrate need.
- Can't demonstrate community benefits/outcomes.
- Not succinct.

Finding the right partner

- Research Research Research
- Know your customer/audience (demographics and psychographics)
- Be clear on your values – be clear on their values
- Know who the key decision makers are
- Understand priorities – past experiences – future business plan
- Use your networks

Approaching a business

- Mindset
- Warm leads
- Face to face – build a relationship
- Initial meeting – all about them – don't presume anything!
- Understand priorities – past experiences – future business plan
- Be patient



Looking after your partners

Relationship Management

- Partner/donor management and retention.
- Identify and manage fundraising risk early/communicate.
- Communicate in between asks.
- Report back on impact over and beyond accountability reports.



Recognising your partners/donors

- Be genuine.
- Be interested in them.
- Be transparent.
- Make them feel like they are part of your team.



Securing the Partnership – Activation and Retention

- What does success look like for the partner?
- Onboarding – the right way.
- How can you assist them with activation – they may need prompting.
- Purposeful retention.
- Role of board members.



Thank you!

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