

**V** VM Fundraising &  
Communications

know how to raise funds

# How to guides

SECURING FUNDRAISING - CAMPAIGN  
LEADERSHIP



# Securing fundraising: Campaign leadership

If your organisation is planning to undertake a major fundraising campaign, for example a capital appeal or opening your services in a new region, then you will need to secure committed external leadership.

VM Fundraising & Communications have worked on several multi-million pound campaigns and, in our experience, securing the right Chair can be the key to the success of your fundraising appeal.

Prior to approaching any prospective Chair, your organisation should have the following in place:

- A robust and comprehensive business plan
- Committed internal leadership and support
- A campaign 'Case for Support' clearly demonstrating the need and outcomes
- A detailed Fundraising and Communications Strategy
- The necessary resources and investment to support the campaign
- Identification of available statutory funding
- Identification of key individual prospects
- Identification of key national, regional and overseas grant-making trusts and foundations
- Identification of key Corporate prospects
- An initial Steering Group, which may form the nucleus of the campaign board
- A dedicated appeal fundraiser or fundraising team
- Breakdown of project costs into fundraising packages
- A gift table showing how your financial target breaks down
- Understanding of the principles and processes of major gift fundraising
- Systems in place to deliver flawless donor relationship management
- Funds raised already? Early pledges?
- A build up of momentum

Once you have the capability to deliver your appeal you need to find your Chair.

How do you find a leader of the very highest calibre when such people are

always busy? If you undertake the following steps then, in our experience, you will greatly increase your chances of securing the right Chair.

## **1. Identification and preparation**

You need to carefully identify the right candidate and then prepare fully for all the barriers, questions and reasons they might give for not accepting.

At the same time, you must offer a wide range of reasons why they should accept.

## **2. Motivate the Chair - not hand him or her a problem**

It is likely that any approach will fail if focused too strongly on money to be raised.

The appeal target is not a motivating factor - it is what the appeal will achieve - how it will change lives of the beneficiaries – that is what is important.

## **3. Sell the end result – not the hard work in between. It should be exciting and inspirational!**

You should offer your Chair the opportunity to..

- Make a real difference to the lives of.....
- Help support thousands of young people.....
- Enable elderly people on our community to ...
- Provide people living in poverty the chance to ...
- To help build the UK's first.....

## **4. Be prepared for his/her questions**

# **What makes you think you can raise £10 million?**

The prospective Chair will not wish to get involved in something that might fail. Whilst acknowledging it will be hard work you must demonstrate that you have in place a strategy that will allow you to reach your target.

In many ways you should be offering the Chair the opportunity to take the

kudos for all your hard work!

Questions the Chair might ask include the following. How much time will it take?

- How the Appeal will be structured
- I am a busy person, who will do the administration?
- Who else is involved or are prepared to be involved
- Are there any potential Patrons?
- Is there any high profile names you have identified? Celebs, public figures?
- Where do you see the money coming from?
- How do those sources breakdown i.e. how much of the total is from statutory sources?
- These are difficult economic times – how much do you expect to raise from individuals?
- How much money have you raised already?
- Do you expect me to give? How much?
- How much PR/profile do you expect
- What ideas/initiatives/Events do you have in mind
- Revenue fundraising against Appeal fundraising
- What about the competition? Other appeals in the area?

**VM Fundraising can help you address all of your campaign requirements through from preparing the case for support, writing your appeal strategy, recruiting the right fundraiser and helping to secure your Chair.**

For a discussion on your fundraising needs contact Valentine Morby now on 07855 292828 or email on [valentine@vmfundraising.org](mailto:valentine@vmfundraising.org)