

ARE YOU FIT TO FUNDRAISE? The Craigmyle Consultant fundraising checklist

Securing funds is increasingly competitive, so charities need to be sure they use the right tools to target the right people in the right way.

To help you get ready to raise funds, Craigmyle has compiled this checklist, so that you can check your readiness on some of the most important questions and get onto the right track from the outset.

A few of the ways you can raise funds:

- major donor campaigns
- capital fundraising campaigns
- stewardship campaigns
- grants
- events
- social investment
- generating your own income
- securing contracts
- crowdfunding
- legacies
- endowment.

What mix of these best suits your objective?

Depending on the scope of your project, you might need to have ready:

- a fundraising strategy to match your organisational ethos and needs
- a substantiated case for support
- a campaign or staffing structure
- a communications strategy
- ways to maximise giving
- research
- fundraising leaders
- training
- a contact management system
- a budget
- a social impact framework.

Do you feel confident you have what you need in place?

Things you might need to know:

- law on Gift Aid, individual, corporate and share giving
- fundraising regulations
- Data Protection regulations
- Social Value Act
- Social Investment Tax Relief.

Do you know where to look for information and check it remains current throughout your campaign?

There may seem a lot to think about, but don't feel overwhelmed! Craigmyle Fundraising Consultants are experienced and empathetic. We can help you with any or all of the above. We can tailor our service to meet your needs, whether they are short or long term.