

# Fundraising support during COVID-19 and beyond

Webinar – Your fundraising message  
in current times

**Gill Jolly BSc (Hons) FCIOF(Dip) MBPsS**

Director of Achieve Consultants Ltd & Associate Trainer with DSC

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**helping you  
to help others**



# Welcome from Angus Roy, Charity Director, Ecclesiastical

[www.benefactgroup.com](http://www.benefactgroup.com)

# Introducing

**Gill Jolly,  
DSC Associate Trainer &  
Director of Achieve Consultants Ltd**



**Cathy Shimmin  
DSC Senior Training Consultant  
(assisting with the Q&A)**

# To make the most of today



## Use the chat function to

- connect,
- share and
- network with each other

## Use the Q & A function for:

- questions to be answered later
- any tech issues



# 'Your fundraising message in current times'

Today we'll be covering:

- **Developing your case for support**
- **Link to donor motivations & some psychology**
- **Hints and tips for success**

Then a Q&A session



**A good starting point is to think of a skeleton being your key components and then flesh it out**



# Case for support

1. What do you do?



2. Why do you do it?



3. Why should I support you?

For more helping writing your case for support, visit:  
[www.benefactgroup.com](http://www.benefactgroup.com)

To flesh it out, think about what questions a potential donor or supporter would want to ask or need to know before making a decision to support you.



# Questions

- What is the issue/problem you want to overcome/improve?
- Why is your organisation best placed to solve it?
- Who will benefit and how? (primary & secondary)
- What difference will the donors' support make?
- What will they get back in return?
- How much do you need and when?
- Who else is supporting how will you secure all the funding?
- Can you link smaller amounts to specifics? Be careful not to restrict though!

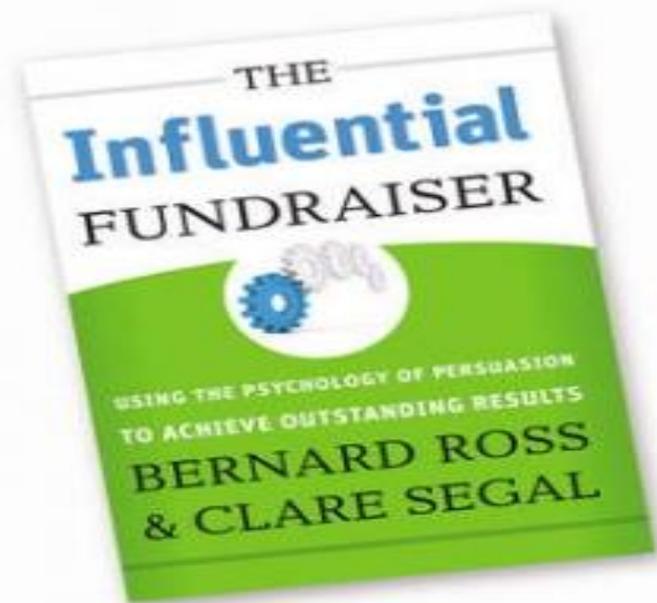


# Five Questions

According to Bernard Ross and Clare Segal in "The Influential Fundraiser"....

A good case needs *to enable the reader/listener to know the following*

- 1. What is the need?**
- 2. How can you tell this is a pressing need?**
- 3. How is your organisation uniquely qualified to tackle this need?**
- 4. What will be the benefits of your action?**
- 5. What are the negative consequences if you fail?**



# It's vital to set out the problem



**And then share: how will your charity solve the problem and the difference it will make?**



# And don't bore the prospective supporter



# Spark the supporter's interest

Grab attention, e.g.

- Title
- Image
- Quote
- Case study
- Tell a story



# Long words & sentences, jargon and technical language

.....these are like speed bumps along the way to securing a gift.





# Levels of response

## First level response

- How do the senses respond to the medium?
- How does it look, feel, etc.?

## Second level response

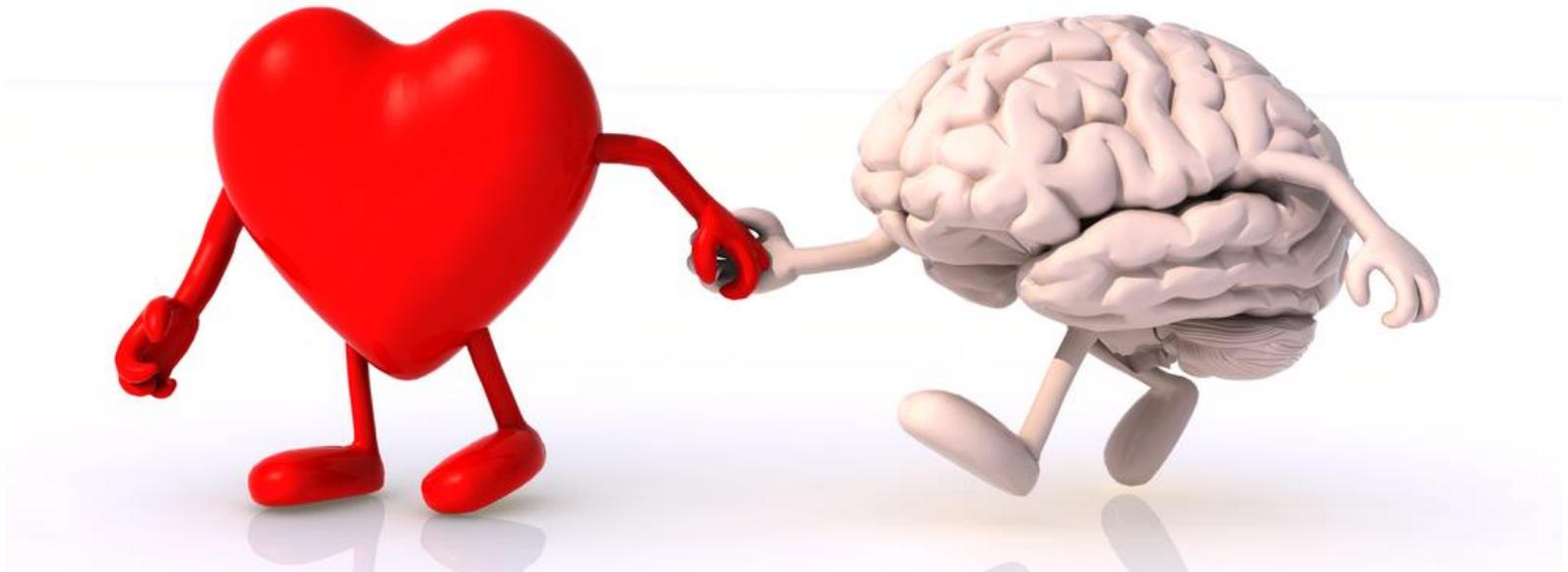
- How does the message appeal to the emotions – the heart?
- Is there an awareness of the need?

## Third level response

- How does the message appeal to reason, logic etc.?
- What is the clear factual argument for supporting the cause?
- Is the solution meeting the need?
- Do we know what we are being asked to do?
- What is the response mechanism?

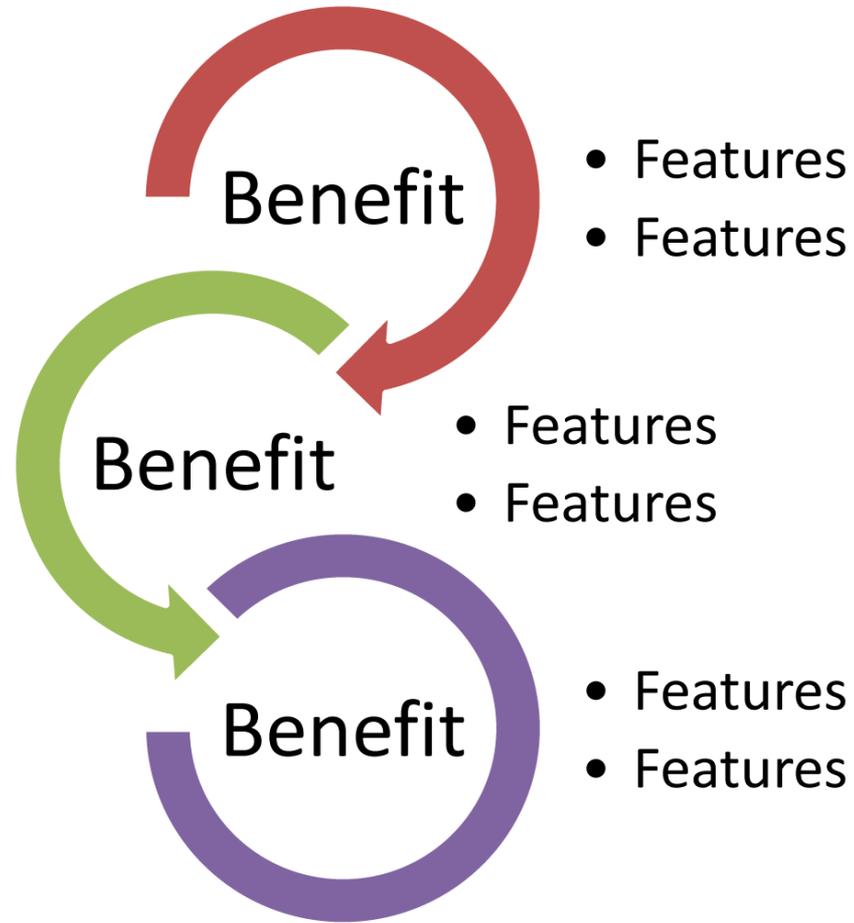


# Balance between head and heart



**The decision to give is made in an emotional place, not a logical one.**

# Features need to be expanded into benefits

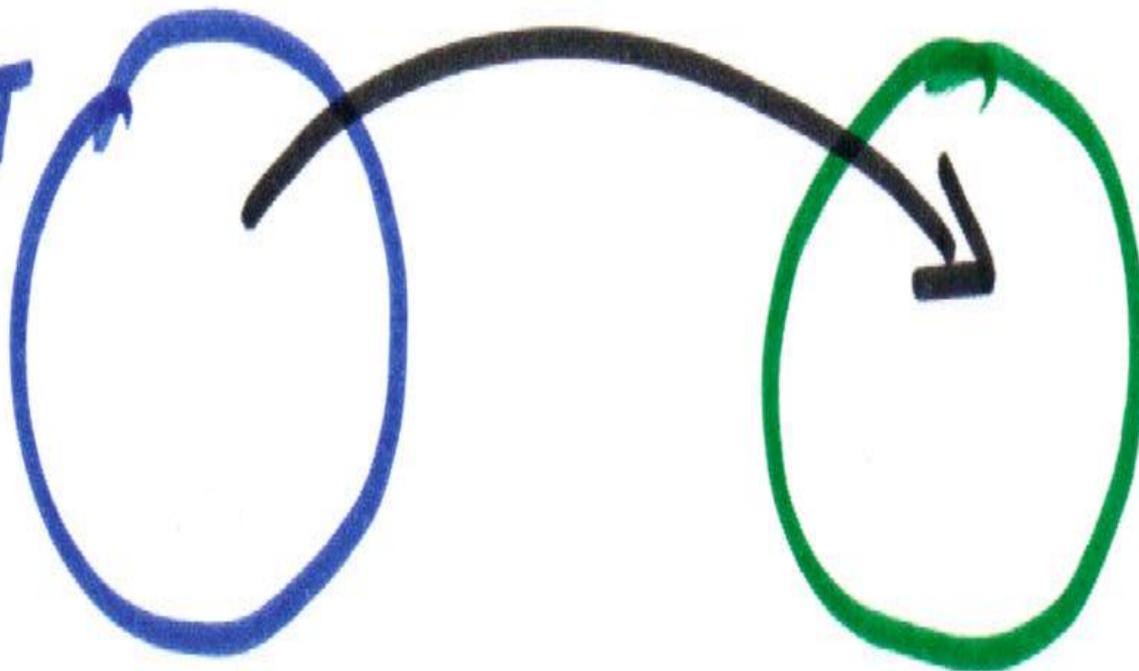


Quick test ...



# TRANSFORMATION

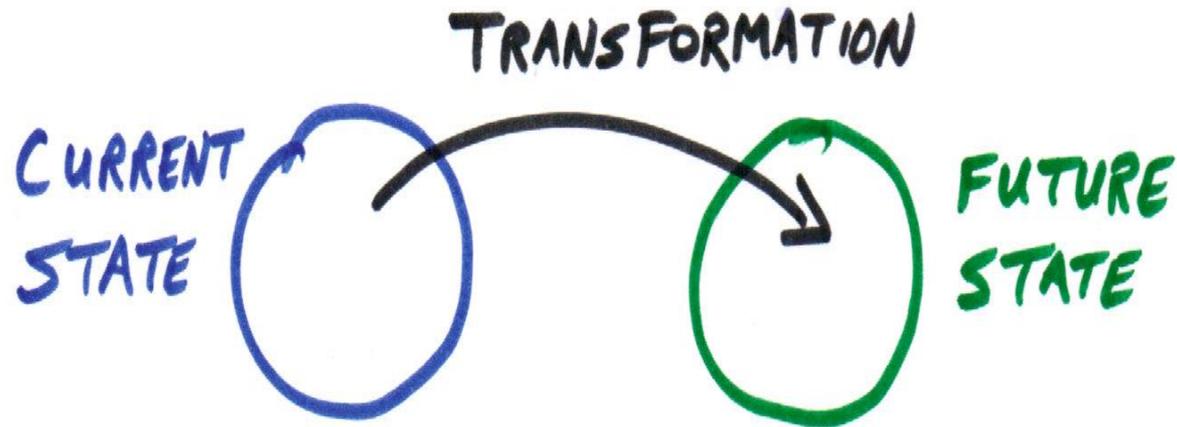
CURRENT  
STATE



FUTURE  
STATE

# What will have changed?

A story can help illustrate your impact



# Satisfied donors



# Donor motivations

Reasons for giving

These are many and varied

We need to understand our  
potential donors motivations for giving

# Why do people/organisations give?



# Why do people/organisations give?

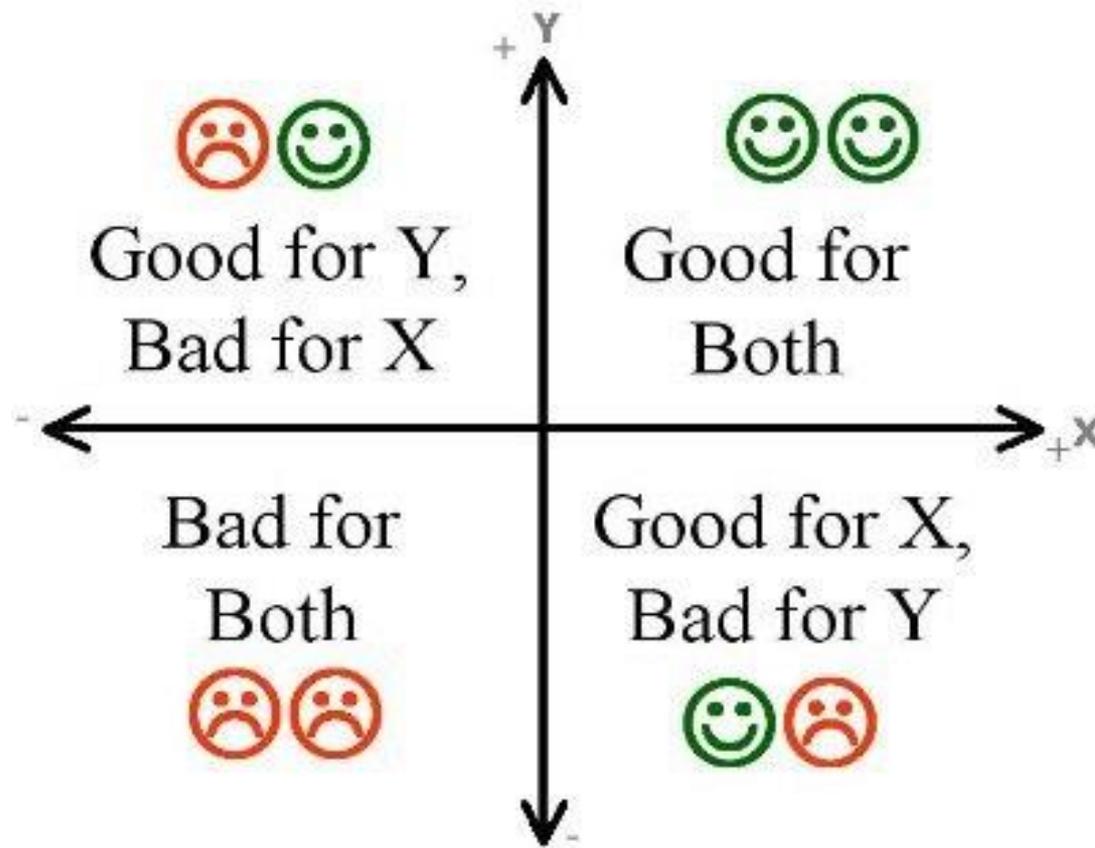
**WE MAKE A LIVING  
BY WHAT WE GET  
WE MAKE A LIFE  
BY WHAT WE GIVE**

- Winston Churchill

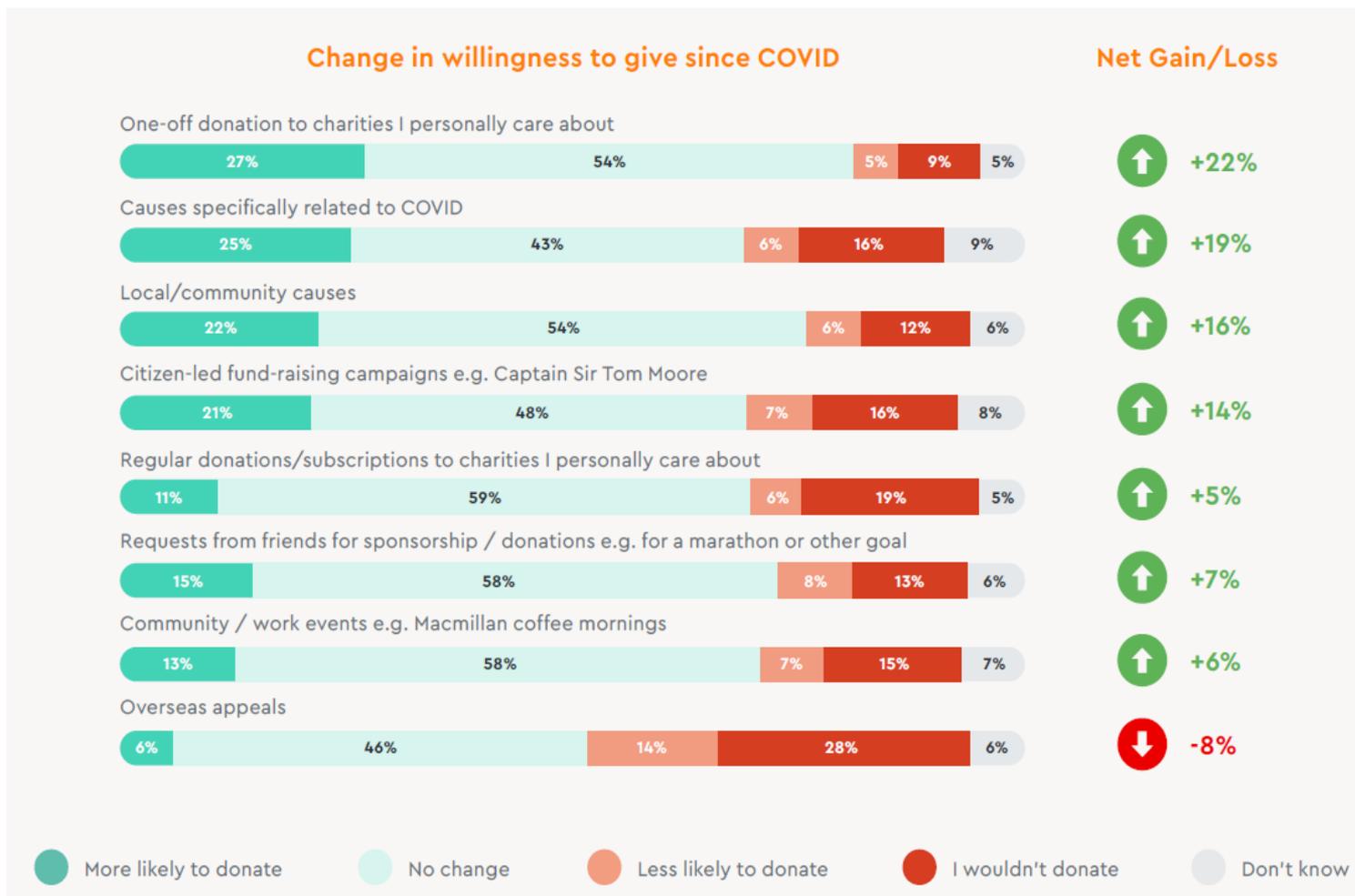
"How wonderful  
that no one  
need wait a  
single moment  
to improve  
the world."

-Anne Frank

# Remember it has to be a win : win for a successful relationship



# Motivations/willingness to give



Source: *Enthuse's Donor Pulse Autumn 2020 report*

# Motivations/willingness to give

## Reasons for taking part (Base: all who would consider)



Figure 9: Would consider a virtual event and why

Source: Enthuse Donor Pulse Autumn 2020 report

# Wills aren't just for older people

## 300% increase in under-35s writing wills

### What happened?

289% more Millennials made their will in 2020 vs. 2019 – and Gen Z saw an even bigger increase of 465%. This peaked in April, with 12x more under-35s writing wills than usual.

We also saw a 279% increase in parents with young children writing their wills. This led to a drop in the average age of people writing wills – which was 47 in 2020 vs. 50 in 2018.

### Why?

This may be the first time younger groups faced their own mortality. The challenges of this year have brought into sharp focus how important it is to plan ahead, however old you are.

Every generation is writing more wills at home



Source: *The Year in Wills Report 2020* – by Farewill

# Remember

It's got to be interesting, urgent and exciting and the donor needs to know that their support will make a real difference.

*'If there's no difference, there's no point!'*



## Urgent Help



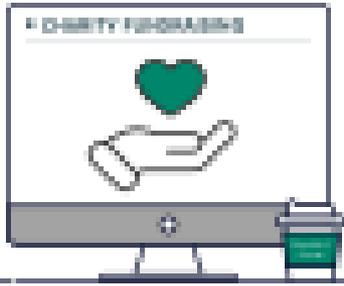


# Next Steps



More fundraising support and resources from Benefact Group can be found at

[www.benefactgroup.com](http://www.benefactgroup.com)



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