

A large red square with a white border, centered on a white background. Inside the square, the text "Fundraising 101" is written in white, bold, sans-serif font.

# Fundraising 101

A bit of background...

# 90.8c

For six consecutive years, our annual report won the Published Accounts Awards for charities in Ireland.

Awarded 'special recognition' award at the inaugural Good Governance Awards

## Fundraising Planning Process



Inspiration and innovation,  
not imitation and irritation.

Fundraising is dead...

Long Live Marketing!

~Mike Mansfield

# Corporate Support

# 4 Pillars Exercise

Vision

Enemy

Hero

Recipient



# 4 Pillars - Concern

Vision	Enemy	Hero	Recipient
Prevent diarrhoea & prevent death	A lack of access to proper sanitation	Concern WASH programmes in 20 countries.	2.2 million people, mostly children, die from diarrhoea annually

Throw in a pinch of

NEED

SOLUTION

URGENCY

Each year 2.2 million people, mostly children, die needlessly from Diarrhoea caused by a lack of access to proper sanitation. **You can save lives today** by supporting **Concern's WASH programmes** in 20 of the worlds poorest countries.

# 4 Pillars – UL Musical Society

Vision	Enemy	Hero	Recipient
Provide an outlet for students through music.	Stress of courses and Exams.	UL Music Soc allow access to equipment, events and teachers.	UL students who preform and those who attend.

Throw in a pinch of

NEED

SOLUTION

URGENCY

UL students need an outlet to escape the stress of course demands and exam pressure. By partnering with UL Music Soc today, you can provide new equipment to give students the escapism they need by performing or attending our events.

# Corporate Top Tips

Do your Homework!

Find your Fit!

Know what you can offer them!

Make the offer **UNIQUE!**

# Alumni Schemes

# Alumni Options

Direct Debit/Standing Order

Events and Networking Opportunities

Build a community

Build benefit package

Regular Communications

Activating a student  
audience...

# Millennial Audience

First Digital Generation

NOT as selfish as people think!

Social Activists

Sometimes with an eye on social currency...

Well Educated

Dreams of a better tomorrow.

# Innovation... with an eye on social media

Creating Headstrong Hero

T-Shirts to Capes

#HeadstrongHero

Croke Park Abseil Event

Important message

Creating a community

Sponsorship opportunity for Arthur Cox





JUST ASK THE  
QUESTION!!!

Martin Luther King  
didn't get up 50  
years ago and say: I  
have a budget and a  
plan!

~ Alan Clayton

# ‘Unethical’ charity practices

Not using money for purpose it was donated

‘Shock’ advertising

Undignified portrayal of beneficiaries

Targeting vulnerable people

Guilt-tripping

Aggressive/intrusive fundraising

# Best Practice Tips

At least two people counting funds, write it down, sign.

RECORD EVERYTHING!

Garda Permits (6 weeks)

Data Protection

Raffle and Lotteries

Public Liability Insurance







# Passport Control – Concern World Champions

Date	College	Arrival Time	Departure Time
23/01/2017	Dublin Business School (DBS)	11:00	18:50
24/01/2017	University College Cork (UCC)	11:00	15:00
25/01/2017	National University of Ireland in Galway (NUIG)	11:00	15:00
26/01/2017	University of Limerick (UL)	11:00	15:00
27/01/2017	Institute of Technology Tallaght (ITT)	10:00	16:00

# Thank you!

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#ConcernChamps