

EFFECTIVE FUNDRAISING

Jessica Perrins

Head of Fundraising & Communications

Animal Welfare Society Stellenbosch

DONORS

- ◊ Prospects
- ◊ Individuals
- ◊ Major Donors
- ◊ Trusts & Foundations
- ◊ Corporate Social Investment Funds



**Planned
Gifts**

Major Gifts

Annual Gifts

Occasional Gifts

FUNDRAISING METHODS

1. INDIVIDUAL SUPPORT / DONATIONS

- Newsletters
- Mail Appeals
- Website / Social Media Platforms
- Special Events



2. Major Donors

- o Identify
 - Look at existing donors
 - Local Media
 - Events
- o Research the donor
- o Connect → Build Relationship
- o Make the ask
- o Keep in touch



Identify goal

o Fundraising strategy



4. Bequests & Legacies

- Publications
- Bequest events / tours
- Personal visits



5. Social Enterprise Initiatives

- ◌ On site retail store
- ◌ Online shopping
- ◌ Branded merchandise
- ◌ Charity shop
- ◌ Book sales



BUMPER STICKERS R20 EACH



3 FOR R50 (POSTAGE INCLUDED)



6. Applying for Grants

- **Who?**

Foundation / Trust being approach

- **What?**

Funding request

- **Why?**

Benefits for both NPO and funder

- **How?**

How can the funder support / be involved

PROPOSAL OUTLINE

- o Introduction
- o Problem / Needs statement
- o Project objectives
- o Project methodology
- o Sustainability / future funding
- o Budget
- o Conclusion

7. Requesting Corporate Gifts

- ◌ CSI Funding
- ◌ Gifts in kind
- ◌ Sponsorship
- ◌ Expertise / knowledge



DONOR STEWARDSHIP

- o THANK YOU! THANK YOU! THANK YOU!

Always thank donors promptly

- o Go above and beyond

Phone call

Personalised thank you

- o It is all about the donor

“Look what YOU achieved”

{special}
THANKS
to our sponsors

PEOPLE GIVE TO PEOPLE



ASK FOR MONEY = ADVICE

ASK FOR ADVICE = MONEY

IFC 2017

Got Questions?

