



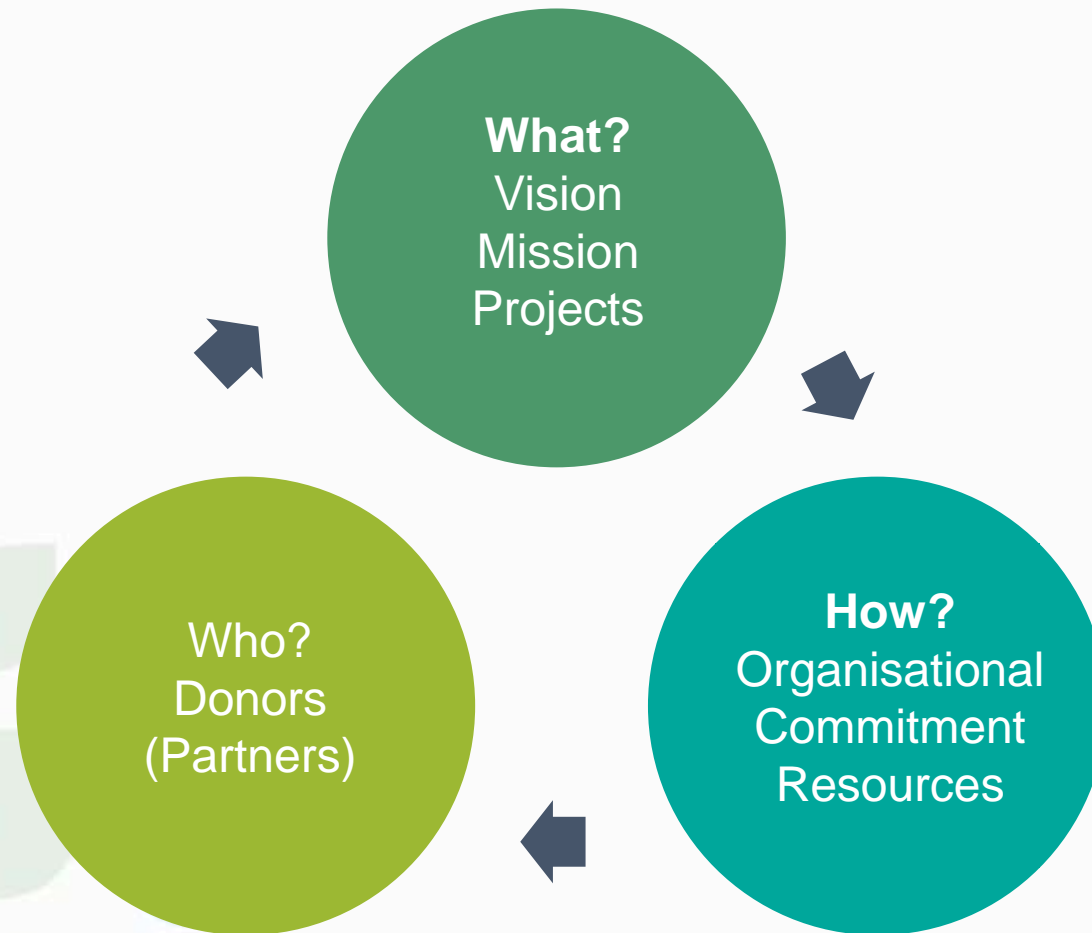
Towards Effective Local Fundraising

Mike Bartlett

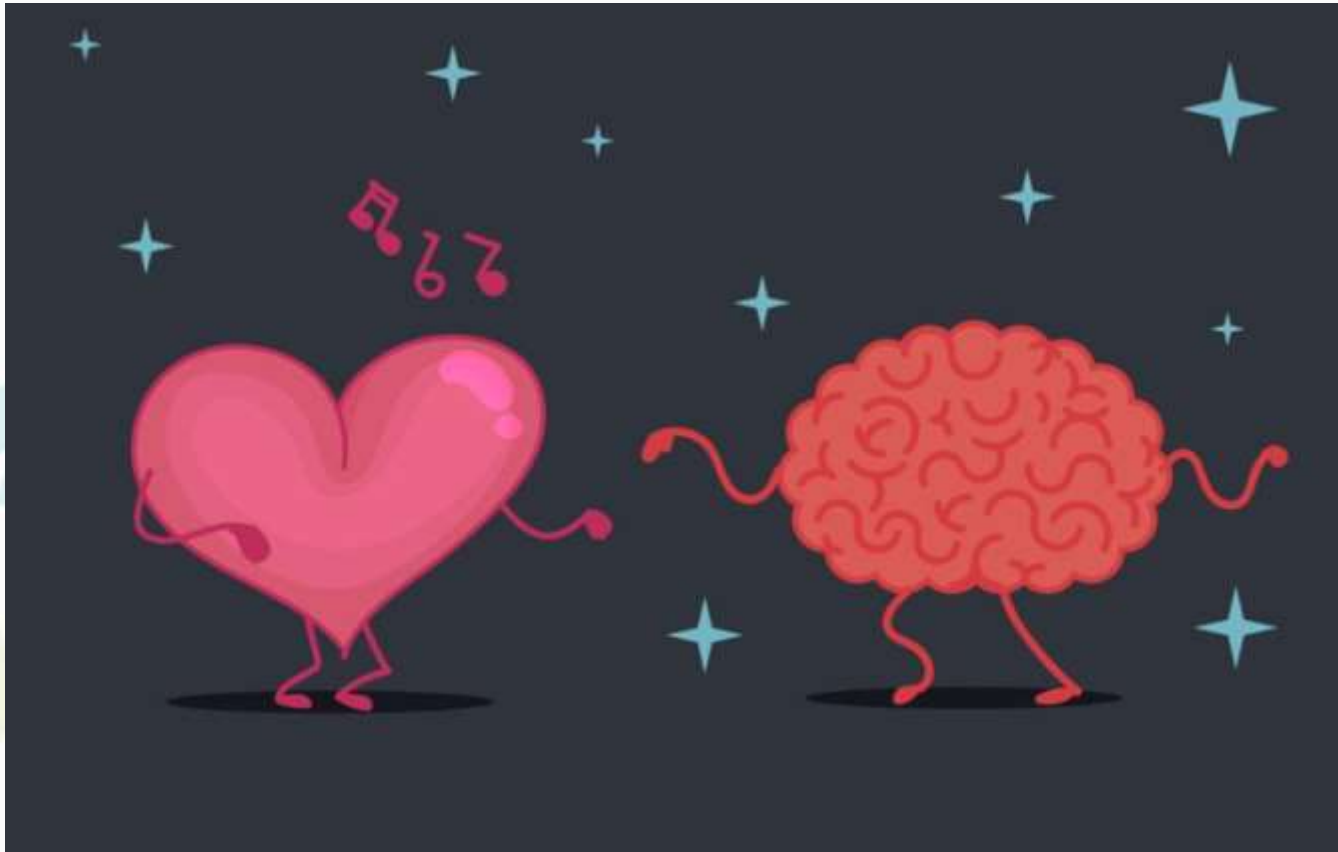
Senior Consultant – High Level Giving

Money Tree Fundraising

An Art and a Science



An Art and a Science



Essentials

To implement a successful fundraising strategy you must have:

1

A genuine programme plan

How are you going to address the need, with specific outcomes and costs

2

Donor-centric culture

Meeting the needs of donors

3

A leadership culture that understands fundraising

4

Sound and accessible financial project information

5

Sound donor process

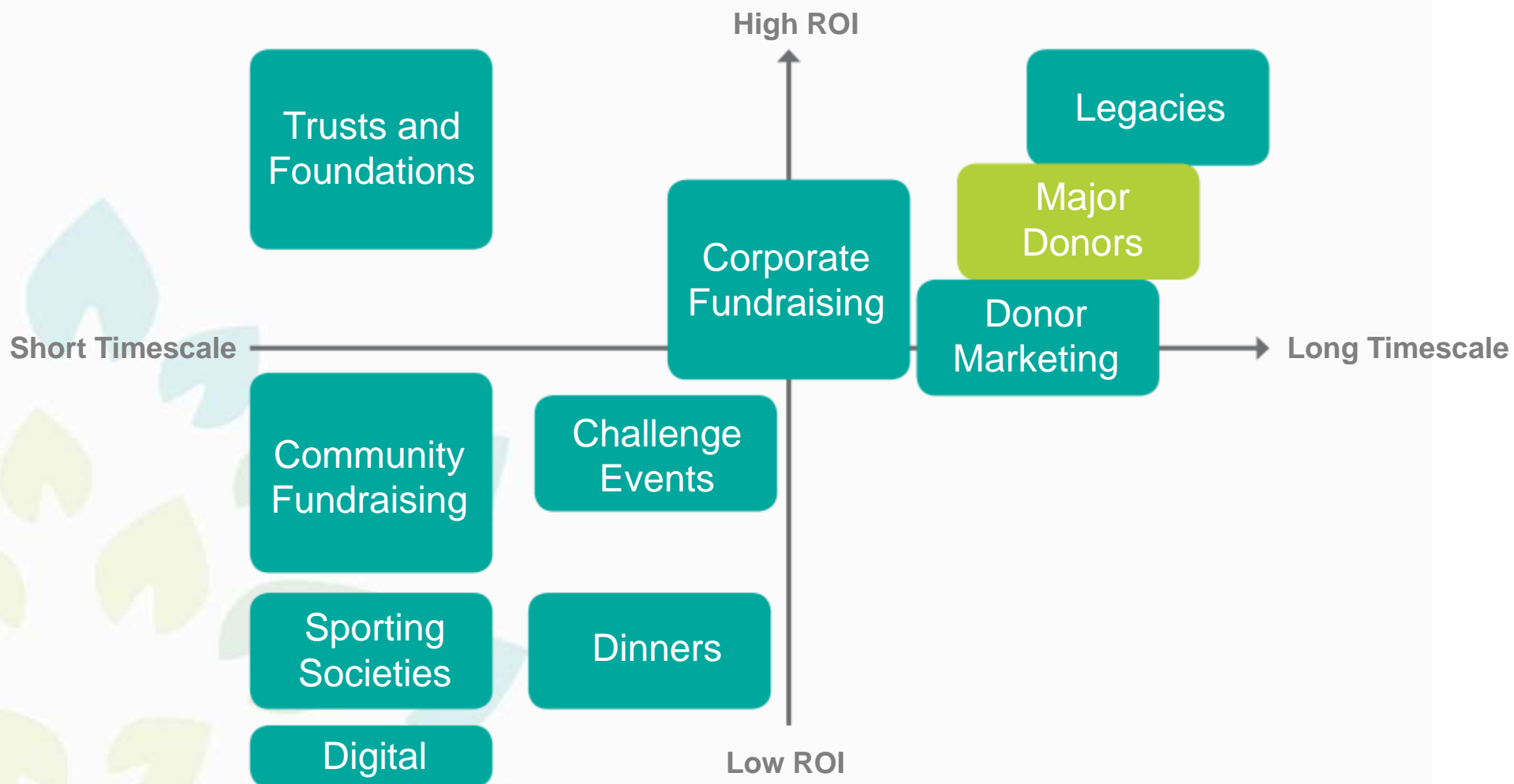
IT, data, record keeping, thanking

6

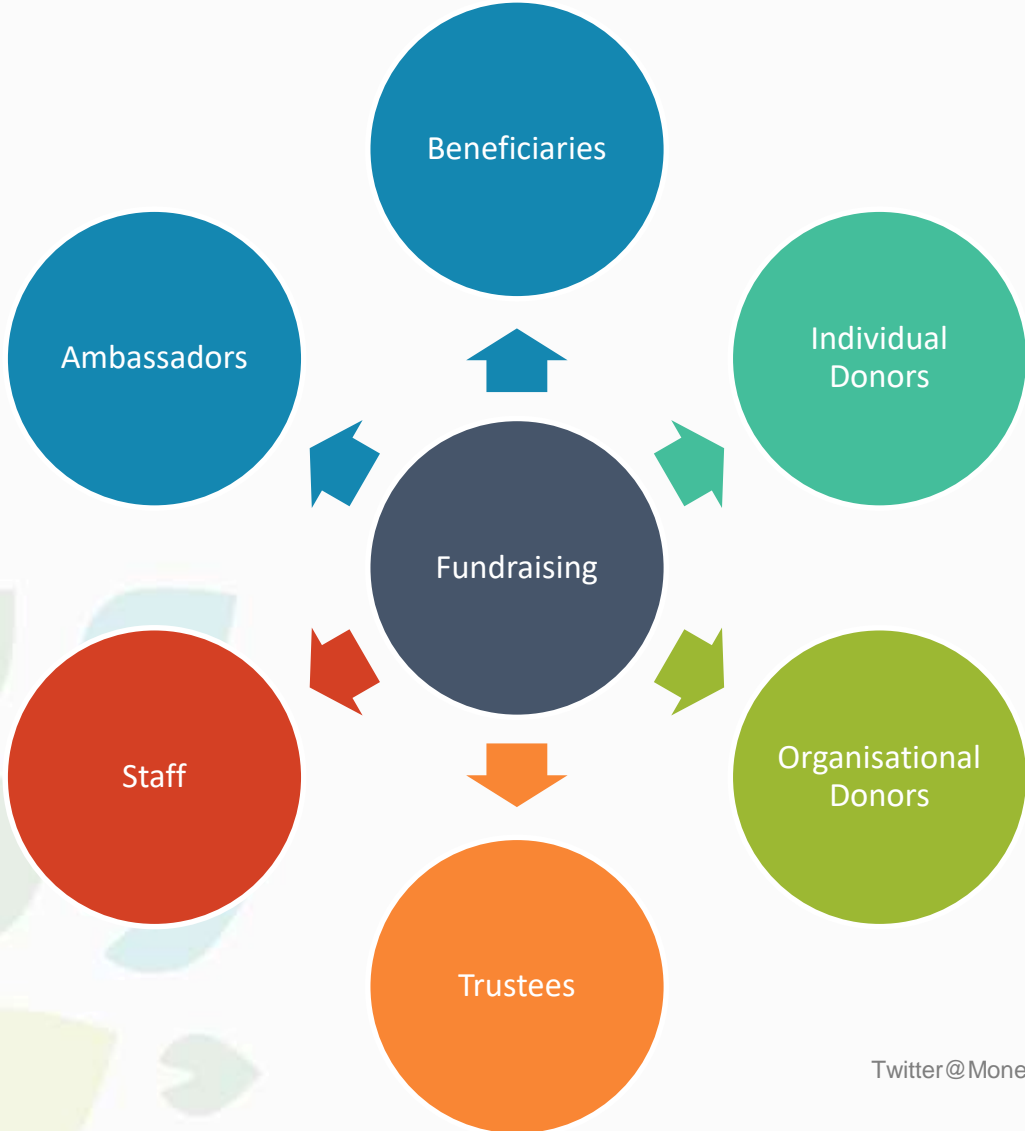
Measurable outcomes

What impact will you tell your donor that their gift made?

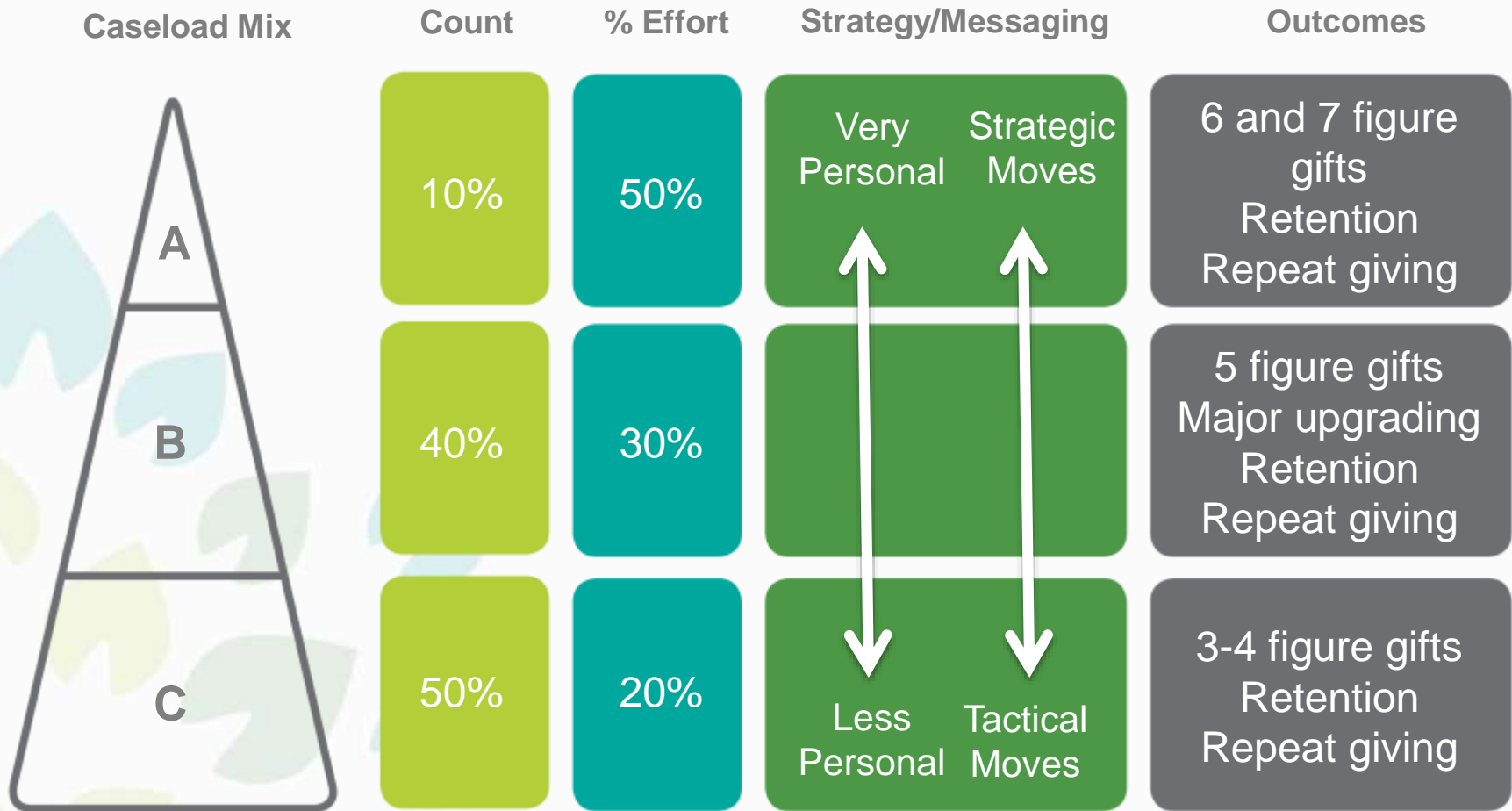
Why Major Donors?



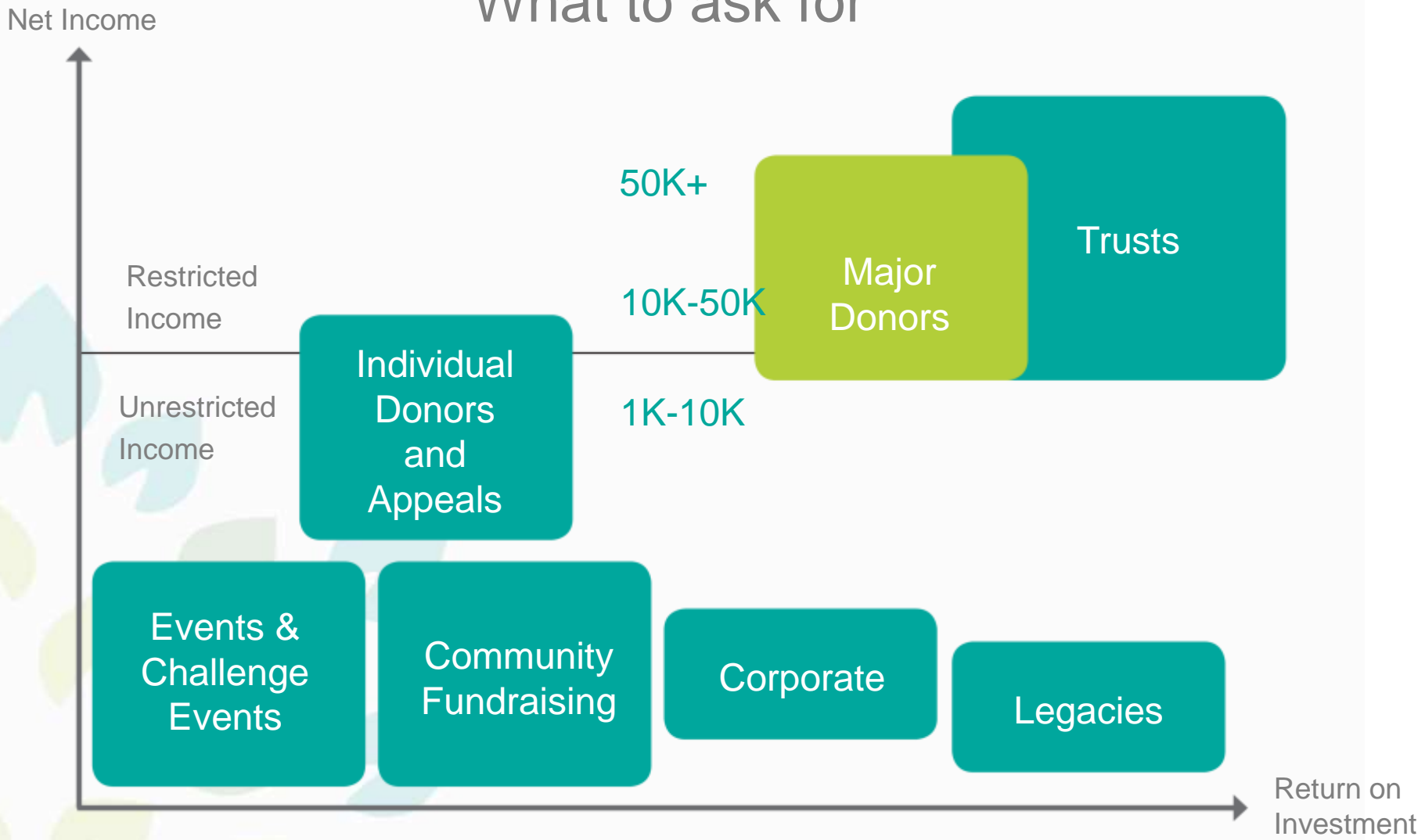
Mapping your Network



Supporter Pyramids



What to ask for



Money Tree Fundraising

Mike Bartlett *MInstF*

Senior Consultant

High Value Giving

M: 07940 57025 | **T:** @MoneyTreeFR

mike@moneytreefundraising.co.uk

www.moneytreefundraising.co.uk

Registered in England and Wales no 07766374

