

A collection of symbolic objects including a chessboard, medals, a compass, and glasses. The chessboard is in the top left, with several pieces visible. A red ribbon with a circular emblem is at the top. A blue ribbon with a circular emblem is in the middle left. Two medals, one with a star and one with a cross, are in the center. A pair of glasses is in the bottom center. A compass is in the bottom left.

Developing an Effective Fundraising Strategy : The Key Elements

John Baguley

WWW.IFC.TC

PLANNING

“The great advantage of not planning is that failure comes without the horrid sensation of worry and panic before disaster strikes”

John Harvey Jones



THE FUNDRAISING PYRAMID

Legacies

Major Donations

Committed Giving

Donations to Appeals

First Donation or Membership

20% of donors will give 80% of
income





LOWER YOUR RISKS

“DEVELOP A SET
OF INCOME
STREAMS”

How Budgets impact Strategy

- **Strategy based on budgets often leads to incremental change = slow growth.**
- **Strategy that serves to win support for investment in fundraising = dynamic growth.**





Don't ignore the internet!

“ Fundraising is
Communication & the
Cultivation of your
Friends”

THE FUTURE BELONGS TO THE VERY RICH

“How are you
going to talk to
them?”

Celebrity Culture...





“Success is not final,
failure is not fatal: it is
the courage to continue
that counts.”

Winston Churchill

CHERISH YOUR MISTAKES

Test and fail –
fast and furious

But build on
success...





**“I saw the angel in the marble
and carved until I set him
free.”**

Michelangelo