

Big Impact, Small Budget: Community Fundraising for Small Charities

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Why community fundraising is worth your time

- Community fundraising plays a crucial role in strengthening relationships and building a network of advocates for your charity.
- If they are committed enough to organise or take part in an event, they are the right kind of people to ask about other things e.g. legacies.
- The ROI is probably better than you think - 6.15:1 in LarkOwl's Fundraising ROI Report 2025. (Individual Giving - 5.47:1 and Corporate - 5.54:1).



Who are your community fundraisers?

- Community supporters fall into two camps - passionate about your cause or want to do the event for fun.
- Knowing your potential audience is essential - who cares about your cause? Who enjoys the type of activity you have organised?
 - **Trustees**
 - **Their connections**
 - **People affected by your cause / people you have helped**
 - **Their friends / family**
 - **Schools**
 - **Your local community**
 - **Your suppliers**
 - **Community groups**
 - **Faith groups**
 - **Sports clubs**



What do you want them to do?

- Running / sporting events / challenge events
- Providing a fundraising activity for people to do themselves
- Attend an event you have organised
- Free choice

Don't forget the data and marketing permissions!



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How will you engage your audience?

- Speak to any key people before you launch.
- Have a marketing plan:
 - Press releases, what's on guides, local radio - offer an interview
 - Email your supporters - standalone email and newsletter
 - Social media
 - Influencers
 - Ask businesses for their support - as sponsors or to promote the event



Stewardship

- Is it easy to sign up?
- Create a list of everything you would want to do.
- Scale it back so it is manageable.
- Create a process map.
- Manage supporters expectations.



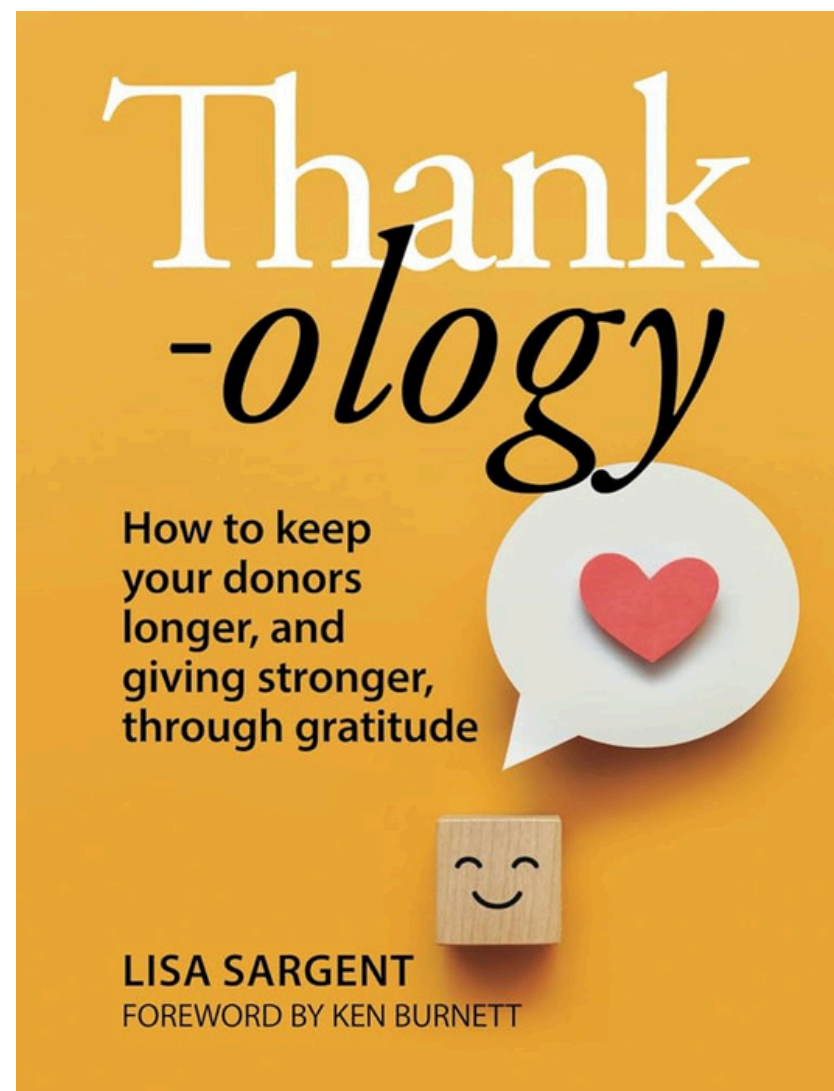
What about the ‘stuff’, what will we give them?

Focus on free items they can download themselves or low cost items that work hard!

- Information about the charity
- In aid of posters they can amend - could this be double sided with a certificate?
- Badges for social media
- ‘How to’ guides
- Sponsor forms
- Budgeting checklist
- Quiz

Thanking

Do it and do it well!



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Always review your event

- Summary of the event
- How many attended/took part
- How much did you raise? How much did you spend?
- Did people enjoy it? (Ask them!)
- What went well? What didn't?
- What would you do differently

Know when to carry on and when to quit



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**Any questions?
Additional ideas?
Comments?**

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