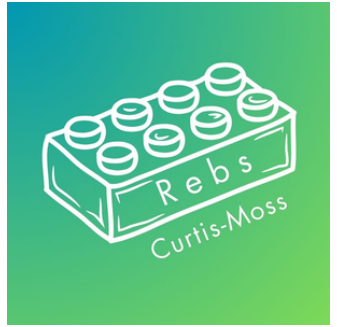


Fundraising and Comms: Two sides of the same coin?

Rebs Curtis-Moss



Introduction



**'WE ARE FAR MORE UNITED AND HAVE
FAR MORE IN COMMON WITH EACH
OTHER THAN THINGS THAT DIVIDE US'**

Jo Cox

Introduction

What will you get out of today?



In this session, we'll cover:

- The key challenges both community fundraising and communications teams have.
- Strategies for how fundraisers and comms staff can overcome these issues, together.
- Practical examples from charities of these issues and their solutions.

Scene setting

What are the issues?



- Differences in team-specific cultures
- Lack of shared strategy/mandate
- Misunderstanding each other's expertise
- Unrealistic audience-engagement goals
- Missing technology/tools
- Territoriality
- Lack of trust
- Too many giving input
- Navigating distributed/remote/hybrid environments

Scene setting

What we don't see eye to eye on - the detail



Issues comms have with fundraising

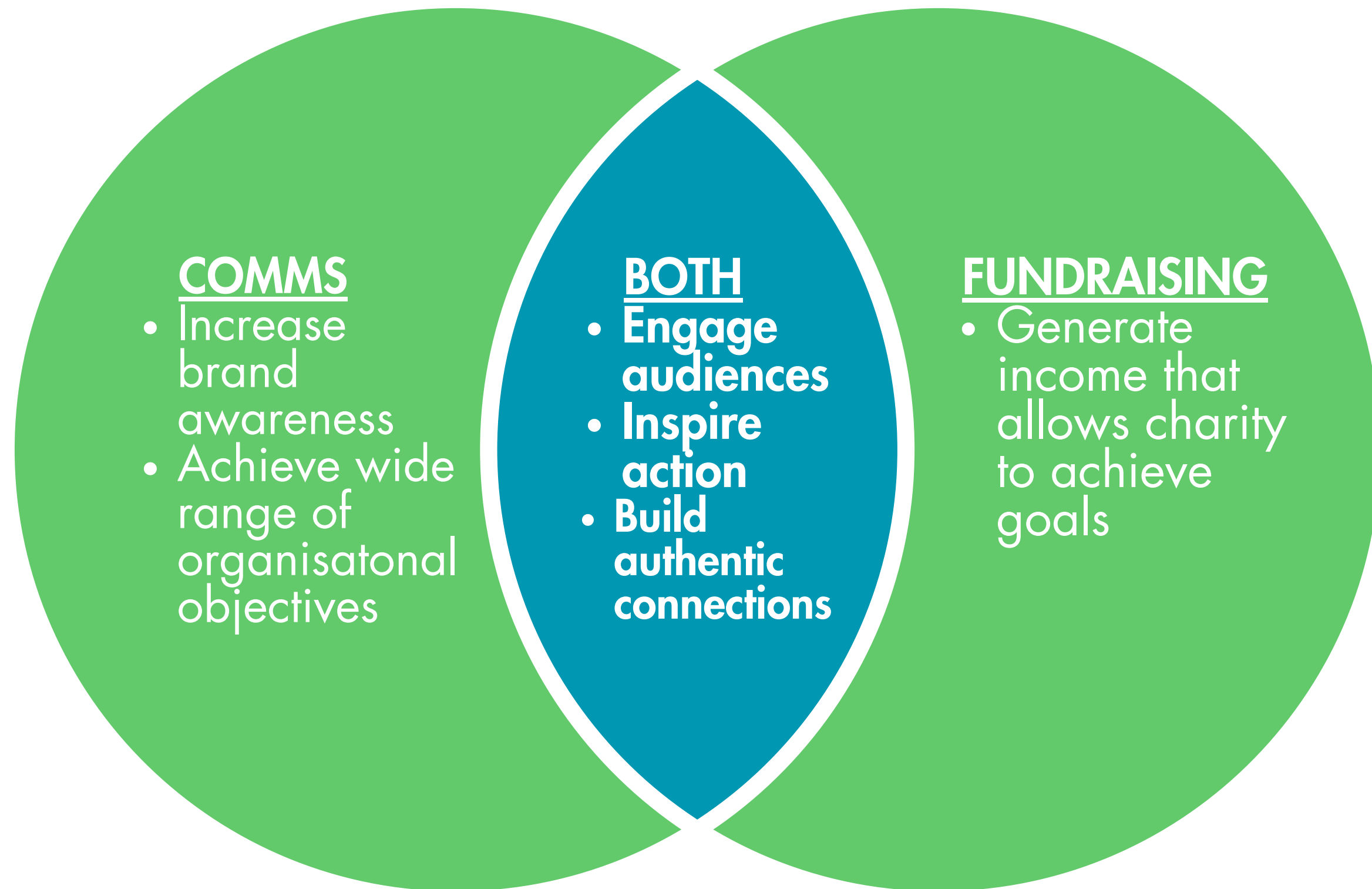
- Lack of commitment to the brand
- Thinking supporters are the only audience the charity has
- Not understanding lead times/workloads
- Involving comms at the last minute
- Not appreciating social media as a specialism

Issues fundraising have with comms

- Not being involved in important decisions impacting supporters (*e.g. a rebrand*)
- 'Computer says no' culture
- Prioritising brand and campaigning over fundraising

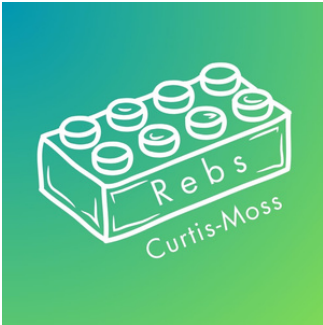
Scene Setting

Shared objectives



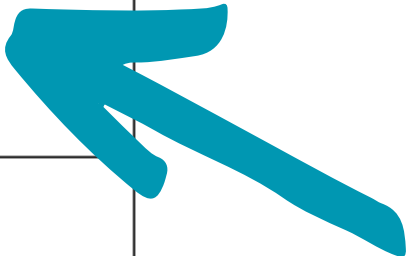
Project planning

What tools do I need?



Fundraising campaign/event/activity project plan template

Activity name	
Project lead <i>Who is the main person project managing this?</i>	
Activity / Event overview: <i>Description of the project.</i> <i>In brief, what is the background, history and reason for doing this activity?</i>	
Date(s) & Times <i>These may be proposed dates at this stage. Remember to allow enough time for marketing, project planning and sign offs.</i> <i>A good rule of thumb should be min 6 weeks marketing, and ideally closer to 12 and 4-8 weeks planning and sign off time.</i>	
Objectives <i>What do you want this activity to achieve? Ensure your objectives are SMART - Specific, Measurable, Achievable, Relevant and Time-bound</i>	
KPIs <i>These should link to the objectives. How will you know if your objective was achieved? What are the measurements of success?</i> <i>This might include marketing responses, participant feedback etc. This is your benchmark against what you're trying achieve i.e. "Recruit 10% new donors" or "95% positive feedback from attendees"</i>	
Who else will be involved? <i>This is called the RASCI system. It helps you think about the different ways people may be involved.</i> <i>Different stages or parts of the project may have a different RASCI.</i>	Responsible <i>(who is project managing?)</i>
	Accountable <i>(who needs to make sure it happens? Sometimes called "project sponsor")</i>
	Support <i>(who do you need to do the doing to make this happen?)</i>



This template (by Sarah Goddard) will be available in the delegate bag

Project planning

Answer the questions before they're asked



Overview and objectives

Why this and why now?

Who, what, when, where

Key audiences and insights

Key messages & CTA

Initial marketing ideas

Budget (Income & expenditure)

Link to work/story to be used

Thanking & Stewardship

Concerns & Contingencies

Kick off meeting

Get everyone around the table



Council of Elrond

Kick off meeting

Get everyone around the table



For the Comms Team this means highlighting:

- The audience insights
- The initial marketing ideas
- Key messages/CTA
- Story or links to areas of the work

The prep/questions/insight you may want them to bring:

- What data do we have that is relevant to this project?
- Do we know anything else on the key audiences?
- Are there any audiences we've not thought about?
- How do we best reach those audiences?

Kick off meeting

Get everyone around the table



Agenda

- Top line run through of the project plan (*why this/why now, the objective*)
- Introduce thoughts on who the audience is, key messaging and why
- Invite additional insight on these from comms
- Creative session (*is there anything else we can do better/ differently*)
- Talk through who is responsible for what areas
- Assign actions and ensure clarity on next steps

RASCI

Who is responsible and for what?



Responsible	Accountable	Support	Consulted	Informed
Who is project managing?	Who needs to make sure it happens? Sometimes called "project sponsor"	Who do you need to do the doing to make this happen?	Who's opinion and insight would help you?	Who needs to be kept up to date on progress or decisions?
Community Fundraising Manager	Head of Fundraising & Comms	<ul style="list-style-type: none">• Community Fundraising Officer• Comms Manager• Comms Executive• Supporter Care Manager	<ul style="list-style-type: none">• In-memory fundraising officer• Database Manager	Director of Fundraising and Comms



A RASCI Cheatsheet (by Sarah Goddard)
will be available in the delegate bag

Social media

Introduction



Actual footage of a social media manager during his "holidays"



↗
Your new BFF



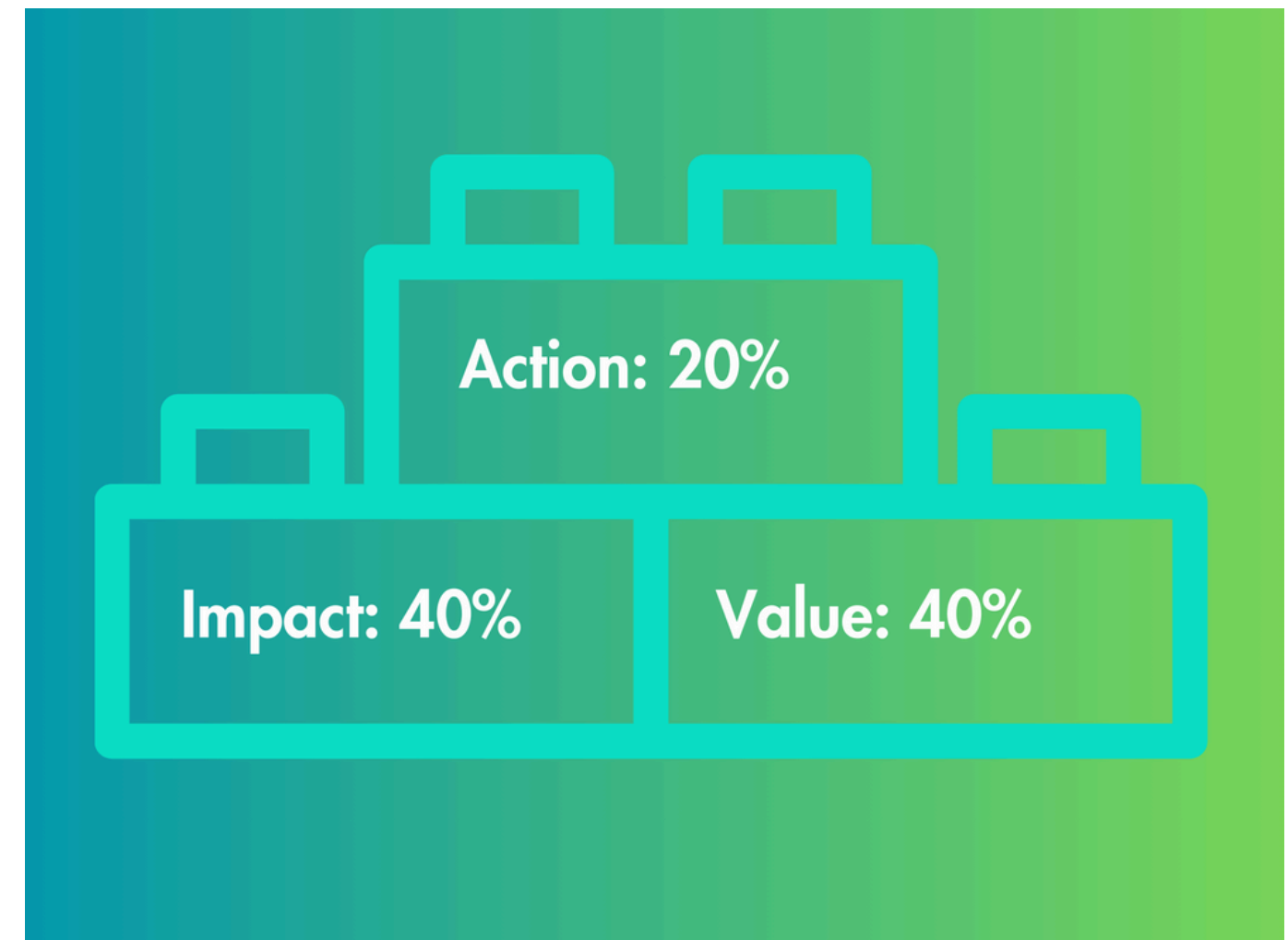
↗
Actual footage of your Social Media Manager

Social media

Content pillars

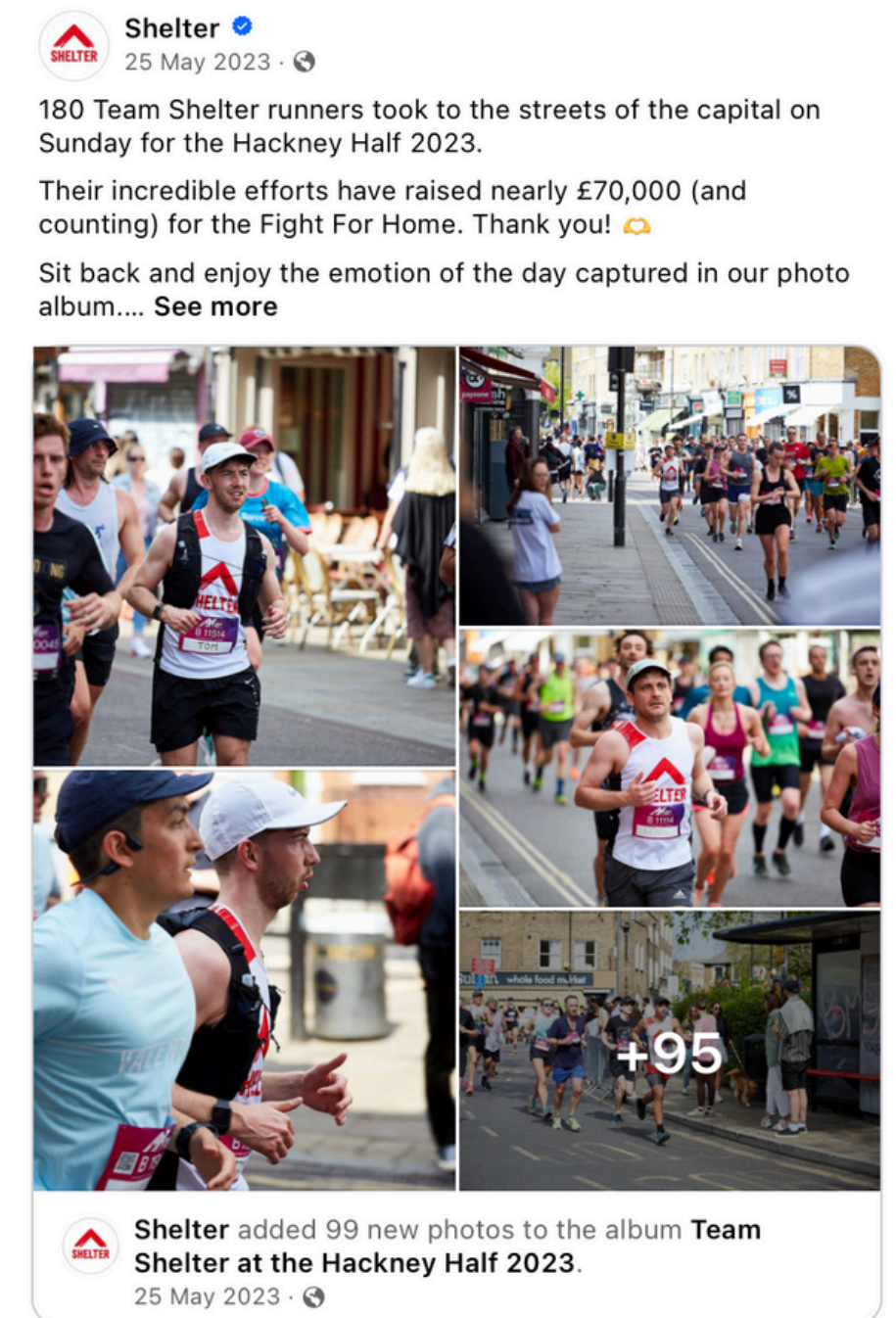


- **Value:** This content meets the audience's needs without explicit asks being made of them, makes them feel part of a community, and sparks meaningful conversations.
- **Impact:** This content focuses on demonstrating the impact of services and campaigns, by telling powerful stories.
- **Action:** This content asks the audience to do something – e.g. get more involved in volunteering, campaigning, or fundraise.



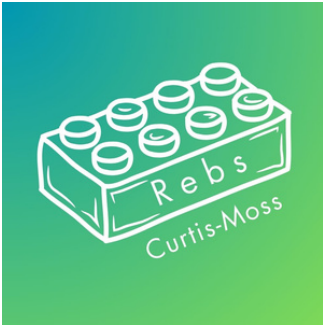
Social media

Adding value organically



Social media

Adding value - supporter pack



WINTER APPEAL **TOOLKIT**

OUR APPEAL

This year, children will be spending Christmas in cold shipping containers, badly converted office blocks and cramped B&Bs. Families will be sleeping on sofas, staying with friends and relations, with no secure place to call home. People will be sleeping in freezing cars, damp tents and dirty doorways. Our message is clear: this is not a home.

The housing emergency is putting families, children and individuals in impossible situations this winter. That's why our appeal emphasises the importance of having a safe, permanent place to call home, and aims to galvanise the public into taking action. And that's where you come in. We want as many people as possible to join our movement, and to drive change. To make this as easy as possible, you'll find some messaging below, along with some dates of when we'll be sharing key pieces of content on Shelter's channels. Together, we can defend the right to a safe, secure and affordable home for everyone. Because home is everything.

LINKEDIN

Handle: @shelter-uk

Home is a human right. It's our foundation, and where we thrive. Yet over 120,000 children will be waking up homeless this Christmas. This is something we can't ignore.

Donate to Shelter today, and you could help a family find a safe place to call home this winter: <https://shlr.org.uk/md97g>.

FACEBOOK

Handle: @ShelterUK

Home is a human right. It's our foundation, and where we thrive. Yet over 120,000 children will be waking up homeless this Christmas. This is something we can't ignore.

Donate to Shelter today, and you could help a family find a safe place to call home this winter: <https://shlr.org.uk/Dd99J>.

INSTAGRAM

Handle: @ShelterCharity

Home is a human right. It's our foundation, and where we thrive. Yet over 120,000 children will be waking up homeless this Christmas. This is something we can't ignore.

Donate to @sheltercharity today, and you could help a family find a safe place to call home this winter: <https://shlr.org.uk/ld98K>.

For Instagram Stories Donate button: <https://shlr.org.uk/Xd94K>

TWITTER

Handle: @shelter

Home is a human right. It's where we thrive. Yet over 120,000 children will be waking up homeless this Christmas. This is something we can't ignore.

Donate to @Shelter today, and you could help a family find a safe place to call home: <https://shlr.org.uk/nd930>.



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Social media

Demonstrating impact organically - storytelling



Children's Hospices Across Scotland ✓

23 October 2024 · 🌐

To celebrate significant birthdays this year, Morag and her father George agreed to take on a meaningful journey together – the West Highland Way, raising funds for CHAS in loving memory of their niece and granddaughter, Ava.

“Ava, and her mum and dad spent many happy years at Rachel House where they were treated with love and compassion, as were all the family who visited. A couple of years ago, Morag said we should do something to mark my 80th and her 50th birthdays. Without much discussion, we decided to do the West Highland Way in memory of Ava,” said George.

Ava was referred to Rachel House in Kinross at just two years old, and from the very start, the whole family cherished their visits. Her smile lit up when she arrived, knowing she’d be spoiled with all her favourite activities—from the sensory room and jacuzzi to music therapy. The hospice was Ava’s happy place.

Despite four days of tough weather and challenging terrain, the father-daughter duo found great satisfaction in completing the well-loved long-distance hike. But what meant even more was raising over £6,000 in Ava’s memory, helping support children and families across Scotland.

“We met so many lovely people on our walk and many asked about the picture of Ava on our rucksacks - some very generously contributed to our fundraising and our challenge helped highlight the work CHAS does,” said George.

Well done on the incredible trek, Morag and George. Thank you so much for fundraising in Ava’s memory. 🧡



Social media

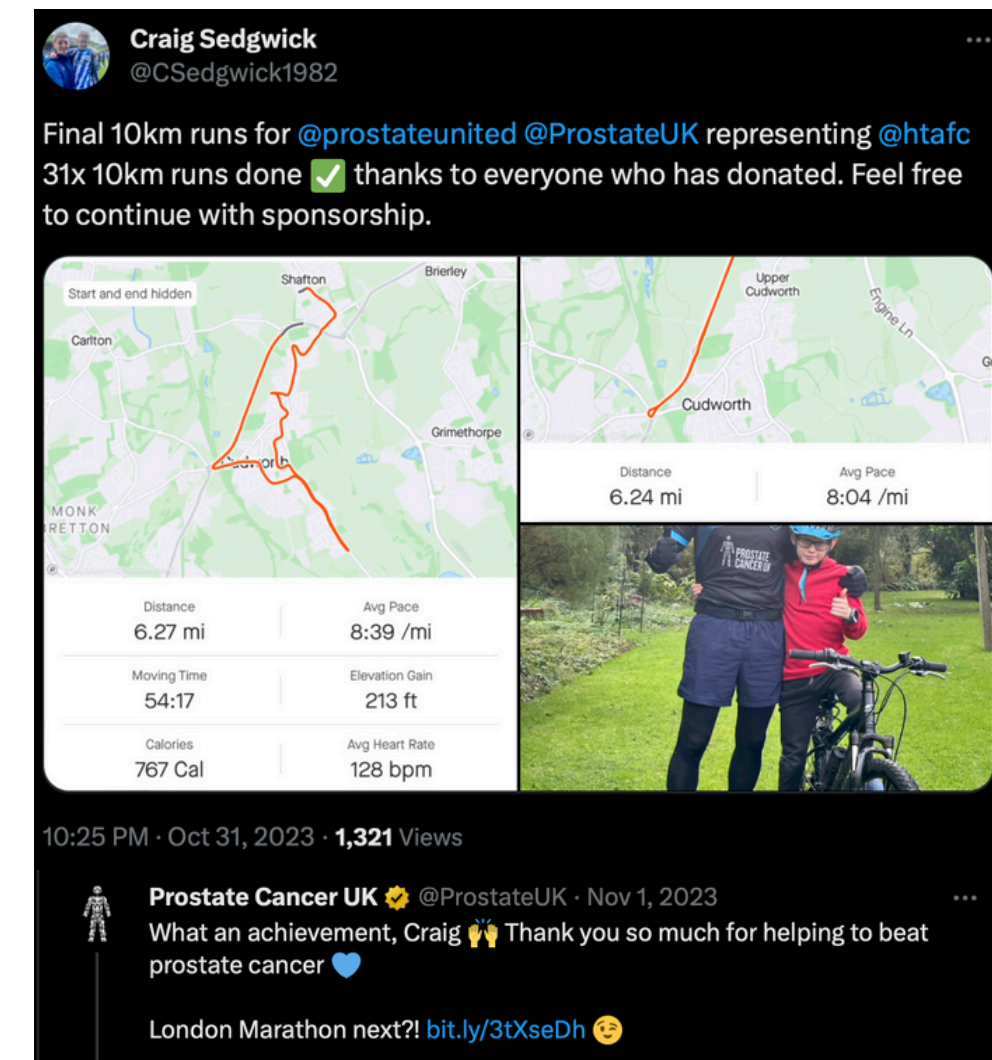
Demonstrating impact - social listening + UGC



RNLI



Prostate Cancer UK



Social media

Demonstrating impact - social listening + UGC



Key messaging written by comms team

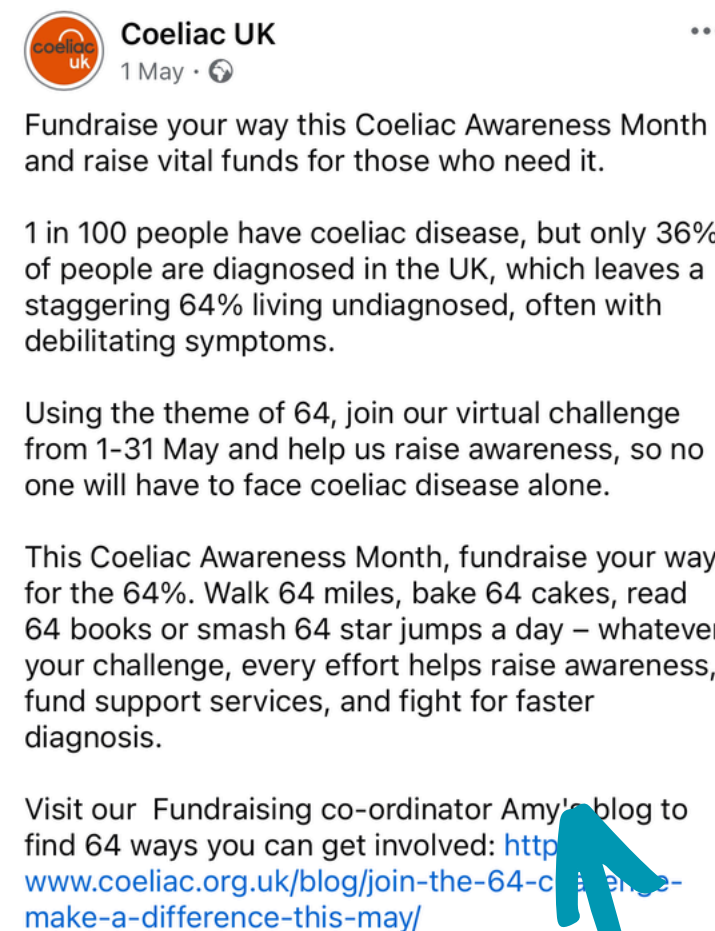


Social media

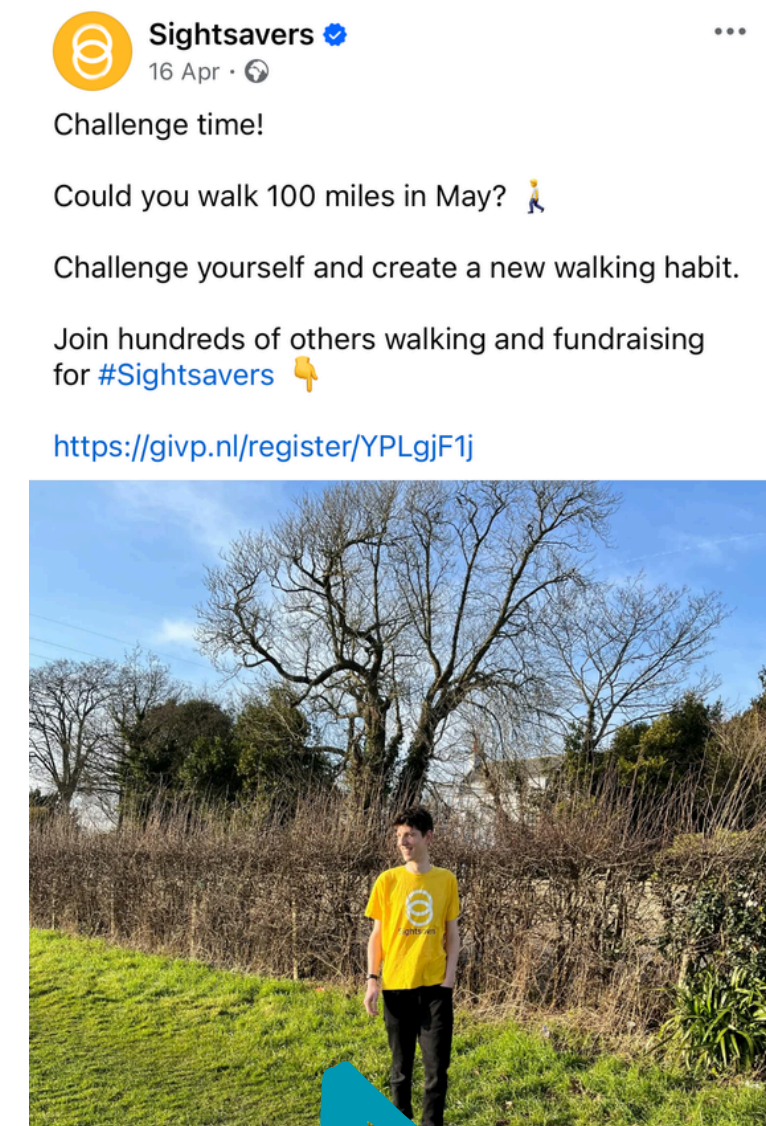
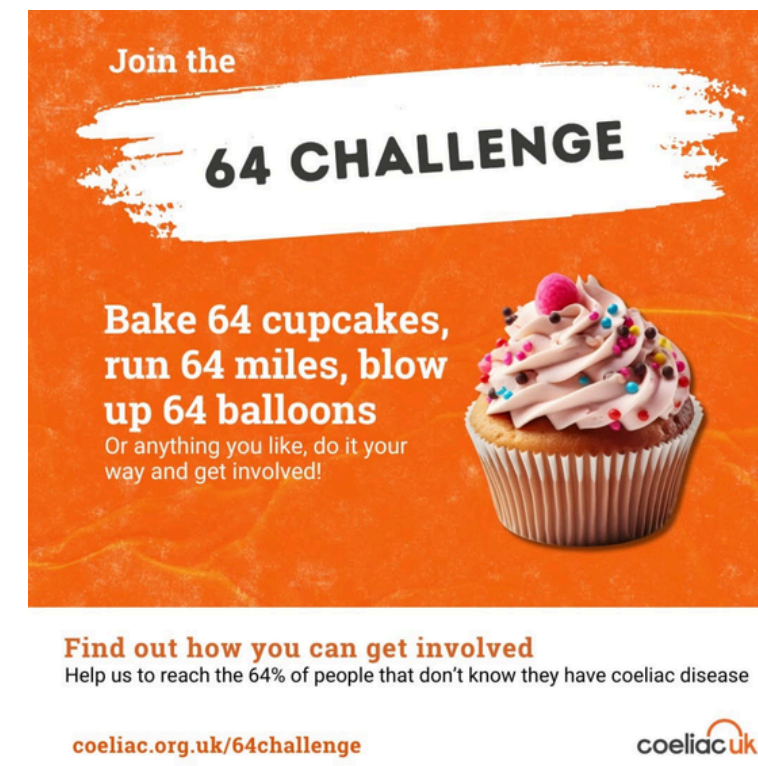
Inspiring action organically



Ayrshire Hospice



Coeliac UK



Sightsavers

Social media

Calls to action: what are the priorities?

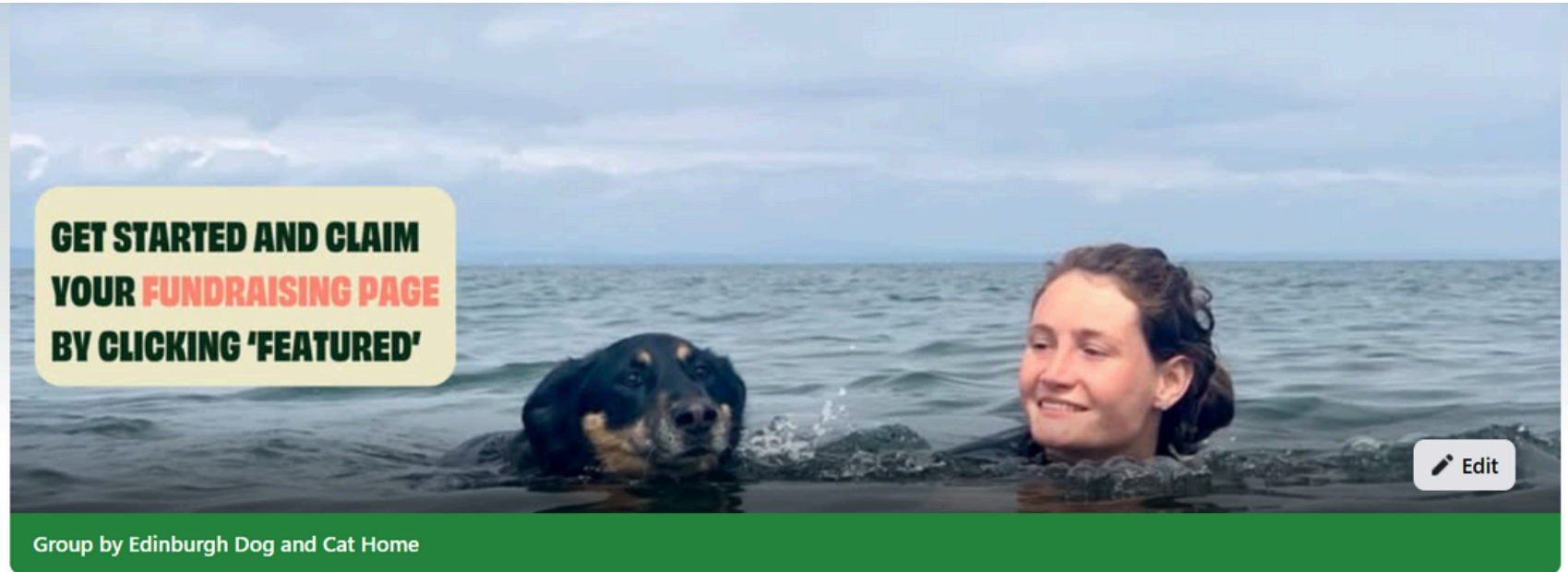
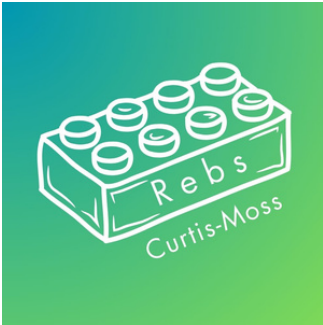


For most charities, this is likely to be:

1. Campaigning
2. Fundraising appeals
3. Individual giving: cash, monthly, lottery
4. Legacy
5. In-memory event fundraising
6. Volunteer recruitment
7. Fundraising event + product recruitment
8. Retail
9. Staff recruitment
10. DIY fundraising

Social media

Facebook groups



Cold Dip Challenge



Craft Every Day in May



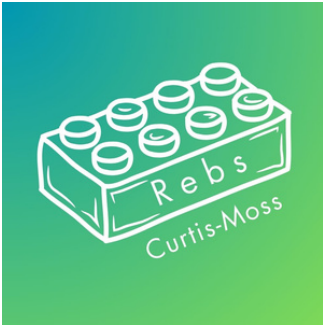
Run 50k in March




Edinburgh Dog and Cat Home


Social media

Paid social



**Marie Curie UK**
Sponsored
Library ID: 2065944110594921

Hike Hadrian's Wall, with early bird 20% off registrations, for Marie Curie, for a better end of life, whatever the illness.




Marie Curie

**Crisis**
Sponsored
Library ID: 1910828299735319

Bake a difference this summer and raise money for Crisis.


Host a bake sale at your workplace, school or organisation and bring everyone together to help people build their lives beyond homelessness.



Crisis

**Alzheimer's Society**
Sponsored
Library ID: 959711709432906

Running for change 🏃 Challenge yourself to run 50 or 100 miles in 30 days to bring help and hope to everyone living with dementia.



Alzheimer's Society

Social media

Consider your colleagues



**POOR RELATIONSHIPS BETWEEN
TEAMS **BENEFIT NO ONE** - LEAST
OF ALL YOUR SUPPORTERS.**

Graphics

Using Canva collaboratively



↑ Actual charity example!

Tom from Sales:

*graphic design is
my passion.*



Me:



Graphics

Using Canva collaboratively



Useful resources:

Canva Pro is free for registered UK charities, and is a great place to easily resize images, plus create graphics etc.



Further training on how best to use Canva Pro across teams.



Conclusion

Just be human



- Great communication first and foremost
- Remember shared objectives
- Use project planning tools but not as a replacement for talking and meeting
- Clarity on who does what - being kind about everyone's shortage of time
- Utilise shared skills - don't get territorial
- Allow space for creativity!



Conclusion

Keep in touch



hi@rebeccacurtismoss.co.uk



www.rebeccacurtismoss.co.uk



www.linkedin.com/in/rcurtismoss

Conclusion

Any questions?

