

# Big Impact, Small Budget: Community Fundraising for Small Charities

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## Who are your community fundraisers?

Who cares about your cause?



Who is interested in the event?



## What do you want them to do?

- Running, sporting or challenge events
- Provide them with a fundraising activity e.g. tea party, daily walking challenge, crafting activity, cake sale
- Attend an event you have organised
- Free choice/DIY events - ideally everyone should offer this



**Remember to collect supporter data and any appropriate permissions**

## Promoting your event

Who are your key stakeholders to speak to before launching?

## The marketing plan

What free things can you do?

If you have any budget, how will you spend it?



# Stewardship

How will people sign up?

What are all the touch points and ways you want to communicate with your supporters?

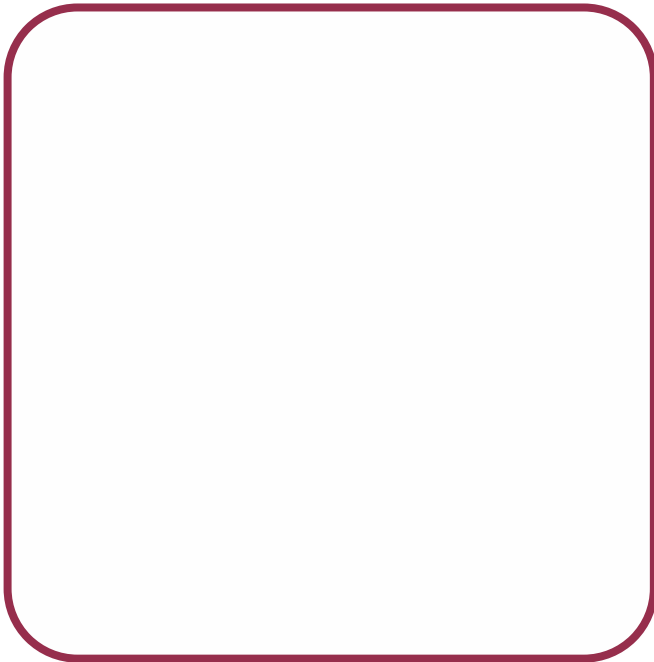
Which of these is possible?

- Now create a process map
- Don't forget to manage supporter expectations

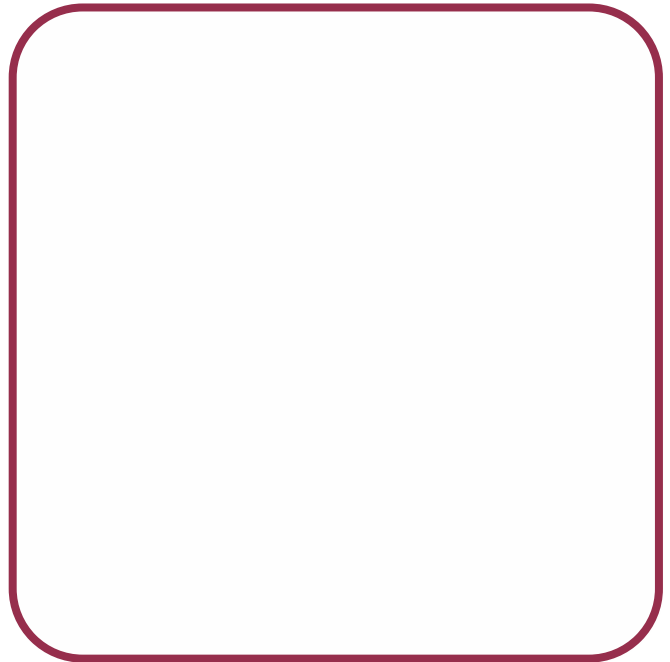


# The Stuff

What items could you afford to send to supporters?



What free things can people download?



## Post event review

Include the following:

- Summary of the event
- How many people took part / attended
- Amount raised
- Amount spent
- ROI
- Did people enjoy it (ask them!)
- What went well
- What didn't go well
- What would you do differently next time

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