

“You’ve raised more than you’ll ever know”

Measuring the full impact of your community fundraising

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Making the most of short and precious lives across the South West
www.chsw.org.uk

Registered Charity No. 1003314





You've raised
more than you'll
ever know...



The joy of community...

- Human connection
- Positive interaction (beyond a transaction)
- Relevance
- Being part of something
- Long term ROI



Let's talk ROI...

- Community is NOT the poor relation
- Delivers today AND tomorrow
- 6.15:1 immediate ROI (LarkOwl, 2025)
- Takes investment
- Needs persistence



**DIDN'T I PUSH
THIS SAME ROCK**

**UP THIS SAME
HILL YESTERDAY?**

Power of Persistence

- Presence
- Passion
- Purpose



Presence

- Show up!
- Be interested
- Be engaged in your community and their activity

But remember...

- You can't be everywhere...
- A great fundraiser enables and empowers – they don't do it all!



"You can do
anything,
but not
everything."





Passion

- Keep it local – place-based passion
- How do people fit in the narrative?
- Supporters and Beneficiaries (Bond of Trust).
- Stories...
- Nice stories talk about the problem
- Great stories put the donor in the narrative and make them part of the solution
- Awesome stories get the charity out of the way!



Purpose

- What is the goal?
- How do I track it?
- Did it work?
- How do I measure it?

Activity vs ££





A look to the future
The Real Housewives
of Orange County

I'm very busy...being busy

KPI's to consider...

- Number of community talks
- Merchandise sales
- Proactive vs Reactive split
- Number of calls to donors
- Regular giving discussions/conversions
- Legacy enquiry/pledge
- Number of community events staged



KPI's to consider...

- New donors attracted
- New supporters added (not donors yet)
- Mailing list opt ins
- Press coverage (column inches)
- 'In aid of' and 'own place' activities
- Volunteers recruited



United purpose...

- Who gets you?
- Build your 'home team'
- What is their why? Ask them!
- How do you come together?
- Is it fun?!







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