

"You've raised more that you'll ever know"

Measuring the full impact of your community fundraising

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



Registered Charity No. 1003314

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The joy of community...

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



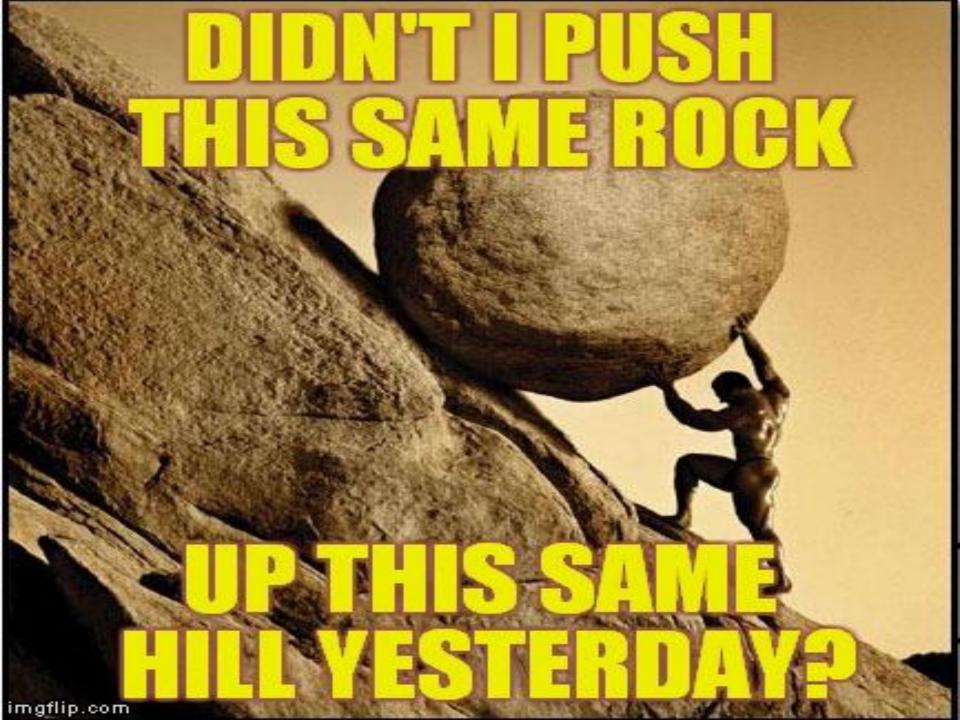




Let's talk ROI...

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







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." \bigcirc





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!



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Purpose

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

Activity vs ££





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



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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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