

OIST Fundraising Workshop (participant outline)

Delivered by Craig Pollard

This workshop participant outline was prepared by Craig Pollard at the request of Felix Rehnberg

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Participants and preparation

This workshop is for individuals who want to understand how to get donations and funding in real-life and to be equipped to do this. Whether they need to raise \$10,000 or \$10m from investors or philanthropic sources.

This workshop is *not* for those seeking a list of funders for their project or a *how to write a funding proposal* workshop.

The fundraising approach shared within the workshop aims for efficiency and impact and is designed to equip non-fundraisers with the tools and focus to fundraise themselves.

It blends decades of successful fundraising experience with non-profits and tools from private sector startups (e.g. the Business Model Canvas, Blue Ocean Strategy, Lean Startup).

Pre-workshop preparation

Participants will be emailed the core tools in advance.

They should come to the workshop with an idea or project that they are (or will be) seeking funding or donations for **and** a 1 minute (max) pitch of their project for funding, that they will present during the workshop.



Workshop outcomes

Capacity

With a solid understanding of fundraising knowledge and tools the participants will be equipped to take their first steps in fundraising.

They will know how to identify their funding groups and individual funders within these. They will begin to craft their own case for support and break this down into targeted and fundable value propositions.

They will understand the principles of a *value* fundraising approach, that will ensure that their limited and valuable fundraising time spent with the right funders and pitching the right projects.

Confidence

The workshop presents a sustainable approach to fundraising practice – participants will learn to fundraise themselves – they will not be presented with a list of funders at the workshop.

Instead, they will be equipped and confident to seek out and engage their own funders.

The workshop process is organic and will be grounded within their own work, their networks and partnerships.

When these are considered from a different (fundraising) perspective it creates a powerful and familiar foundation for future fundraising effort.

Clarity

The workshop follows a tight structure and participants will be led at a comfortable pace to develop their own set of core fundraising tools.

These tools will help them to identify and prioritise which funders they need to be talking to first.

The tools will also help them to structure their work and how to present it to funders.

The tools will give clarity as to what each participant's focus should be during the next 3-6 months to maximise the likelihood of them securing funding.

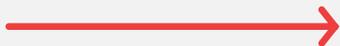
The workshop in more detail

Part 1: Introductions

The day begins with personal and workshop introductions, briefly defining the key terms, concepts and tools.

We will explore the idea of *value* fundraising, the ten basic building blocks (*Radicals*) of fundraising and how to craft a fundraising model (*Canvas*).

A first exercise will explore pitching and funder motivations. Each participant will draft and deliver a 1-minute pitch to the group followed by a discussion.



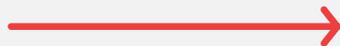
Part 2: Our Funders

After a break, the remainder of the morning will focus on answering ***Who might fund us and why?***

We will explore Funding Groups, finding and engaging New Funders, funder value vs volume, funder motivations and the funding cycle.

Each participant will describe their project's priority Funding Groups.

They will also begin to fill these with named funders and identify next steps.

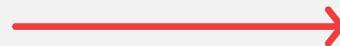


Part 3: Case for Support

After lunch we will begin crafting the Case. This is about answering ***What work do we do? What difference will we make? What do we need to deliver this?***

Participants will begin to articulate the impact of their project and what they need to deliver it - so their 'funding packages' are understood, compelling and inspiring to this audience.

If there is time they will pitch their projects again to the wider group for feedback.



Part 4: Value Propositions

The final session will answer ***How do we present our most fundable work to our most likely funders?***

Participants will use a matrix tool to match elements of their Case to their Funding Groups.

They will begin to construct their first Value Propositions.

They will identify named individuals to meet within the next three months and identify objectives for each.

The workshop will close with a reflection and summary.



"I advise global brands and fundraising startups alike – I led award-winning growth at SOAS and Amref UK and I set up my own charity and business so I know how it is. I now build the capacity and confidence of others, I help them turn their world-changing ideas into funded realities."

Years of fundraising experience

25

Expertise

Fundraising startups (non-profits and social enterprises); training new fundraisers; kick-starting fundraising and achieving fast, sustainable growth; guiding global non-profit strategy; raising high-value (\$1m+) donations; helping others to tell their stories; exciting and engaging donors; corporate partnerships; expert in Asia, Middle East, and Africa.

Experience

- Author of *The Fundraising Radicals* – guide for new, voluntary and reluctant fundraisers
- Consultant with More Partnership
- Founder & Expedition Leader of Cycle Africa
- SOAS Director of Development and Alumni
- Director of Fundraising at AMREF UK
- MSc Violence, Conflict, Development (SOAS)
- Accountant at KPMG (UK); VSO (Nigeria)
- Fellow of the Royal Geographical Society

Relevant work and clients

Craig is a fundraising consultant with a private sector background and 25 years of non-profit fundraising experience.

He has worked with global NGOs, universities, charities, social enterprises and cultural institutions – securing funding to enable them to achieve their ambitions (mainly philanthropic income).

As Director of Development at London's SOAS, grew income 20-fold in 3 years to £12m pa.

Recent projects include: The Palestinian Museum (\$60m philanthropy), Horizons Trust (\$20m loans and equity), NNPA (£14m mixed finance), and ICRC (design CHF40-60bn fundraising campaign).

Craig has worked extensively in Europe, Asia, Africa and the Middle East and has trained and mentored fundraisers in more than 60 countries.