

# Finding a clear and exciting fundraising proposition

Stephen Pidgeon

# A fundraising proposition...

- ...answers the question

‘Why should I give you £200 now?’

# This car has....

...an auto-tracker, anti-theft device

...memory seats linked to the key

...air bags in the front and back

...an ipod connection

...20,000 mile service intervals

...tyre pressures displayed on the dashboard

...cruise control

...anti-lock braking

Features

# In commercial sales...

...you're told:

'Sell the benefits, not the features'

# Features v benefits

## Features

Facts

Technical information

Price

Jargon

OUR language

About US

## Benefits

What I will get

Good that comes out

MY language

Solves MY problem

Foretells MY enjoyment

# In the non-profit world...

‘What you DO is of no interest to anyone...  
...except you.’

‘What you ACHIEVE (by doing it) can motivate  
even the stoniest of hearts’

Features

Benefits

# All charities have to raise money...

...all charities therefore must have a fundraising proposition

A fundraising proposition answers the question -  
'Why should I give you £200 now?'

# The fundraising proposition

is a simple idea

it describes

who you work with

what you achieve

and why

it can be brought to life creatively

and will persuade people to support you

# Ask yourself three things....

You are at a party and someone says “Why should I support your charity?” What do you say?

Would ALL your colleagues say the same thing?

Does all your charity’s printed material say the same?

# Must-haves...

A good proposition must have:

Need

Solution

Now

And ideally, it should be unique

**A fundraising proposition is...**

**....a FEELING!!**

But how do you find it...?

# Example 1: RNLI

VISION	ENEMY	HERO	RECIPIENT
No deaths at sea	The cruel sea	That tough, bearded, volunteer crewman	Stupid, rich day-sailor who fell off his boat

# Example 2: Sue Ryder Care

<b>VISION</b>	<b>ENEMY</b>	<b>HERO</b>	<b>RECIPIENT</b>
to help every seriously ill person to have the best quality of life	limited availability of the best quality care	our passionate and expert carers	someone I love

# SRC's fundraising proposition

When someone you love is seriously ill, our passionate, expert carers will help them enjoy the best life they can, in the time they have.

# Example 3: Action for Blind People

<b>VISION</b>	<b>ENEMY</b>	<b>HERO</b>	<b>RECIPIENT</b>
Every blind and partially sighted person given support when needed	Red tape and lack of money for simple, practical support	Passionate people fighting bureaucracy and indifference to provide	Thousands of people (every 15 minutes) losing their sight and picking up shattered lives

# Fundraising proposition

Every 15 minutes someone in the UK begins to lose their sight. Today, with your help, we can give them the practical support needed to rebuild their shattered lives.

# Must-haves

Every good proposition should have:

Need

Solution

Now

And ideally, it should be unique

‘Every 15 minutes someone in the UK begins to lose their sight. Today, with your help, we can give them the practical support needed to rebuild their shattered lives’.

# Example 5: Elizabeth Finn Care

VISION	ENEMY	HERO	RECIPIENT
Returning a measure of financial independence	The hand that life deals	Understanding that professional people sometimes need help too	People, like you, now forced to live on life's financial edge

# Elizabeth Finn Care proposition

‘A gift in your will means...

‘...we can give professionals, just like you, who have fallen on hard times, a degree of financial independence and the special help they need.’

# Don't let me down...

- Find your fundraising proposition BEFORE you start asking for money
- That way, your donors will be PLEASED to support you

Thank you!