

Programme Overview



BATTERSEA
Academy



Creating a Fundraising Strategy

This programme is suitable for those with a responsibility for planning and delivering fundraising strategies within an animal rescue.

You will look at how to develop your Fundraising Strategy. It will provide a structured road map and relevant tools to enable you to produce and implement a fundraising strategy in your organisation.

If you would like to attend this programme please email academy@battersea.org.uk or register your interest here: battersea.org.uk/register-your-interest-battersea-academy

What will be covered:

- The purpose and key elements of a fundraising strategy
- Strategic planning tools to contextualise the fundraising strategy
- Appraisal of fundraising options and opportunities
- Preparation for implementation (targets, activities, timescales, performance indicators and resource requirements)
- Potential risks of implementation
- Review and monitoring of the fundraising strategy

By the end of this programme you will be able to:

Describe the purpose and key elements of a fundraising strategy and where it fits with other organisational strategies and plans

Use strategic planning tools to contextualise the fundraising strategy taking into account both organisational factors and the external environment

Appraise fundraising options and opportunities to determine which methodologies are the best fit for your cause, organisation and short-term and long-term priorities

Prepare an annual plan which sets out, for each fundraising area, targets, activities, timescales, performance indicators and resource requirements

Implement the fundraising strategy taking into account potential risks

Plan for regular review and monitoring of the fundraising strategy