

Winning Campaigns

Why success depends on a secure partnership of head and heart

Beginning a fundraising programme can be a daunting task. The key to success lies in creating an effective partnership between volunteer leaders and campaign management. When you harness the power and passion of volunteer givers - matching leadership strength with a professional focus on what really matters - challenging targets turn into winning campaigns.

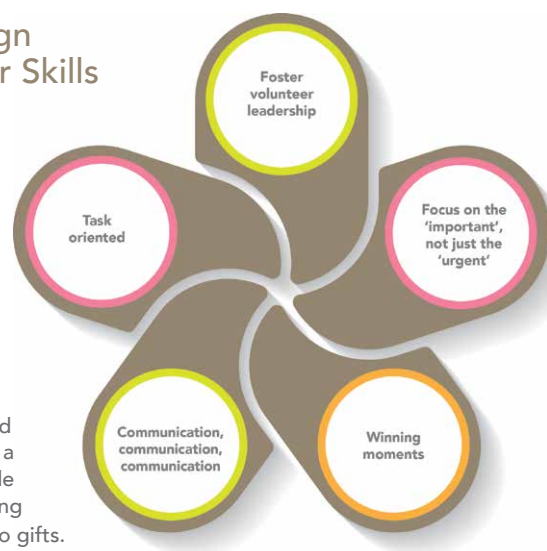
To do something remarkable, someone has to stand up and commit to making it happen, giving confidence to others and setting-out a clear direction of travel. It's a quality that often emerges during the fundraising feasibility study when leadership gifts are declared, in the hope that others will feel equally inspired to get behind the cause. Just recently, a study interviewee did exactly this, pledging a six-figure sum to an ambitious school development project and sending ripples of positive vibrations to other potential stakeholders. We know that success depends not so much on extensive databases and award-winning promotional material, but on great leaders who actively engage with others and put their heart and souls into building an enthusiastic team of volunteer askers.

Keeping sight of what's 'important', not just 'urgent'

Not all professional fundraisers are campaign managers. The ability to oversee the day-to-day conduct of a capital campaign is a complex skill-set that's usually developed over many years and not necessarily in the same part of the Third Sector. An experienced campaign manager will be a solid partner, capable of working through the ups and downs and bringing clarity to the myriad issues that can surface during a capital fundraising project. Gifted's Amy Stevens,

believes the time she spent running campaigns has been vital to the chemistry that's shared with the Dippy North West team at Link4Life in Rochdale. "Achieving HLF success and attracting substantial major giving for the regional Dippy on Tour project, is the culmination of a fantastic fundraising story and a commitment to staying focused on what's really important."

Campaign Manager Skills



Source: Gifted Fundraising - a practical guide to transforming donations into gifts.

Treetops Hospice Care

Treetops Hospice Care – reminding us that every day counts



Treetops Hospice Care delivers an outstanding level of palliative care. Being able to offer a bespoke, hospice inpatient facility is the natural next step for the charity.

When Treetops Hospice Care was founded back in 1983, few of its original team of health professionals, nurses and volunteers could have predicted how rapidly their initial seeds of hope would grow. 35 years later, the Treetops team is widely respected for the quality and breadth of the professional services it provides to hundreds of people and their families across Derbyshire and Nottinghamshire. Offering a sanctuary to those facing the challenges of life-limiting illness, Treetops is valued as a place of encouragement, where people are supported in living life to the full, to the end.

Enhancing Treetops with the area's first hospice inpatient unit

In September this year, it's planned for work to begin on a dedicated 12-bed inpatient unit at the Treetops Risley campus, in Derbyshire. An increasing demand for community-based end of life care that de-medicalises dying and alleviates the pressure on acute hospital care, is the driving force behind the £4 million project. At present, there is nowhere in South Derbyshire or Nottinghamshire offering independent hospice care accommodation – so the Treetops residential unit marks an important and much-needed milestone for the area.

Gifted has been engaged to advise the Senior Management Team and Trustees on the fundraising strategy for the project, beginning with a feasibility study to test the potential of a £4 million capital campaign.

Taking the next steps

We're delighted to have been reappointed by a number of clients ready to take the next fundraising steps and bring

Wimbledon High School

Following a positive feasibility study, Wimbledon High School is set to embark on a major fundraising campaign. The school is one of the Girls Day School Trust's most successful establishments and is committed to significant facility improvements, designed to enhance the learning experience of all students, now and for generations to come.



Wakefield Grammar School Foundation

Dedicated to maintaining its status as one of the best independent schools in the North, with Gifted's support, WGSF is now underway with the planning of a major capital campaign to improve and enhance facilities on site. With strong leadership in place following a landmark feasibility study, we are sure the Foundation is on the road to further success in Yorkshire.



Wakefield Grammar School Foundation



Gifted workshop at the Goldsmiths' Centre

The Goldsmiths' Centre, home of the UK's leading charity for the professional training of goldsmiths, was the venue for the first of our Spring workshops on 'how to step-up your fundraising strategy'

Spring, with all its promise of fresh starts and new growth, feels like the perfect time to review your fundraising strategy. But, revitalising your approach and planning for a sustainable future can be tough going without an independent eye to guide the evaluation process.

It's been a privilege to advise the Goldsmiths' Company on the development of a fundraising strategy that strengthens engagement with its members - and the Company's professional training centre in Clerkenwell seemed like the ideal place to host the first of our fundraising strategy review workshops at the beginning of May.

Creativity, commitment and community

Whilst these ingredients flow through the beating heart of the Goldsmiths' Centre, they also drive the design and implementation of any successful fundraising strategy. Engaging creatively with your case for support, committing to a carefully considered fundraising plan and building a community of givers who feel emotionally invested in your vision, were the focus topics for four hours of discussion and activities with Gifted's directors Andrew Day and Chris Goldie. "It was really good to welcome participants from different areas of the Third Sector, with a variety of fundraising goals

in their sights," says Chris. "Whether it was planning for a capital campaign, a legacy programme or boosting annual revenue streams, we were able to explore the key components of a successful strategy and examine the rationale for undertaking a rigorous review, at just the right time."

Working and learning together

It's always satisfying to facilitate opportunities where partnerships can evolve within the context of working and learning together.

The Goldsmiths' Company enjoys a centuries old tradition of doing exactly this, promoting outstanding craftsmanship and bringing together a unique community of over 90 jewellers, silversmiths and allied trade professionals. The Centre was an inspirational venue for our London workshop giving us the space to share experiences and pave the way for some re-energised and robust fundraising.



St. Dunstan, the patron saint of goldsmiths.

ng exciting development plans into fruition.

The British School at Rome

Congratulations to the BSR on exceeding target by over 100% in its first ever legacy campaign. Gifted has been re-engaged to build on this success, advising on the next development phase to raise over £5 million for the Library, its unique collection and other capital works.



Dippy on Tour North West

Rochdale-based charity Link4life has reappointed Gifted after receiving just over £90,000 of HLF funding. With the promise of further support in the pipeline, the next stage of the project will focus on reaching the £300,000 matched-funding target and securing a second-round HLF grant of £160,000, to deliver a series of interactive, educational activities.



Diamond Jubilee Campaign for Ullswater Yacht Club

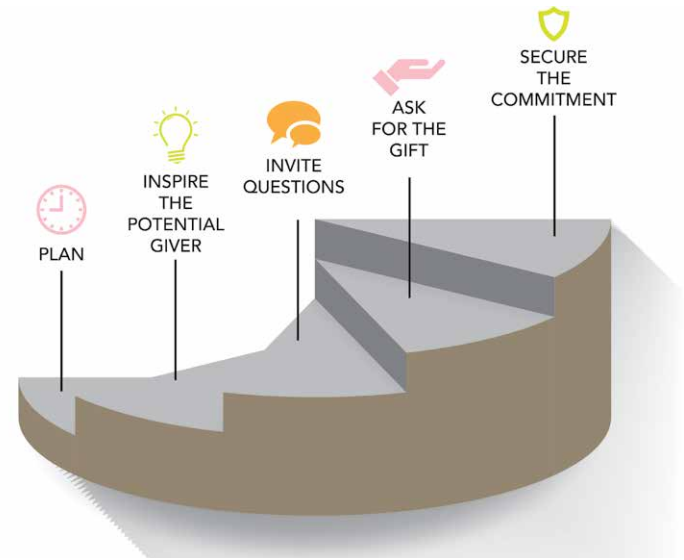


Set amidst some of the most stunning scenery on the planet, UYC celebrates its Diamond Jubilee this year, with a £1 million campaign for a brand new clubhouse. Relocated further back from the shoreline, the new building will be on higher ground, safe from the devastating effects of floodwater and equipped to serve local families, businesses and visitors. Following a feasibility study in the autumn, we're honoured to be supporting the Club as it launches its fundraising campaign to realise the new facilities.

Lord Birkett spearheads the fundraising effort

The Club is delighted that Lord Thomas Birkett has agreed to become its Campaign Patron, having enjoyed longstanding support from the Birkett family over the past six decades. Each year, the Club hosts the spectacular Lord Birkett Memorial Trophy, commemorating his forefather's success in defending everyone's right to access the Lake and its recreational pleasures. "One of the last and greatest moments of my grandfather, Norman Birkett's, career and life was to help save the wonderful and thriving community of Ullswater, now a part of a World Heritage Centre. It has been a proud moment in our family history and I am thrilled to be able to lead the campaign to further improve its shores and give the area the facilities it deserves." (Lord Thomas Birkett)

Gifted Fundraising: The five steps to success



Step 1 | Plan

We know that asking other people for money can be one of the most difficult challenges for any volunteer leader. Getting off to a confident start, involves careful planning and the right kind of support.

Step 2 | Inspire

The majority of givers will be inspired by the story they hear and the passion that volunteer leaders or team members have for the cause. Showing enthusiasm for the charity, explaining the project's tangible benefits and emphasising the impact of the campaign, are all key to creating a positive platform from which to ask.

Step 3 | Invite questions

Potential givers who ask lots of questions are usually revealing an interest in the project and an eagerness to understand more; whether this is to identify the positive benefits to the wider community or to decide if a charity has a sound financial status.

Step 4 | Ask for the gift

The ideal way to start this conversation is for the asker to talk about their own commitment to the campaign. They need to explain why they felt inspired to give and, if they feel comfortable, be ready to declare the size of their gift. If they feel unsure about revealing their own gift verbally, they can always refer to the appropriate level on the scale of giving or highlight the dedicated gifts table, which lists various recognition opportunities.

Step 5 | Secure the commitment

The final, and very important step, is to clarify the prospective giver's intentions. If they decide to make a gift, the gift card needs to be completed with them. Some prospects will understandably want to consult with spouses, business partners or financial advisors before making their gift. If this is the case, offering a time to come back and follow-up at the earliest, convenient opportunity is really important.

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