



# Fundraising Strategies



# FUNDRAISING STRATEGIES

Developing the right fundraising strategy is essential to generating sustainable income and it should reflect your organisation, not a generic template. Good Fundraising works collaboratively with you to develop bespoke fundraising strategies that balance ambition, capacity and context, putting you firmly in the driving seat.

## NO OFF-THE-SHELF SOLUTIONS

We avoid one-size-fits-all approaches. Instead, we walk alongside you through the strategy process, developing the strategy together so it is realistic, practical and genuinely owned by your organisation.

Wherever possible, we take a whole-organisation approach, recognising that fundraising works best when it aligns with leadership, governance, operations and delivery.

## A PROVEN, FLEXIBLE APPROACH

We've developed fundraising strategies for a wide range of organisations and purposes, including:

- Major capital appeals
- National organisations
- Small, local charities covering core and operational costs

Our experience spans countless strategies, and many clients return to us as their organisation evolves reflecting the value of strategies that grow and adapt over time.

# WHAT OUR STRATEGY PROCESS INCLUDES

Our fundraising strategy development typically includes:

- Reviewing existing income streams
- Assessing opportunities for growth and diversification
- Understanding internal capacity and risk
- Developing clear, prioritised action plans
- Setting measurable outcomes and review points

Strategies are designed to be flexible, achievable and rooted in evidence, not assumption.

## WHY GOOD FUNDRAISING?

- ✓ Bespoke, Collaborative strategy development
- ✓ Practical plans that work in the real world
- ✓ Strategies that build confidence and reduce risk

## LET'S TALK

To find out how our fundraising strategy support can help your organisation succeed, please get in touch.



[www.goodfundraising.co.uk](http://www.goodfundraising.co.uk)



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