

FUNDRAISING TOP TIPS



Fundraising is vital to helping our work thrive – but it doesn't have to feel daunting. With the right approach, it can be creative, rewarding, and even enjoyable.

1. Build a fundraising culture

2. Know your why

3. Focus on relationships

4. Make it easy to give

5. Start with what you've got

6. Tell compelling stories

7. Value small and regular gifts

8. Diversify, but focus on return

9. Show gratitude and impact

10. Keep learning and keep going

Building strong fundraising takes time, creativity, and teamwork.

By focusing on relationships, clarity, and genuine gratitude, you'll not only raise more – you'll build a community that truly believes in what you do.

If you want to learn more about how Good Fundraising could help, please contact info@gfco.uk