

Fundraising Top Tips

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1. Build a fundraising culture

Fundraising works best when it's part of the culture of an organisation, not just the responsibility of one person.

Everyone can play a part – trustees, staff, and volunteers alike.

Trustees can act as ambassadors, even if they're not asking for money directly.

Staff and volunteers can help by spotting opportunities, sharing stories, and celebrating success.

And it's important to normalise asking. It isn't begging – it's offering people the chance to support something they already value.

2. Know your why

Be clear about what you're raising money for – and why it matters.

How much do you need, and what will it achieve?

Keep it simple and relatable. A short, clear message works best: one or two sentences that explain your cause and its impact.

For example, “£20 helps us deliver a creative workshop for local children.”

When your ask aligns closely with your mission, it builds trust and confidence.

3. Focus on relationships

People give to people, not organisations.

Take the time to understand your supporters - what drives them, what they care about.

Think of donors as part of your community, not just as sources of income.

Connection and communication are key – genuine relationships lead to long-term support.

4. Make it easy to give

When someone's ready to donate, make sure it's simple.

Offer different options – online giving, QR codes, contactless readers, or cash.

Place donation opportunities where people will naturally see them and keep forms short and clear.

A few clicks should be all it takes.

Even small barriers can put people off, so make giving feel effortless.

5. Start with what you've got

Your warmest supporters are often right in front of you – your audiences, members, visitors, and networks.

Reach out to the people who already value what you do.

Encourage trustees, staff, and volunteers to use their personal and professional contacts too.

Sometimes the best fundraising opportunities are closer than you think.

6. Tell compelling stories

Data informs, but stories inspire.

Share real examples of the difference your work makes – a child inspired by a visit, a family supported through your services, a project made possible by donations.

Show the change that happens because of your supporters: “thanks to your help, this was possible.”

Consistency across your website, social media, and printed materials helps reinforce that message.

7. Value small and regular gifts

Big donations are wonderful, but small regular ones create stability.

Monthly giving provides predictable income and builds long-term commitment.

Simple supporter or “friends” schemes can make this easy – and every donor deserves appreciation.

Those small, steady gifts are the backbone of sustainable fundraising.

8. Diversify, but focus on return

It's good not to rely on a single source of income.

Explore different streams – individuals, local businesses, events, and grants.

But don't try to do everything at once. Choose one or two areas you can manage well and build from there.

Focus where your strengths and connections already are.

9. Show gratitude and impact

Thank people promptly and personally – a quick note, a warm email, or a short call goes a long way.

Show them the difference their support made with real examples, and report back regularly through newsletters or updates.

When people feel valued and informed, they're far more likely to give again.



10. Keep learning and keep going

Fundraising is a long game – persistence matters.

Track what works and what doesn't. Learn from experience and share insights with colleagues and trustees.

Celebrate small wins, stay resilient, and remember: every "no" is just part of the process.



Thank You!

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.

At Good Fundraising, we're dedicated to supporting all your fundraising needs with tailored approaches that suit your organisation.

We work with a wide range of charities, including local authority museum services, hospices, children's charities, churches and city ministers, community centres, arts and community theatre organisations.

Visit our website to learn more about upcoming training opportunities and to explore the types of projects and support you can discuss with us.



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