

Promoting your image through fundraising activities

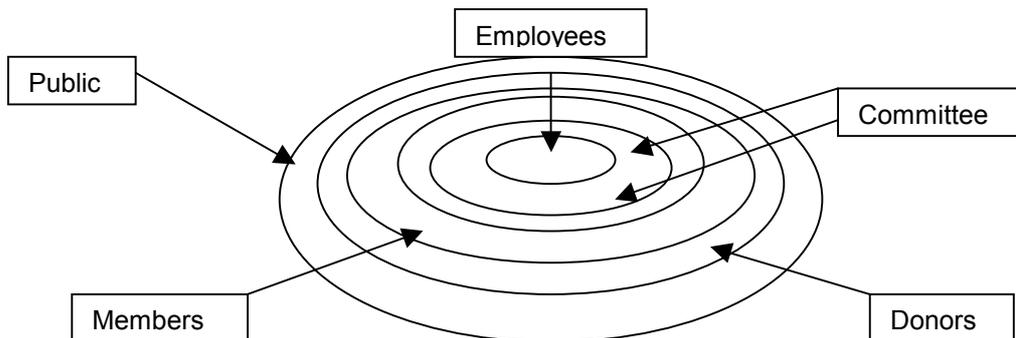
In this session, I'm going to use some broad images to get you thinking about:

- What constraints the fundraiser is working under as a part of a whole organisation ...
- How you should be targeting your activities to suit your donors;
- What bearing fundraising activities can have on your image,
- And we'll discuss some suggestions on how your image can be promoted (or demoted) through your activities.

1. CONSTRAINTS

There is a famous Swedish professor who wrote a thesis on the basis that an aid agency suffered under the same constraints as a political party. This would be true for almost any helping group and considering the troubles in a particular political party over the last week or so, it bears looking into.

What is meant by this is: an agency (of any sort) owes allegiance to a variety of sources and that these sources all have a direct bearing on the decision making process.



The aims, attitudes and perceptions of all these groups may not only be different, they may be conflicting.

If we take the beneficiaries as an example; How they feel about themselves will have a direct bearing on what decisions you make about fundraising. In simple terms, the image that may provoke public giving may be in direct conflict with how these people want to be seen.

So the first question we have to ask ourselves when a great fundraising idea strikes us is;

Does the exercise match our organisation? beneficiaries? skills? image?

Look at it from every angle...

For example, should a charity for the poor be holding a gala ball?

The answer is, possibly — but by exploring every angle we can often prevent:

- a) Criticism in the media -bad press "Society Toffs Nosh for Hunger"
- b) Confusion in the minds of the public
- c) Raising the wrong kinds of emotions in your constituency (donors, beneficiaries, members et al)

2.TARGETTING

Look at the fundraising in terms of your market...target it towards your major contributors? Which segment of your donors (or society) are you looking toward? Then make sure that your activity suits these people. For example, would your \$100+ donors (who will most likely be over 50 yrs) be interested in a "hop for Hopi Indians" rock 'n roll dance?

3.CONFLICT

As an exercise in reverse logic, it may, in fact, be easier to look at how NOT to promote your image through fundraising.

First look at your image as a whole...what/how do you promote yourself :

- a) as a care group?
- b) as a highly efficient successful organisation?
- c) as a community based group?
- d) as a national organisation?

Now look at how you can contradict this image...

- a) As a care group -hold a function too expensive for the majority of supporters or at a time when large numbers will not be able to attend
- b) As a highly efficient successful organisation -don't reply to letters promptly or personally, send out addendums changing dates and venues or
 - -don't send receipts or membership cards neatly & promptly, -
 - send cheaply printed and amateur looking materials
 - present poorly organised functions which are immediately followed by press releases describing how disappointed you are
 - have hand painted signs, cake stalls♦
- c) As a community-based group -hold your function in the next town's RSL club because it has better facilities
 - Use 'out-of-town' talent
 - Use out-of-town examples for the points your consciousness raising exercises

d) As a national organisation -use only local people, have separate newsletters for each state

- never respond to NATIONAL media items,
- hold functions in every state on different dates.
- use different letterhead, Receipts...
- use ONLY local talent and don't relate your activities to what is happening elsewhere

4. RELATING FUNDRAISING TO IMAGE

Now let's change back to the positive way of thinking. How will your fundraising relate to your organisation? Will it not only promote your image ...but also your ideals?

There are some handy examples around;

- The Heart Foundation -promotes education and fundraising through healthy activities
- As an overseas aid agency, one may decide to cast aside lavish dinner dances and promote Miss-a-Meal activities
- As a helping group, one may be able to come up with a slogan for the major fundraising drive that shows the origin, purpose and feeling of the organisation such as "THANK GOD FOR THE SALVOS"

No matter what your fundraising activities may be, you should keep in mind three things;

1. Make sure what you have planned does not contradict your constituency
2. Make sure that the activity does not promote a different image from who/what you think you are
3. Make sure you will be successful.

Written for TAIF workshop No. 1/86 by Jean Shannon

PROMOTIONAL CHECK LIST

- How many \$\$\$ do we want to raise? \$ _____.
- Who is our target group?
- What is the best function/ activity to relate to this target group?
- How does this function/activity/scheme relate to our organisation?
- What is the best time, date, venue to suit our target group?
- What is the best place/system to advertise/promote this activity to the target group?
 - √ Posters?
 - √ Feature articles?
 - √ Who does the work?
 - √ How much will it cost?
- How should we approach the promotion?
- What are the costs involved...?

Advertising	\$
Materials	\$
Venue	\$
Staff	\$
Time	\$

- Is it realistic? When we compare the cost and time to the projected funds?
- Does our plan rely on **.IF**'s?

IF we have volunteers, **IF** we get the advertising for free, **IF** we get the venue for free, **IF** Parliament isn't sitting, **IF** it's sunny...

- Is it still realistic? Why?/Why not?

♦ now there is nothing wrong with cake stalls per se. they have a place not only for fundraising ...but have, over the years, become synonymous with the image of particular organisations by keeping them in the eye of the public.
however, if you were trying to raise \$4m for a new hospital wing -a cake stall COULD give the public the idea that at that rate. it would be impossible to raise that kind of money...so why try? Think BIG for big money...small for small money.