

# Watch the webinar here:

<https://www.youtube.com/watch?v=jpPh-IR4K-o>





# Demystifying fundraising strategy

How to keep your fundraising activity on-course

# Daily life in a Development Office



# Harness the power of strategy



# 1st component: Compelling transformation



# 1. Compelling transformation

## Which fundraising project will you focus on?

- What are your school's strategic priorities?
- What inspires your potential donors?

## An inspiring case for support



**2nd component:  
Focus on  
opportunities;  
overcome  
challenges**



## 2. Focus on opportunities; overcome challenges

### Focus on opportunities

- Who are your best prospects?
- Which fundraising methods will you focus on?
- How will you deepen the culture of philanthropy?

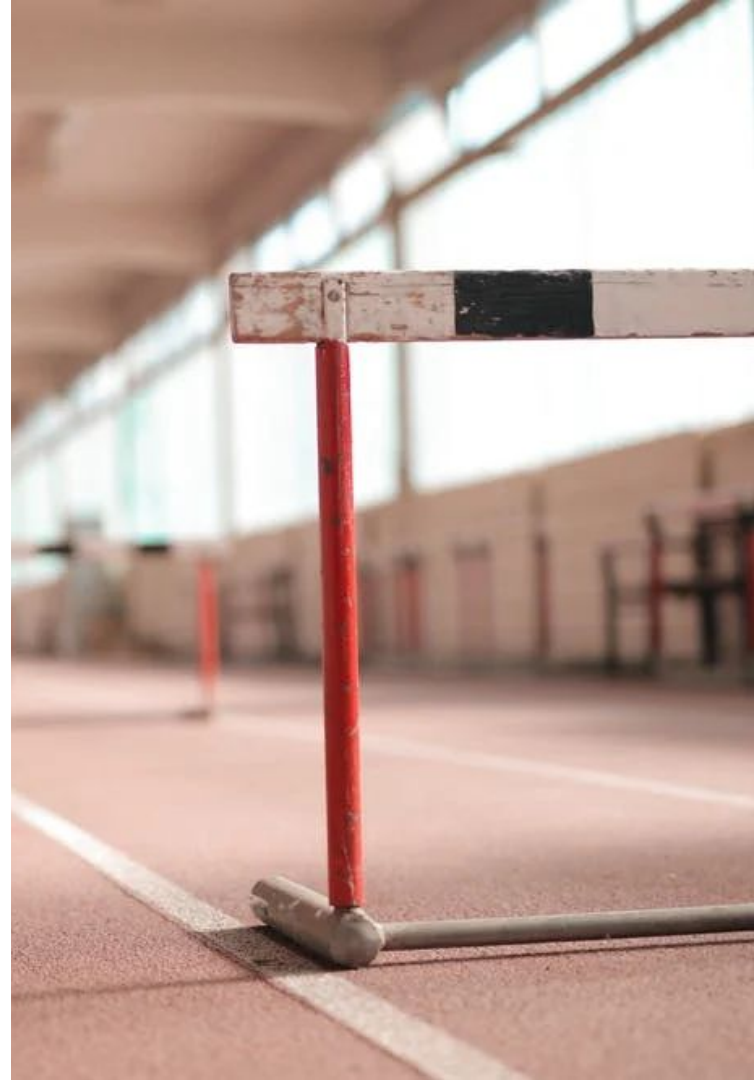




## 2. Focus on opportunities; overcome challenges

### Overcome challenges

- Lack of buy-in
- Trying to do everything
- Flipping between different ideas without a sustained focus



## 2. Focus on opportunities; overcome challenges

### Where are your opportunities?

- Historic data: how results have been achieved in the past?
- Prospect lists: who are your best prospects?
- Benchmarking: where do others produce results?



## 2. Focus on opportunities; overcome challenges

**Where are your opportunities and challenges?**

- SWOT analysis
- PESTEL analysis



**S**

Strength

**W**

Weakness

**O**

Opportunity

**T**

Threat



# PESTEL analysis

**P**olitical

**E**conomic

**S**ocial

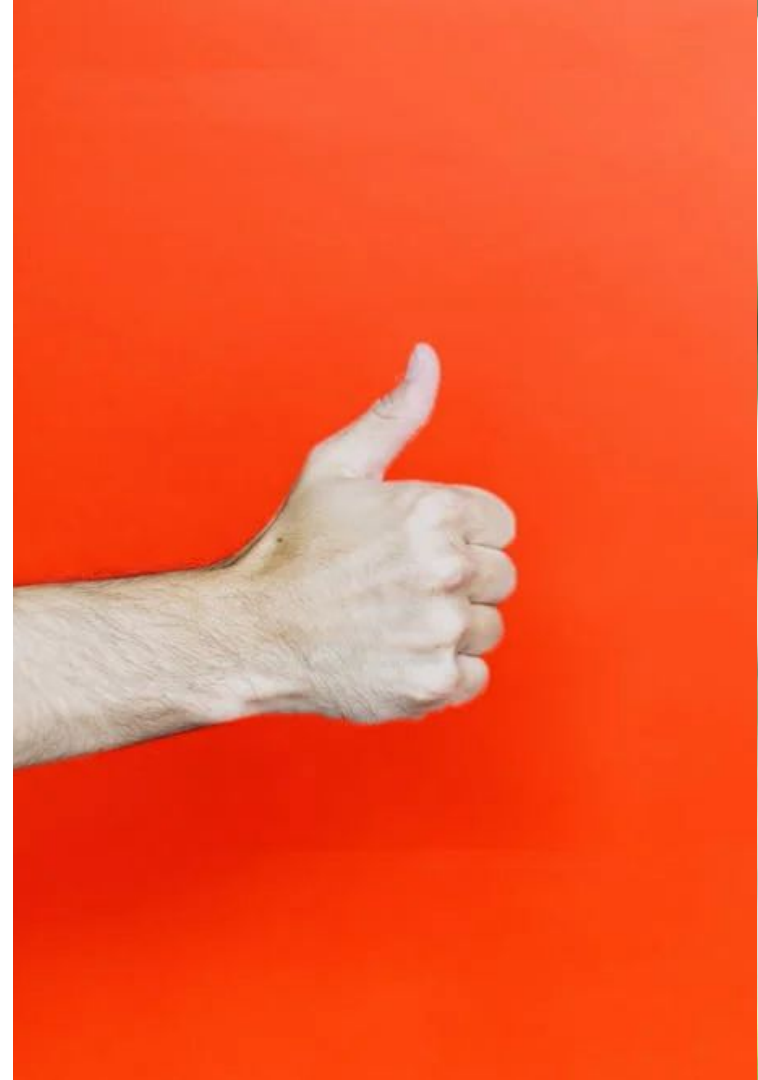
**T**echnological

**E**nvironmental

**L**egal



# 3rd component: Smart tactics



# 3. Smart tactics

## Annual action plan

Each activity needs to have a:

- **Strategic objective**
- Timeframe
- Person responsible
- Budget
- **Measure of success**

**Focus, focus, focus!**



# 3. Smart tactics

## Also include...

- A plan to overcome challenges
- A plan to build up efficiency and effectiveness in your IT systems, workflows, staffing, training etc.





# In conclusion

**An impactful fundraising strategy must have three key components:**

1. Compelling transformation
2. Build on opportunities; overcome challenges
3. Smart tactics



# **Join us for the next webinar on this topic: Building your fundraising strategy into the day-to-day**

**Date: Thursday 24th November**

**Time: 8am PT / 11am ET / 3pm GMT**



JULIET CORBETT CONSULTING

# Any questions?

**ebook: *The Strategic Independent School Leader***

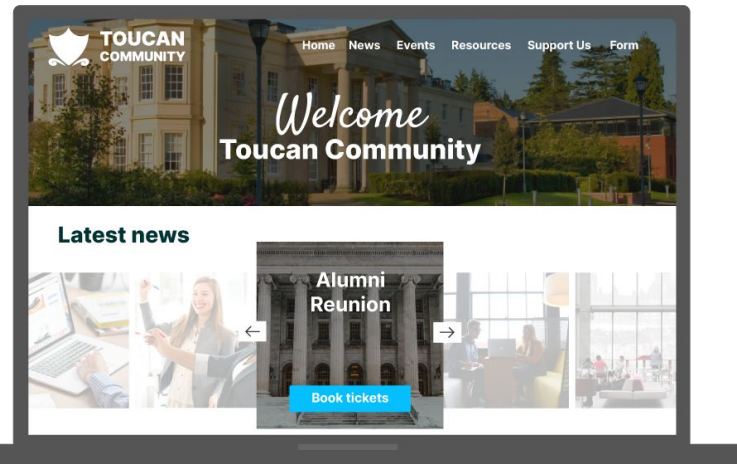
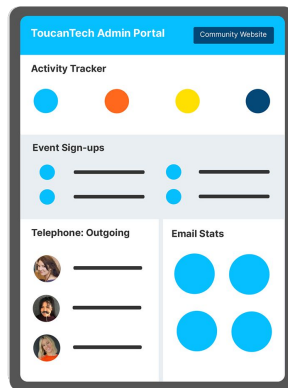
[www.consultjuliet.co.uk/ebook](http://www.consultjuliet.co.uk/ebook)

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# About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



**Any questions?**

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