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Spearheading innovation in the sector-sharing knowledge! Lessons in learning from each other.

The secret of successful fundraising is identifying the organization's unique selling point-what is special about it and distinctive. Success drives us and each experience is a learning curve. All charities experience highs and lows. Sharing these experiences amongst charities, sharing the passions and the strategies can be mutually supportive and beneficial. There is a need to share knowledge.

The voluntary sector attracts caring people, people who are passionate-there is an immense wealth of knowledge in this sector. There is a heavy responsibility to raise funds-this is common to all. By sharing knowledge, one can empower, make the work more efficient and motivate.

Soffi website-showcases innovation within fundraising and is a source of inspiration.

Whitewater-free marketing strategies

Kate took part in a film editing course for £50 which was very useful for her work.

There is a need to create a 'discussion board' within the sector so that small charities can post problems and find solutions.