The FSI Conference 2019 Sharing the Best October 2019

Opening the conference, the FSI founder and Chair, Diane Hartney CBE, welcomed everyone to our 11th FSI Conference, held at the wonderful venue of St. George's Centre, Leeds.

National Cyber Security Centre: Charities Adding Resilience to your Digital World - The Fundraising Conference sponsors, the National Cyber Security Centre, shared insights into how to stay ahead of the ever-evolving cyber threats and to reduce the likelihood of being impacted.

Top Tips:
- Stay Safe Online
- Use strong, unique passwords
- Be careful about sharing personal information
- Secure your devices

Kate Rolfe, Sheffield Young Carers: Developing YourAvailable Relationships

Kate suggested that it’s best to immerse yourself as soon as possible to win partnerships. She highlighted the importance of effective planning and how to develop a strong personal relationship. She also stressed the value of understanding the donor’s personal story.

The FSI works to provide free and heavily subsidized support services to small and local charities and community groups, across the UK.

They encouraged charities to utilise the FSI’s guidance on website do’s and don’ts, keep data safe and personal, and to post and let staff and supporters take photos and post pictures.

Kate Rolfe

Katie’s Top Tips

1. Determine the core strengths of your charity and where the trend is going. No small charity can afford to not get involved.
2. Be brave but realistic and make sure you involve people in the process - for ideas, to partner? Building relationships, research the organisation, find out information to arrange face-to-face meetings asap, network, get your charity’s USP and story right, understand the competition, etc.
3. To engage donors, ask them why they gave, where they heard about them, their personal connections, and what they put in the work.
4. Use LinkedIn to contact corporates & find mutual contacts, never approach cold, build your proposal.
5. Be bold, there is unlimited money in the world you just have to tap into. Never say no! Be persistent with your messages.
6. Personalise all thank you messages with great pictures and videos to really engage your supporters!

Matthieu Lagden

Matthew Lagden Legacy Fundraising – Getting a slice of the £3 Billion

Matthieu Lagden, CEO of the Institute of Management and Leadership on authority on Legacy fundraising. He told small charities it is the future for legacy donations and where the trend is going. He showed how to attract more potential donors.

A brief scan of causes is now among emerging priorities. Most of the market growth is coming from new and emerging causes, such as social enterprises, that are not widely covered.

There has been huge growth in gifts to small charities.

The key message donors are looking for is care, thought and honesty. They want to leave a legacy for the future.

The FSI Top Tips

- Stay Safe Online
- Use strong, unique passwords
- Be careful about sharing personal information
- Secure your devices

Top Tips: Thank you for attending the conference and we look forward to seeing you all again at a training or event in the very near future.

Nikki Bell from CharityNikkie.com, on Corporate Fundraising From Prospect to Pitch to YES - Nikki Bell is an award-winning relationship builder, a fund-raising ninja, an international speaker from the northeast. Nikki Bell shared how she’s driven her strategy to stay ahead of the evolving cyber threats and reduce the likelihood of being impacted.

Nikki’s Top Tips

- Use LinkedIn to contact corporates & find mutual contacts. Never approach cold, build your proposal.
- Be persistent. Forward messages to relevant people.
- Be brave but realistic and make sure you involve people in the process - for ideas, to partner?
- Develop your proposal.
- Thank your supporters for their support. pepper your messages with care and honesty. Help donors to see their worth.

Rachel Collinson, Donor Whisperer: How to Reach New Donors Online - Rachel Collinson, a successful UK-based major donor fundraiser sharing that personal connections trump everything in fundraising! Start at home.

Top Tips:
- Just think of where your donors are likely to be found.
- Lightly engage with them to ensure they’ll remain interested in what you’re saying.
- Make sure you’re giving your donors a reason to engage with them.
- Make sure your messages are engaging and feel personal.
- Be honest with your donors.
- Harrow's Top Four: Online, talk to exactly what your donors are thinking.
- Be honest, work with business.
- Keep things simple but exciting.
- Spend your time on what matters.

Mike Bartlett, Money Tree Fundraising: Making Major Donor Fundraising Work for You - Mike Bartlett, Chair of the National Association of Charities, shared insights into how to make major donor fundraising work for your charity.

Top Tips:
- The only thing you’re interested in is the impact you will make.
- Personal connections trump social networking.
- Always find a way to engage donors:
- Major donors need information, engagement, networking, many wanted action-orientated communications with other donors.

Lynne Laverty

Lynne Lassey, Centre for ADHD and Autism Support and Conchita Garcia, Head of Programmes & Development at the FSI:

Making Friends with Facebook Fundraising

The conference featured a special presentation by Lynne Laverty from the Centre for ADHD and Autism encouraged the attendees to sign up for Facebook Fundraising, their small charity has seen £180k of donations from Facebook in 18 months – it is free and many online donations are password protected and train staff how to avoid phishing attacks.

Conchita focussed on content building (Facebook)

Lynne recommended:
- Don't just post for fun.
- Think about your target audience.
- Know what content to post and why.
- Use Facebook to build relationships.
- Be brave but realistic and make sure you involve people in the process - for ideas, to partner?
- Develop your proposal.
- Thank your supporters for their support.

Lynne’s Top Tips

- Take a regular step back and look anew with fresh eyes. By putting in the work into a strategy it will help reduce the overall pressure on your charity.
- Support, buy-in, advice. Block out time, break it down fundraising does take time, the more prepared you are, the more people will engage with you.
- Be brave but realistic and make sure you involve people in the process - for ideas, to partner?
- Reuse, review, retool, rejuvenate, reframe.
- Use tools to review SWOT, PEST and mapping.
- Be bold, there is unlimited money in the world you just have to tap into. Never say no! Be persistent with your messages.
- Personalise all thank you messages with great pictures and videos to really engage your supporters!