Fundraising in challenging times
Part II - easy wins

With grants few and far between, a cost of living crisis, limited resources, and the ever increasing need to raise funds, how do you maximise your impact? Kent Volunteer Partnership has created three short guides to help you fundraise in challenging times. The second in this series looks at picking the low-hanging fruit…

EASY WINS

There are many low or no-cost ways to raise funds locally, and while they are unlikely to generate huge returns, they won't take long to set up, will require little upkeep and may help you raise your profile in the community. Why not get a volunteer to help you with some of these tasks?

Go digital

Earn cashback-style donations from over online stores. Simply sign up and promote sites such as Give As You Live and EasyFundraising, which bear no cost to the 'donor' - just make sure you promote this to your supporters who are more likely to do their shopping online, so you can get more bang for your buck!



Create a QR code linking to your fundraising platform and display it at events, on flyers, your office door and social media.

Think local

Your local supermarkets and convenience stores have a high footfall, so make sure your charity is in the running for a community boost. Just some of the store schemes include:

Coop Local Community Fund

Tesco Stronger Starts

Asda Community Champions

Nisa Making a Difference Locally

Key connections

Your trustees and patrons are often well connected - could they introduce you to other potential supporters? Or could the companies they work for sponsor an event?

Build your contacts

Email has one of the highest returns on investment in fundraising, but you need a good contact list to start with - if you haven't done so already, start collecting those names!

Tick the box

Ensure you're collecting Gift Aid on donations.

→ Charity Excellence Gift Aid rules and guidance for charities

Get connected

Be first in line for surplus stock or volunteer time from local organisations. Sign up to Neighbourly which facilitates these connections.

DON'T REINVENT THE WHEEL

Remember, you are not alone! You are one of many thousands of people who have fretted about how to raise funds to keep your organisation or charity afloat. Fortunately, this means there are many resources and ideas you can use or adapt, so don't be afraid of borrowing them!

Here's a taster…

Fundraising ideas that really work - The Giving Machine

A review of the best online fundraising platforms - Charity Digital

Ways to boost fundraising campaigns with AI - Charity Digital

Next steps

If you want to take things further, the third of our fundraising handouts will look at creating a long-term fundraising plan. And have you checked out our Fundraising Easy Wins handout?