

An unlikely partnership? Fundraising and Finance working together

Mark Salway, Managing Director
Dan Fletcher, Director (Fundraising)

WEBINAR ROUTE MAP

Introductions
and About us

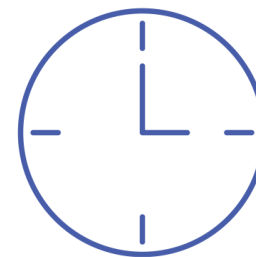
Finance

Fundraising

Recipe for
Success

Questions?

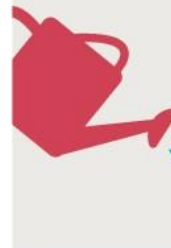
Summary





No.1 for
charity expertise
in Charity Finance's 2019/20
Audit Survey!

Over
700
charity clients



Grown from
formation in

1923

OVER 90 YEARS OF EXPERIENCE

14 charity
specialist partners



62 PARTNERS



609 offices
in 112
countries

An independent member firm of Moore
Global Network Limited, a global
accountancy and consultancy network

MKS FUNDRAISING AND MANGEMENT TEAM



Impact



Impact Management

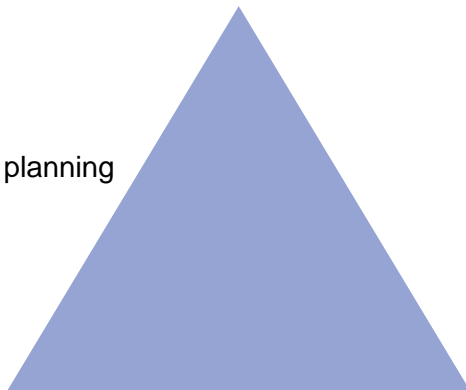
- Predictive impact modelling
- Strategic decision making
- Stakeholder engagement

Good Financial Management

- Business model development
- Finance and funding reviews
- Building finance models and scenario planning
- Costing and cost recovery



Finance



Fundraising

Strategic Fundraising Advice

- Funding reviews
- Strategic fundraising support
- Strategy and case for support reviews



Lots coming up ... Stay Connected!

Webinars

30 July 8:30pm A breakfast discussion: how can your charity be the best it can be?

- Weekly on-demand webinars with Quilter Cheviot and Browne Jacobson
- More MKSFM webinars and training days to follow in August and September

Useful resources on our MKSFM website

- [Full Cost Recovery webinar and thought-piece](#)
- [Fundraising through a Crisis](#)
- [Cultural Sector Fundraising during the Pandemic](#)
- [Effective grant applications in Covid-19](#)
- [How and Why Impact Measurement is crucial for your organisation](#)
- [MKSFM Impact Measurement Toolkit](#)

Ongoing services: bid-writing, cost recovery, impact measurement, stakeholder engagement, fundraising

Get in touch on fundraising@mks.co.uk to arrange a 30-minute surgery about your impact-led strategy challenges

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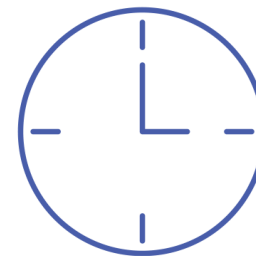
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What do Finance Professionals think about fundraising?

- All money is homogenous
- Fundraisers don't understand the budgeting process and never hit budget
- It's worrying how long fundraising takes to break-even (all costs are in advance and I don't have certainty of the income!)
- Fundraisers don't think enough about unrestricted income
- Fundraisers have a problem with raising money for overheads
- Fundraisers make it too complicated



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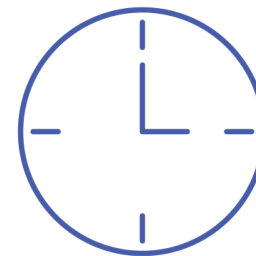
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What do Fundraisers think about finance?

- Fundraisers feel pigeon-holed into a ledger they don't have any influence over
- Finance staff aren't interested in the important detail like why the gift arrived, who gave it and what motivated them?
- Finance is wedged into an annual cycle, when we think about lifetime value
- Fundraising expenditure is too often viewed as a cost, not an investment
- Net income should be more important than gross income



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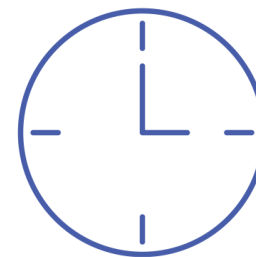
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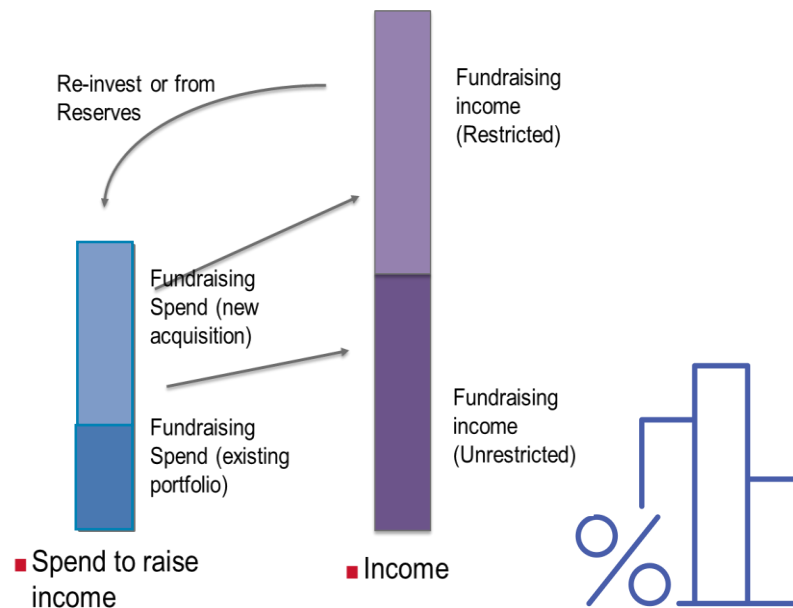


INVESTING IN INCOME GENERATION

Invest in fundraising from

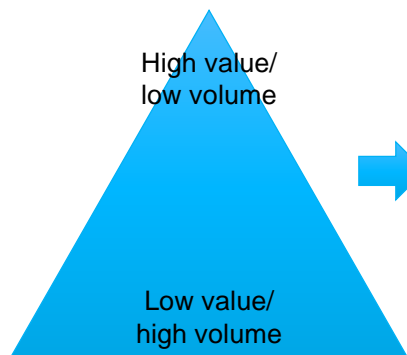
- Reserves
- Borrowing (e.g. Bank)
- Reinvest from existing unrestricted fundraised income

Balance investment between new acquisition and donor development, with differing risks and returns



DONOR JOURNEYS

Pyramid

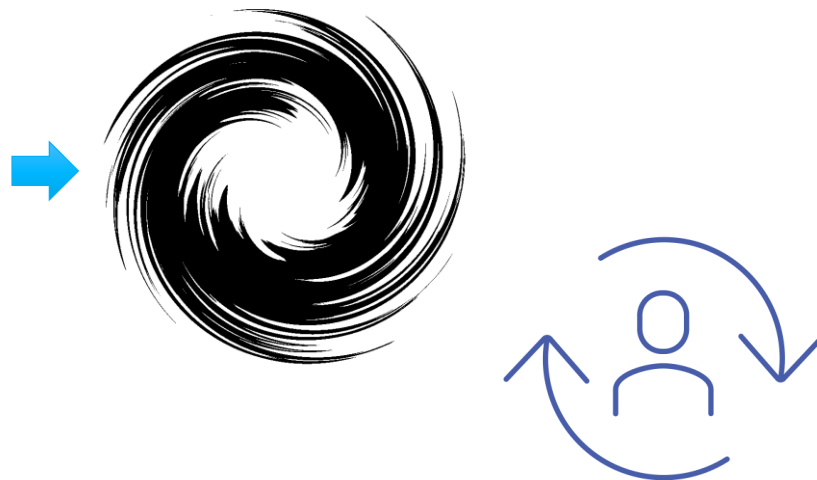


Ladder

Stage	Type of donor
Inspire	Actualised donor
Invest	Major donor
Involve	Loyal donor
Interest	Established donor
Inform	Repeat donor
Invite	First-time donor
Identify	Prospect

("Charity Marketing" - Bruce, 2005)

Vortex



A RECIPE FOR SUCCESS

Four crucial ingredients

- Regular communication using a shared language
- Planning ahead, taking the long view and understanding donor journeys
- Openness and realism - there is no magic money tree
- Team work not power play – leaders at successful fundraising charities work together at the top table



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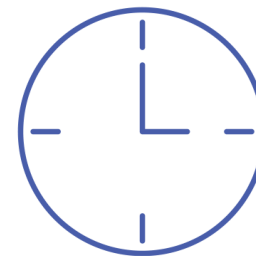
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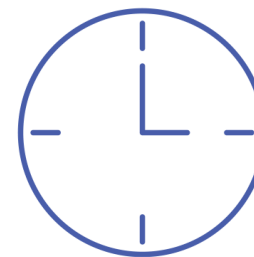
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Where Finance and Fundraising meet

- Securing enough voluntary income is increasingly critical
- A shared endeavour is the best endeavour
- Thinking in a diverse way will help your charity be more successful



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