

How to Survive the Economic Downturn.....

The End of the Golden Summer!

Over the last 5 years fundraising has been a relatively straightforward process for most non profit organisations providing they maintained a consistent funding strategy and service delivery. Clients were happy to make some form of donation and Charitable Trusts had consistent levels of funding to distribute for existing and new initiatives.

Unfortunately the economic environment has recently changed for the worse with many Charitable Trusts experiencing significant losses in investment income. What most non profits can expect over the coming years is a reduction in Charitable Trust funding as the funding pool available significantly decreases.

Unemployment is on the increase and for many organisations this will mean a reduction in client donations. Some NGO's will experience an increase in client numbers as the social impact of the economic downturn places additional stress on family life.

The good news is that most people's incomes won't change that much. Funding will still be available to organisations who can prove "A Case for Support" and can "Provide Donors with a Vision". To sustain your organisation through these tougher economic times careful consideration must be given now to creating clever business and funding strategies.

The 12 Steps to Sustainability are.....

1. Do Something - create new strategies to maintain momentum
2. Sharpen your Case - start with an organisational audit of your services and structure
3. Revise & Create Funding Strategies - to grow market share and maintain income
4. Refresh your Profile - create a PR strategy and resell your story
5. Work on Donor Development- focus on aquisition and cultivation
6. Diversify your Income Mix - rebalance your funding streams
7. Explore Strategic Business Alliances - create synergistic income opportunities
8. Engage your Board - develop board strategies to increase leverage
9. Explore Collaboration Strategies - work with linking agencies
10. Utilise Volunteers - create a recruitment strategy
11. Computerisation - Use databases for cost effective client/donor /system management
12. Technology - Use the latest technology to better manage your organisation

If you would like to know more about how the above strategies can make a difference to your organisation go to.....

www.fundingnz.co.nz

or email : fundingnz@xtra.co.nz

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