

How to Increase your Funding in a Recession.....

How to increase funding using databases?

An increasing number of Charitable Trusts including Government funders such as MSD are requesting that community providers substantiate their funding requests with statistical data as evidence of need. Gone are the days when requests for funding are taken on face value alone supported simply by verbal claims.

You may have missed out recently on certain funding applications and wondered why and how your chances could have been improved...well statistics are your solution! ...and a well designed database will provide them for you!

A well designed database will provide you with all the statistics you need including a detailed monthly analysis of your clients, tracking any changes pertinent to your service. This information can then be used to support, quantify and strengthen your **case for support** in funding applications, placing you **at the front** when the tough decision is made as to who will receive funding and who will not!

If you can't quantify your case with hard data then you are missing out on one of the key steps in sustainability listed below.....and of course diluting your fundraising efforts!

Why you need a Funding Plan!

Growth can only be supported from a solid foundation. For Non Profit organisations this foundation has to be its funders.

It is critical that your funders believe in your **case for support** and truly **share your vision**.

There are a number of strategies to achieve this **unique relationship** with your funders with all being part of the funding plan or "story."

Your "story" needs to directly reflect your vision and incorporate integrity, transparency, consistency and leadership.

How well you share your story with others is the key and will inevitably be the measure of your success!

Remember the 12 Steps to Sustainability are.....

1. Do Something - create new strategies to maintain momentum
2. Sharpen your Case - start with an organisational audit - services & structure
3. Revise & Create Funding Strategies - to grow market share & maintain income
4. Refresh your Profile - create a public relations strategy & resell your story
5. Work on Donor Development- focus on acquisition & 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 client/donor management
12. Technology - use the latest technology to better manage your organisation

If you wish to increase your funding then call 021 962 362 or email: fundingnz@xtra.co.nz

FundingNZ

www.fundingnz@xtra.co.nz

**Funding Application
Client Databases
Donor Databases**