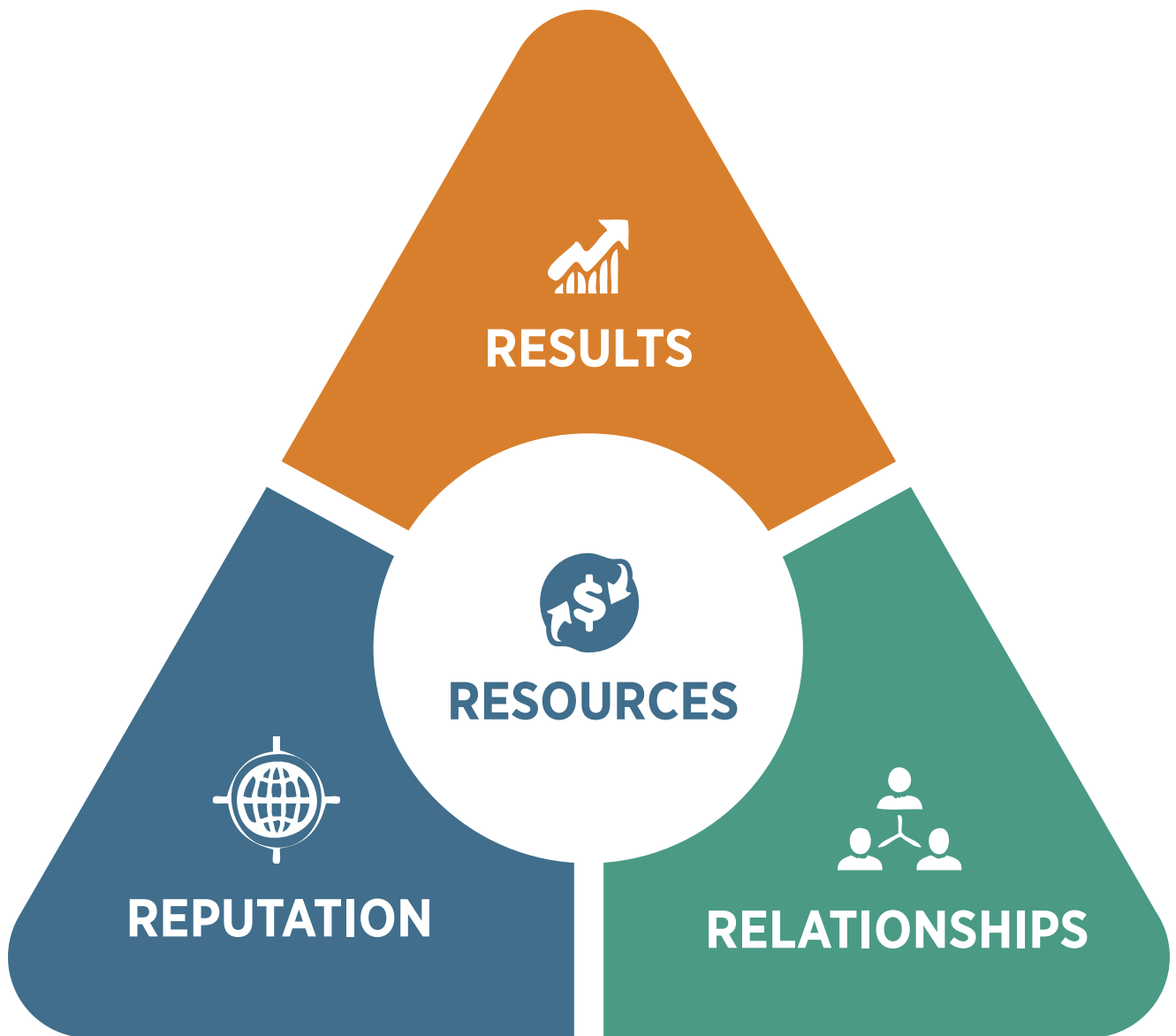


FUNDING (RESOURCES) IS BUILT ON THREE FOUNDATIONS



Results | An organization's product in terms of impact, and the strategic clarity and focus that underpins that.

Relationships | The networks and collaborations that an organization can draw upon to source or attract funding (e.g. joint projects that are more credible and impactful).

Reputation | How an organization is viewed and known externally, which is shaped by its own communications and marketing functions.



Foundations of Fundraising

Organizations need money to run, which is why fundraising is one of the foremost challenges and priorities they face.

We believe it's about the 3 R's

To generate Resources, an organization needs to focus on:
Results, Relationships and Reputation.

RESULTS



Effective fundraising depends on having a great product to 'sell' to funders. That product is defined by an organization's results – its impact, achievements, and outcomes in terms of bringing about change in the world. Ensure that fundraising efforts, whether proposals, presentations, or broader communications, focus on your organization's results and achievements, as those are the basis for attracting interest and support from funders.

RELATIONSHIPS



The key to getting access to funders is through your relationships: your colleagues, partners, collaborators, and existing funders. These are the individuals who will enable you to connect with funding opportunities, gain trust with new funders, and get your work (your Results) noticed by new funders. The key to maintaining existing funders is building strong relationships based on shared interests, trust, and transparent communications.

REPUTATION



Establishing a strong reputation, based on your Results and your Relationships, is key to effective fundraising. Reputation is strongly shaped by how you communicate your impacts and achievements and how you conduct yourself as an organization.

In summary, to build a strong foundation for effective fundraising your organization needs to: focus on communicating clearly about your results, achievements and track record; build strong partnerships and networks that will open doors to new funders; and establish a strong reputation for delivery, performance, and transparency.