



Example of ideas to engage existing networks

Individuals with low-medium giving potential:

- Raffles
- Events - a dinner, or a talk, where people buy tickets/ tables
- Bazars or sales
- 'Brick in the wall' sales - if building something, or rising for a specific target, break it down into smaller chunks and sell those.

Individuals with high giving potential:

- Ask them to host an event
- Offer 'naming gift' opportunities (when you call a building, scheme or scholarship after the person who contributed a lot of funds)
- Ask them to help set up a giving circle (Ten Basic Steps to Starting a Giving Circle | United Philanthropy Forum (unitedphilforum.org))

Businesses with low giving potential:

- Offer a presence at an event for a donation
- Ask them to pay for a specific item in return for publicising their donation (they could pay for posters to be designed and printed and you include their logo for example)
- Ask them to promote raffles to staff and customers

Businesses with high giving potential:

- Invite them to be main sponsor of a fundraising event (ie, they cover the costs so all the money you make is profit)
- Ask them to fund a specific project or initiative that has links to their type of business, or to the community they sell their services/goods to and do joint publicity about their support
- Offer 'naming gift' opportunities (when you call a building, scheme or scholarship after the person who contributed a lot of funds)



Partner organisations:

- Brainstorm with the partner to see if you can find any mutual connections to funders or potential donors
- Learn more about your partner what else do they do and how could you add value to this work? Ask them what they have the most funding for and think about how you could get involved there
- Ask them about their fundraising capacity and plans are there areas you could help with, or where they could easily support you more?
- If an NGO with international connections, explore if their international head office has any funding for your collaboration
- If a faith organisation, is there an appropriate point in their calendar that they could facilitate fundraising for you?