

## There's No Business Like New Business

*There's few business like new business -  
That new business I knew.*

*Calling up new clients to say 'hello'  
(Wond'ring if they'll give you lots of cash)*

*Speak in tones mellifluous and mellow -  
Like Marti Pellow - don't be too rash!*

*But these people, new biz people,  
They know just what to do.  
That's why, in this newsletter, we talk to one.  
Should be informative; also fun.*

*"Enough of this!" I hear you cry, when said and done,*

*"Get to the interview!"*

*"Get to the intervieweeeeewwwwwww!"*

Grammatically dubious slaughtering of Broadway numbers aside, we at the Kage Partnership have noticed fewer people seem interested in the new business side of corporate fundraising than that of account management. So we spoke to Lizzie Carter, New Business Manager at CLIC Sargent, to find out her thoughts on the matter. We also wanted to remind you that we're not just all about the permanent roles - oh no - we do contracts as well, don't you know!



**Lizzie Carter,**  
New Business Manager,  
CLIC Sargent

### **Tell us a bit about your background in fundraising prior to your current role.**

I started my career in fundraising working as a Development Assistant for an arts organisation where I got to try my hand at a bit of everything (fundraising-wisel). The team was very small and nobody looked after the corporate side of things so I took this on and started to make in-roads with some local businesses, which was really the beginning of my love affair with corporate fundraising. Soon, I decided that while fundraising was for me, the arts wasn't so much(!), so I went to Kage who encouraged me to apply for a Corporate Fundraising Executive role at disabled children's charity, KIDS. I had less experience than the other candidates but the fit was right so I got the job and had a fantastic two years working on a mix of new biz and account management. After that, I went off to New York (as you do) to do a bit of frontline volunteering (soup kitchens and the like) and came back after three months into an account management role at The Prince's Trust, where I learnt a massive amount which has shaped my career ever since. Finally, in my last role pre-CLIC Sargent, I worked for an International Development charity, Action Against Hunger, back doing a mix of account management and new business.

### **So what prompted the move from account management to new business?**

My first role in corporate fundraising was a nice mixture of account management and new business, which I loved because every day was different. If I'm honest, I then decided to go the account management route because I thought it would be 'safer'. I could use the skills I'd learnt in developing relationships in my first role to maximise income and not worry about doing a load of work which then might not pay off. However, after taking an account management only role, I quickly realised I missed the thrill of securing partnerships I'd worked hard on from the very beginning and couldn't scratch the new business itch with any other element of the role. So back to new business for me!

**continued overleaf**

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## What do you enjoy about it?

I love the amount of creativity you can have and the way in which you need to work successfully with every single team in the charity to get their buy in - although I also realise I'm lucky to work at a charity that encourages that. CLIC Sargent supports us to take risks and try new things to win bigger and better partnerships and, having come from an account management background, I know the importance of working with the account management team to make sure we're not promising anything that we won't be able to deliver. Again, there is such a range of experiences in the team that my counterpart in account management is massively behind new business and, together, the whole team works hard to deliver the best proposal and pitch we possibly can. I guess that's another element I love about it when it works well - team work!

## What would you say are the main differences?

Hmmm. There are a lot of similarities - relationship development, fitting the 'puzzle pieces' together and ensuring you're making the connections between what the charity does and the company's objectives to create the best possible chance of success and also spotting opportunities to maximise income wherever you can. In terms of the main differences, I would say that with new business you generally get less bogged down by the small day-to-day issues and can concentrate on the areas that are going to have the best rate of return for the charity. The highs are certainly higher in new business but, on the downside, you can also work for a long time on a prospective partnership only to come second in a staff vote, meaning the lows are also lower. After a while, though, you just learn to get back on the horse and try again!

## It sometimes seems more people are interested in account management than new business within corporate fundraising - why do you suppose that is?

Hurrumph. But, yes, it's something I've seen a lot when recruiting and I think it's probably a nervousness around targets. It was certainly the reason that I went the account management route at first. I think, if you don't have a clear

strategy, new business can be very overwhelming, with a lack of understanding where to start and a feeling that you'll never achieve your objectives. It's probably a position we've all been in at some time or another and it's not a great feeling. That's why it's so important to work somewhere like CLIC Sargent that has a clear organisational strategy that is filtered down so you can clearly see how you fit in and the direction you're going.

## What might you say to persuade people to consider the switch?

I would say that changing to new business was the best decision I ever made. I used to spend weekends worrying about my accounts but now have a much more positive outlook and enjoy being constantly inspired by what others are doing and thinking about how we can be at the top of our game. New business can be challenging and we do have our down days, but it is never boring and nothing can beat the feeling when you've just nailed a pitch. Being part of something from beginning to end - coming up with an idea, running with it and then securing a new partnership that you've championed - is an incredible feeling and something my whole team relish. Above all, though, in new business you play a big part in shaping the direction of your charity, as the type of partnerships it secures has a big impact on its reputation, growth and future. And I think, as well as the fact that every day is incredibly fun, that's a pretty awesome position to be in.

## Did You Know?.....

As a part of our service, we offer contract placements.

These placements can be as little as one month, if you just need a little stop gap, or as long as you need - be that 12 months or more - to cover maternity leave, for example, and everything in between.

If you would like any information on our competitive contract rates, please don't hesitate to get in contact.

As always, we would be more than happy to go over the details and work out the best way for you to employ someone.

If you would like to discuss any aspect of fundraising and PR recruitment please do not hesitate to contact us:

**020 7928 3434 info@kage.com**