

INSIDE& OUT

Hello, and welcome to our Summer Newsletter.

For many organisations Community fundraising is a stalwart of any fundraising department as it both raises income from the local community as well as awareness of the cause.

Over the last few years, an increasing number of charities have changed the way they manage their community supporters and associated networks in a bid to increase income, deepen knowledge of the donors and cross sell with other fundraising teams.

We talked to Catherine Miles, Director of Fundraising at Anthony Nolan, about their own approach to Community fundraising.

Catherine has been a professional Fundraiser for 18 years. After roles at CPRE and Mencap, she spent 6 years at Shelter as Head of Major Gifts and Deputy Director of Fundraising, leading on a major appeal.

Catherine joined Anthony Nolan in 2009 as Fundraising Director. At Anthony Nolan the team has more than doubled income to over £11m, established a regular giving base from scratch, delivered the charity's largest ever corporate partnerships and trust grants and won the Official Charity adoption for the 2014 Virgin Money London Marathon.



Liz Grimes, Director
Kage Partnership

Community Matters

We talked to Catherine Miles about the approach to Community fundraising at Anthony Nolan

What changes did you make in Community fundraising at Anthony Nolan?

We moved from a transactional, regional events-based fundraising structure with 18 Regional fundraising posts, to a central team of 6 (soon to be 7) based in London, responsible for account managing supporters raising money for Anthony Nolan across the UK. This has seen our net income grow from £178k in 2011/12 to £1m in 2014/15, with further strong growth predicted. We have around 1,400 Community supporters per annum, over 50 of whom raised over £5k last year with several six figure relationships.

Why is Community fundraising important to charities?

Community fundraising supporters are critical to charities because they are amongst the most committed, engaged

and galvanised supporters charities have. If you are willing to organise your own fundraising, like cake sales, quiz nights or balls or get involved with a local group, you are likely to have a strong motivation for supporting the charity, and be a sociable person with good local networks. If supported and engaged correctly, Community fundraising supporters have huge potential for charities to raise far more income than most teams do at present, and to help the charity by raising awareness, campaigning or volunteering.

You significantly changed Anthony Nolan's approach to Community fundraising in 2010/2011. Why did you do this?

We changed from an 18-strong regional team holding local events like abseils, zip slides and bike rides to a smaller central team focused on building relationships with supporters and enabling them to organise their own fundraising. We did this for two main reasons. Firstly, we believed if we built relationships with supporters and enabled them to raise money in the way they wanted, reaching out to their networks, we would raise a lot more



income and develop these supporters into campaigners, volunteers and awareness raising supporters as well as financial supporters. As such, we don't currently have any Anthony Nolan owned fundraising products. Secondly, we believed we could do this via a centralised team in London as we felt that people wanted someone in a charity they could call who knew why they were fundraising and what they wanted to do, but this person didn't necessarily have to be in their region. This move enabled us to save £350k net per annum from the start.

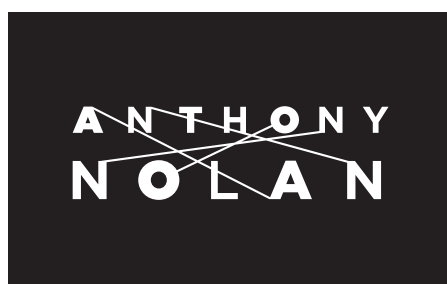
Does the more traditional form of Community fundraising still have a part to play?

I think there will always be a place for fundraising products, particularly those run by large charities with mass supporter programmes.

But I do think most charities are sitting on huge potential from the supporters who want to organise their own fundraising.

As a sector, we tend to focus on delivering efficient web and email-based supporter journeys for this group, and on providing materials. However, I think we've shown that building relationships with them generates significantly more.

I believe having regional posts is still right for some charities but it does depend on what your organisation does and where and how it operates, and there are significant hidden costs to having locally based staff (even if they are not paid London-weighting).



What is the relationship between Community fundraising and other fundraising streams?

Incredibly close! The Community team is developing into the hub of the Anthony Nolan Fundraising team. They work particularly closely with our Events team but also with our Major Gifts, Corporate, and Individual Giving teams. We operate a holistic supporter development approach so whilst a Community fundraiser may be a lead contact with a supporter, they'll also be talking to them about taking part in events, nominating us as their company charity of the year, taking out a direct debit, campaigning, awareness raising etc. – anything which is relevant and of interest to the supporter.

We're seeing increasing numbers of supporters bringing other supporters to us – so one person will get in touch saying they want to organise a quiz or a ball, and then a friend of theirs will sign up for The Marathon. It's vital to make all those connections so you can talk to the supporters to see if there are others in the group of family and friends who want to help us.

We don't soft credit income or re-code donations. Our focus is on what's best for the supporter and the organisation, and that what matters is how fundraising performs as a whole. We track the total value of relationships so we can feed back to supporters on what they're raising across Community, Events, Individual Giving etc. but there's no fighting over which cost centre money sits in.

What kind of skills do you particularly look for nowadays in your Community fundraisers?

We look for predominately Major Donor skills – the ability to build rapport with supporters, listen really well and match their interests and networks with relevant ways they can help Anthony Nolan save lives. We're expanding the team at the moment, with each Fundraiser post (c. £31k) handling around 200 supporters per annum. We expect to keep expanding as income grows.

If you would like any further information about Community fundraising at Anthony Nolan please contact Catherine on catherine.miles@anththonolan.org

The Perfect Job Description

It's back to being a job seekers' market, which means that it is even more important for recruiters to really promote themselves and their vacancies to attract the best possible candidates.

Quite often the first impression that a job seeker will get regarding an organisation and the vacancy they are trying to fill, is from a Job Description. Here are some tips:

- Make sure all the information within the Job Description is accurate and up to date
- Try and make it easy to read, and not too long or generic
- Include some background information to both the role and your organisation – it brings it to life
- Team structures and facts and figures in terms of past and present targets, are all really useful information
- Always include a person specification and make it real to you and your department

GET IN TOUCH

We have been recruiting Fundraising, PR and Marketing professionals at all levels within the not-for-profit sector for the last 17 years.

For knowledgeable and friendly advice on any aspect of recruitment, please contact Liz Grimes, Tim Iredale or Vladka Paligova.

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