



Community &
Voluntary Services
cheshire east



GRIPP
TAKE HOLD OF YOUR
ORGANISATION

Save the date!

Next in the series:

Wednesday 27th February – Information
seminar. Holmes Chapel Community Centre

To also include cyber security training



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GRIPP
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Funding Toolkit Seminar

Wed 16th January 2019



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DIGITAL
SPOTLIGHT
SEMINAR SERIES

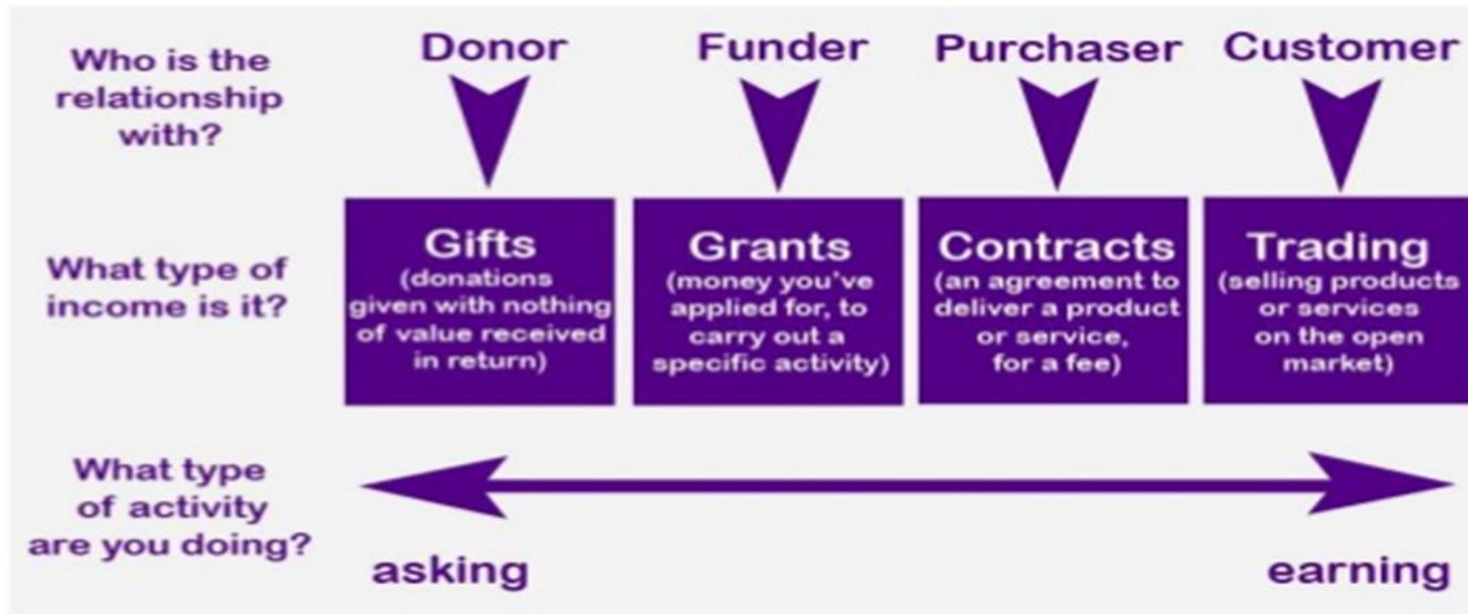


**NATIONAL
LOTTERY FUNDED**

The Income Spectrum

The Income Spectrum

Different streams of charity income



How can the Income Spectrum work for me?

- Keep it simple!
- Understand what's going to work for *your* organisation
- Identify a maximum of 3-4 key areas you can work on
- Develop a fundraising plan or strategy
- Constantly review your progress





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Thank you to Lisa Ball from
East Cheshire Hospice for
sharing her expertise.



**East Cheshire
Hospice**

Where people come to live

Welcome

Its all about people



**East Cheshire
Hospice**
Where people come to live

- People #1 – our patients and their families
- People #2 – our colleagues, collaborators and supporters.
- People #3 – our community, potential #1 and #2

Where to start



**East Cheshire
Hospice**

Where people come to live

- Develop a firm foundation
- Thanking your supporters
- Spreading the word
- Building a team



**East Cheshire
Hospice**

Where people come to live

Support from businesses



**East Cheshire
Hospice**

Where people come to live

Top tips and lessons learnt

Regular Giving

- Your relationship is with the donor
- Payroll Giving Scheme
- Standing Order/ Direct Debit
- 'Friends Of' Schemes



Online Fundraising

- Online shopping
- Crowdfunding
- Donate Button
- Social Media
- Beneficiary 'Gifts'
- Online giving sites



Trading

- Customer relationship
- Primary trading – fits in with charitable objects
- Non-Primary trading – check your governing document
- What can you sell?
- Training
- Publications
- eBay





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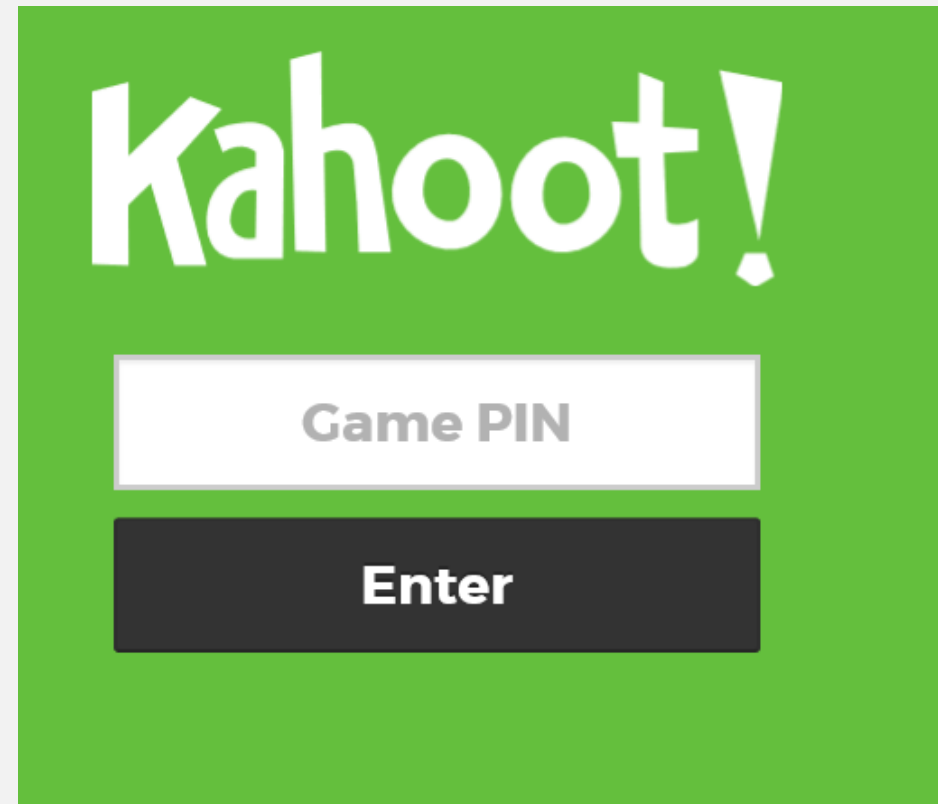
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Over to you...

1. Which funding stream are you going to focus on?
2. What are you going to do next?

Digital Evaluation

<https://kahoot.it/>





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