How Fundraising & Programmes Teams work together

at The Leprosy Mission (England & Wales)

- a case-study
Let’s start with the results...

- **£210,000 raised** to help ‘rebuild homes and lives’ in Nepal following the 2015 earthquake
What did Fundraising need?

- A single beneficiary - the focus of the appeal
- 'Good' photos of him (ideally film too)
- His story of suffering
- Eye contact with camera
- Emotional - not just factual, no jargon!
- Leprosy + earthquake (children)
- Show need - leprosy-caused disability/damage, and no home
And...

Able to get feedback later on

Photos of beneficiary happy with needs met

His story of how he has been helped
The Fundraising Cycle

ASK

Feedback - ‘this is what your gift did’

Thank
Issues for Programmes

Well-being of subjects - anonymity, confidentiality, pseudonyms

Accuracy check - factual details’ integrity, reputation

Funding not to be restricted (fund whole project/country/all work)

Photo’s of case study subjects - dignity, permissions

Can we follow up? Practicalities, Support to fundraising/ collection

Country Office priorities and liaising with Country Leader
Organisational culture

Before...

- Teams in different rooms in the building
- ‘I felt an intruder’
- Silos

After...

- Open-plan office
- Good communication
- Not competing
- Working together
- Mutual respect for each other as experts in our own fields
How did we work together?

- Liaised with Country Leader
- Edited the film material so it was compelling and emotional
- Advised on how we could follow up
- Recommended a case study
- Planned the fundraising strategy - what would appeal to donors and raise the most money
- Took photos and film footage
- Wrote up the case study in a donor-friendly way
- Produced all resources (e.g. leaflets) & mailings
The interdependence between FR & Progs

- Material & Feedback for FR
- Fundraising activities
- Programmes activities
- £’s for Progs
To discuss...

1. In your organisation, how could Fundraising & Programmes work together more effectively?

2. What could you do to improve how you work together?

Then - questions, feedback and discussion