

Entrepreneurial Fundraising Checklist

Ten essential elements for focussed, mission driven fundraising.

Enthusiasm is more essential than resources!

1. Do you have a clear and powerful ambition, answering the question **Why?**
2. Is your ambition inspiring and does it communicate both the problem and the solution?
3. Do you own an array of emotional stories that align with your ambition?
4. Can you tell your stories in an engaging way with an emotional arc and inspiring characters?
5. Do your supporters enjoy the best, most personal and most inspiring donor experience?
6. Are your supporters spreading your stories and ambition?
7. Will you be brave enough to engage supporters with your ambition, and trust that the money will follow?
8. Can you measure and report on fundraising success in terms of 'return on mission' rather than just in cold financial terms?
9. Do you react to incoming opportunities immediately?
10. Are you willing to drive much of your donor engagement yourselves, rather than rely on volume driven broadcast strategies?



Richard Turner

Entrepreneurial Fundraising Specialist

When Richard joined Solar Aid in 2011 there was no professional fundraising programme, no fundraising team and no budget.

Five years later, they have raised \$14million, matched by the same again in solar light sales through their social enterprises in Africa.

He's done it before too, achieving similar growth at FARM-Africa in the noughties.

Richard now advises and helps create the big, inspiring vision. Then he trains, inspires and motivates organisations to fundraise the entrepreneurial way.

A small number of believers with skills, tools, creativity, inspiration and enthusiasm is all that's needed ... if they are united behind the right ambition.

ALAN CLAYTON ASSOCIATES

Inspiration • Focus • Motivation

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