



The
Rivers
Trust

Tools for fundraising success

Research, vision & strategies

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where there's **water**, there's **life**

Our challenge

We are jack of all trades

We are scientists / technical

Far rather write a proposal than 'ask' for funding

Not naturally jar shakers

Use technical language (grant providers often not specialists)

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Hints



No magic bullet! Sorry!
Perseverance.... & there will be failures
BUT you can increase your chances of success

Needs a day or even two days....
Tips from my experiences & shared learning in the room
RTs are almost exclusively funded by projects but be open minded

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Agenda

1. Research for success
2. Talk is work
3. Strategy for impact

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Part 1

Research funding and funders to massively increase
chance of success

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Where to find funds?

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Funding

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Exercise 1: Research funds, funders & other charities



Resources in envelope

Take one each & read (10 mins)

Write insights / nominate scribe

DISCUSS

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INSIGHTS

Did you recognise funds & funders?

Were there new ones?

What are funders priorities?

How do project funds fit in to the mix of successful charities?

Part 2. Talk is work

We are ALL fundraisers and ALWAYS fundraising

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Learning from the greats...



Rhetoric

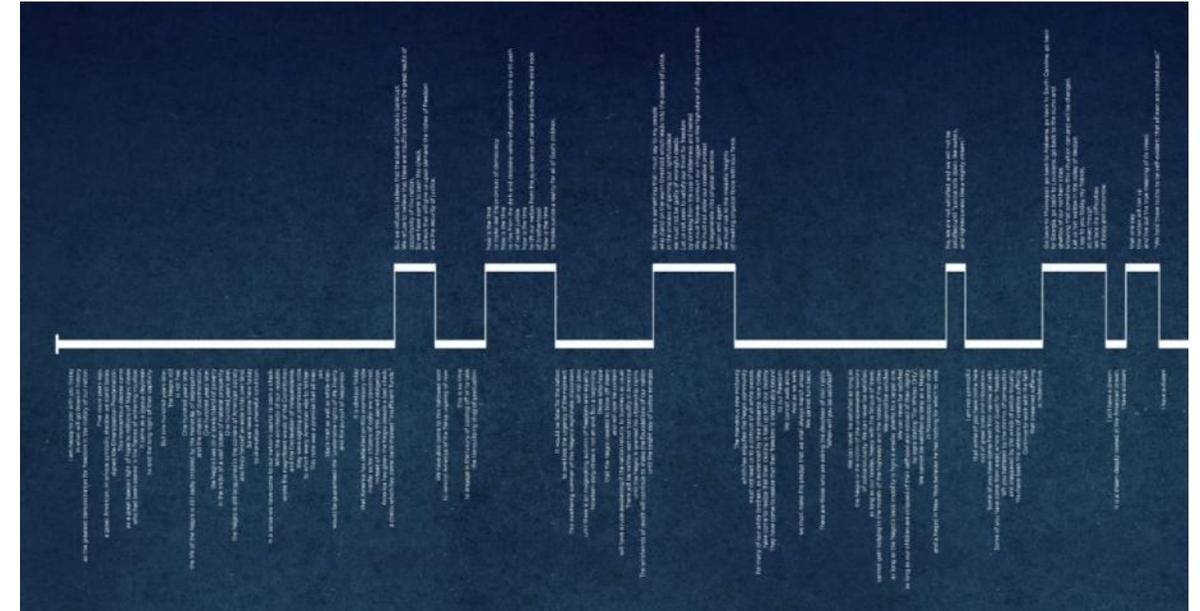
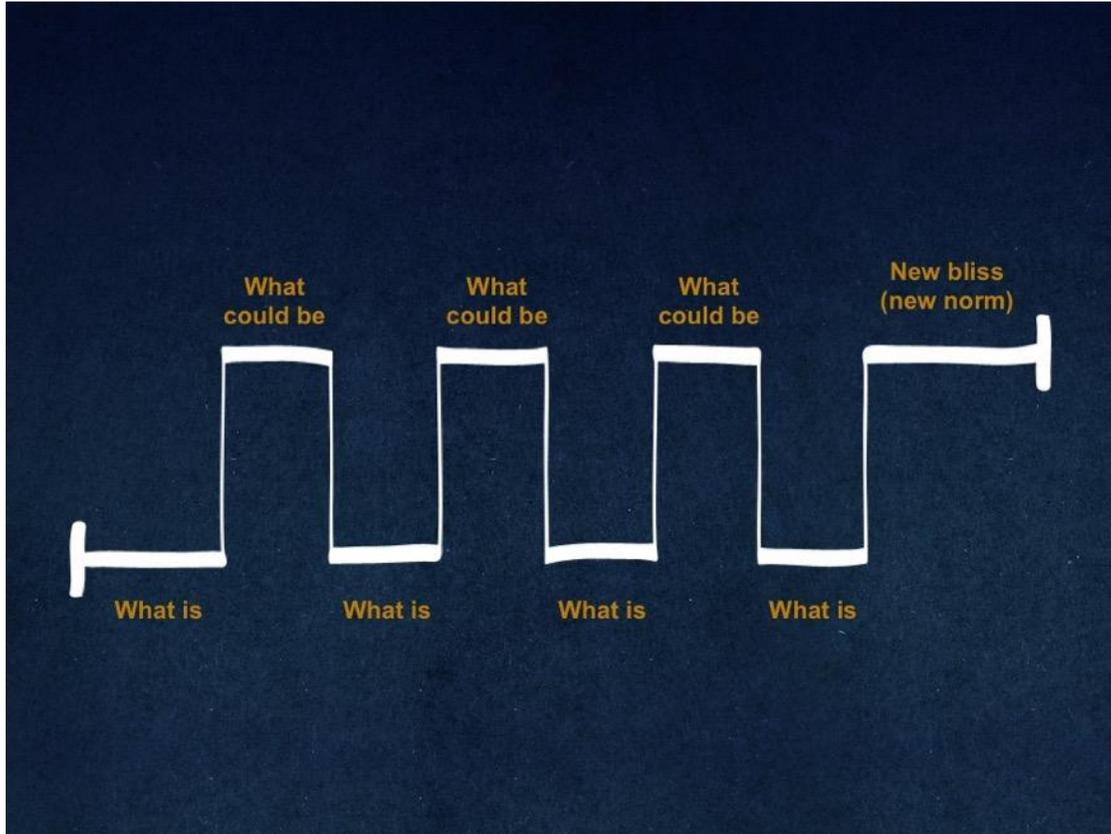
Voice merging

Prophetic

Spectacle

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From Nancy Duarte, the secret structure of great talks

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What is & what could be...



What is: We can never be satisfied as long as our bodies, heavy with the fatigue of travel, cannot gain lodging in the motels of the highways and the hotels of the cities.

What could be: I have a dream that one day on the red hills of Georgia, sons of former slaves and sons of former slave-owners will be able to sit down together at the table of brotherhood.

What is: We can never be satisfied as long as our children are stripped of their adulthood and robbed of their dignity by signs of “whites only”

What could be: I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

Exercise 2. Talking your vision

Round 1 “on your home”

- In pairs A tells B about where they live.
- B keeps interrupting A with a clap that means switch between What is and What could be.
- Then switch roles.

Round 2 “on the problem your organisation is trying to solve”

- Same sequence but now listener gives back which phrases were strong, and speaker takes notes



Any new insights?



What is our rhetoric?

Voice merging – EA – WFD / WWF / LINK

Prophetic – climate crisis / nature crisis / why water & rivers?

Spectacle???

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Part 3. Strategy for impact

Clear strategy, clear actions, high impact

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Two approaches have helped me...



Theory of Change (log frame / logical framework)

Starts by defining an ultimate goal /

North Star

Sets out long term sequential & realistic pathway to success

Great to articulate ambitious goals to funders

Pillars of power

Analysis tool for tackling tricky or complex problems

Great for developing high impact strategy

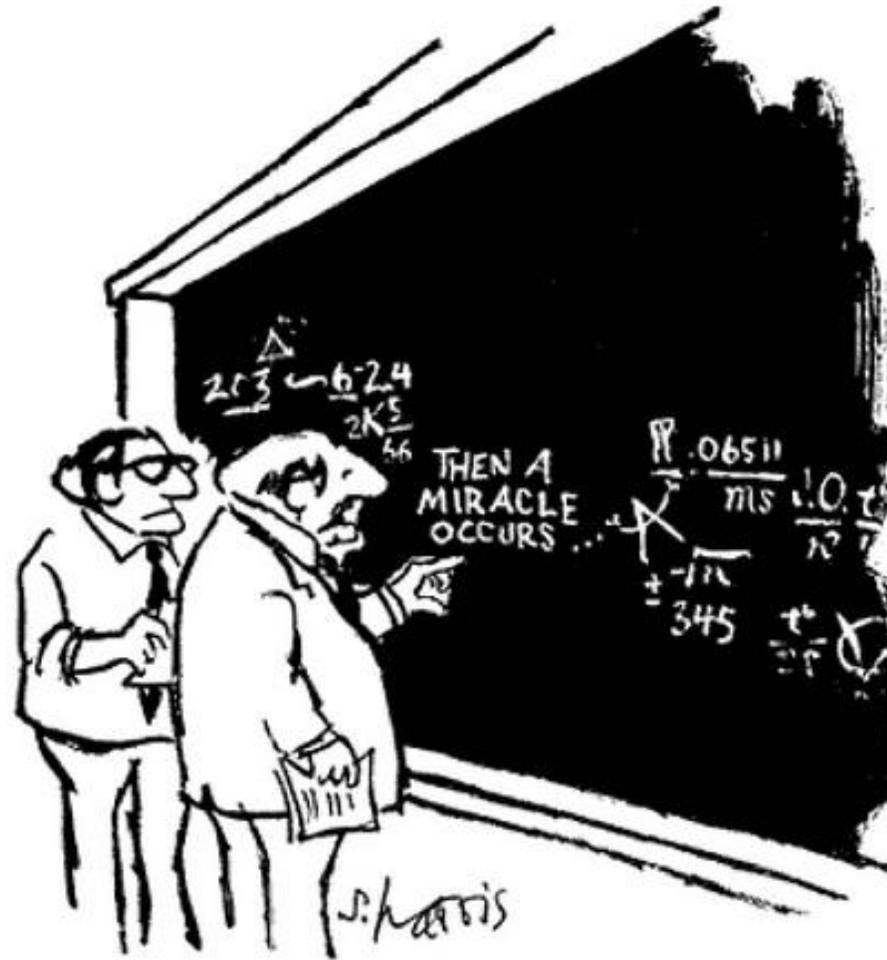
Best for influencing things out of your direct control

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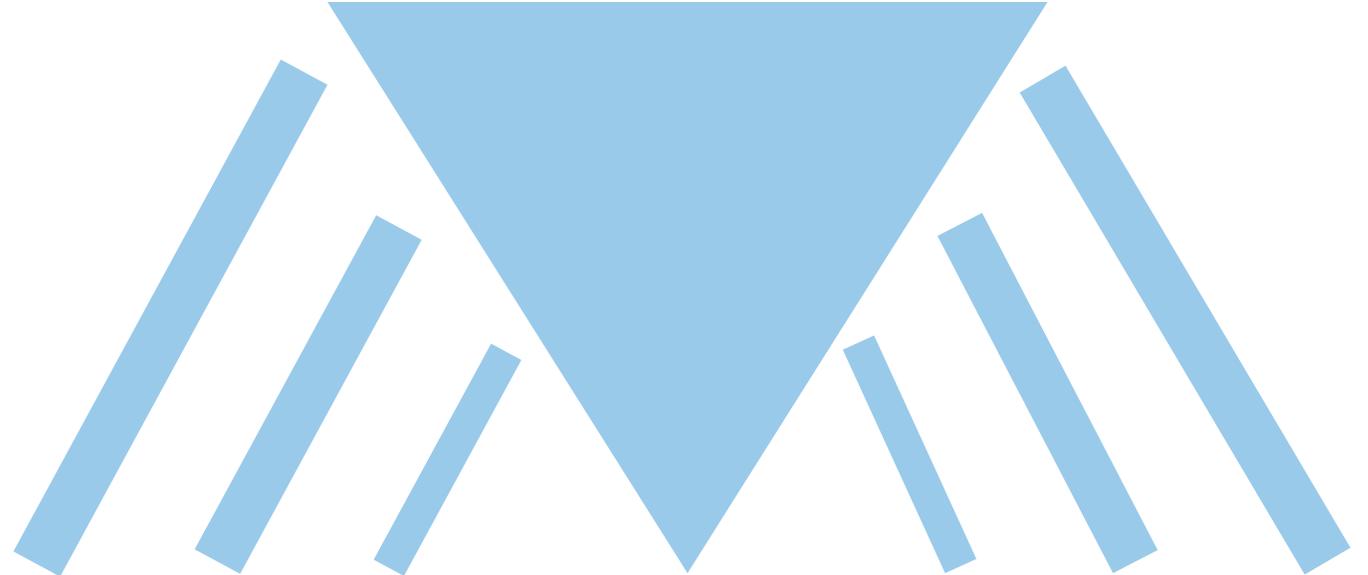
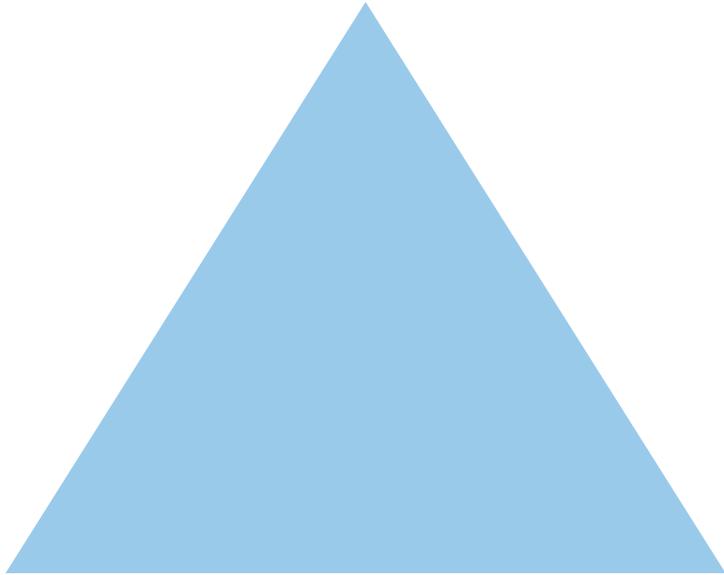
Theory of change

Key



"I think you should be more explicit here in step two."

Pillars of Power



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Theory of change



What is your end game?

How are you going to measure success?

What are the first steps?

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Summary



Give funders what they want

Learn to tell your story in a variety of ways

Be clear on your priorities

Know your impact

Be ambitious

Have fun

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