

FUNDRAISING FOR BAT GROUPS

Getting Started

Area	Detail	Strategy
Markets	What is your geographical reach?	
Products / Services*	What are you offering? Membership, badges, use of logo, products to re-sell?	
Prices / Fees*	What do you plan to charge?	
Access*	How will people be able to buy this? Online, from a shop, mail order or in another way?	
Promotion	How do you plan to let potential customers know that the product is available?	
Physical evidence	Do you need any brochures or instruction leaflets? If yes, what will these look like?	
People	Who is involved in the fundraising? Note their names and responsibilities.	

*Charities are subject to trading regulations and the nature of trading determines if profits are tax/ VAT exempt. Ensure you familiarise yourself with regulations for your charity. For UK based charities more details can be found here: <http://www.charitycommission.gov.uk/running-a-charity/fundraising/>

Next Steps

1. Decide how much you need to raise and for what purpose.

2. Draw a map of your 'audience groups'.

3. Create a calendar for the year of your highlights, events and other activities e.g.

October	November	December	January	February	March
Halloween	Press release on 'bat group membership for the year'		Newsletter with calendar for the year	Valentines event	Competition to spot the first bat in the area

4. Assign responsibilities;

- List all names and their skills (both in their day job and within the group)
- Do you have any skill gaps? (You might need some professional / legal help)

5. Identify potential large, medium and smaller donors:

- Set SMART targets which should be re-evaluated annually.

6. Look at ways to raise awareness so that your audience becomes interested in what you offer:

- What are the skills of your team?

Fundraising Tactics

Tactic	My action
Events	
Press Relations; online and offline	
Courses	
Information	
Newsletters	
Posters	
Website	
Blog	
Social Media (Twitter, Facebook, YouTube, Flickr)	

Other Information

Useful websites

Online PR

<http://www.earthpublisher.com/>

<http://www.prlog.org/>

Lists of fundraising ideas

<http://www.better-fundraising-ideas.com/charity-fundraising-ideas.html>

<http://www.worldlandtrust.org/education/top20.htm>

Company sponsorship

If you intend to get local companies involved, you need to ascertain what degree of involvement they are interested in:

- Writing a cheque
- PR opportunities for their business
- To involve staff in conservation projects

They may also want a contract / agreement that explains what is included in the arrangement i.e.

- Their name on your printed material/ website
- Financial details, when and how much they will donate (cheque VAT)
- What happens if a sponsorship event is cancelled
- What happens if it doesn't work and you / they want to cancel the whole thing