

A close-up photograph of a snow leopard's face, showing its intense blue eyes, black stripes, and whiskers. Overlaid on the center of the image is a white rectangular banner containing the text "CHANGE STAR" in a bold, grey, sans-serif font. A white, jagged starburst graphic is positioned behind the word "STAR", partially obscuring the leopard's nose and the banner.

**CHANGE STAR**

# How to raise funds for difficult causes

IOF Convention 2014

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# How to raise funds for difficult causes

- What is a difficult cause? Challenges? 10 key principles
- Focus on good fundraising practice – whatever the cause
- Fundraising from individuals
- Insights from specific case studies
- Handout at end – no need for frantic scribbling!
- Questions and discussion at end

What is a difficult cause?







# What is a difficult cause?

- Who thinks their cause is difficult?
- We all face challenges and obstacles – many definitions of what makes a 'difficult' cause
- Some organisations make themselves difficult to fundraise for – but that's the organisation, not the cause...
- Definition we'll be using is....

# What is a difficult cause?

- A cause that is more complex, political or controversial.
- Political parties, pressure groups, less immediately attractive/emotive causes.
- Also applies to niche causes
- What's your cause?



# The challenges in raising funds for difficult causes

- What do you think they are?

# The challenges in raising funds for difficult causes

- A smaller target audience (but, importantly, not non-existent)
- The danger of controversy and alienating a wide audience
- A lack of resources - people, financial
- People afraid to associate themselves with the cause (publicly or otherwise)
- People negatively disposed towards the cause before you've communicated with them
- Competition - why would people give to your cause rather than a sexier, cuddlier one?

# How to raise funds for difficult causes

10 principles

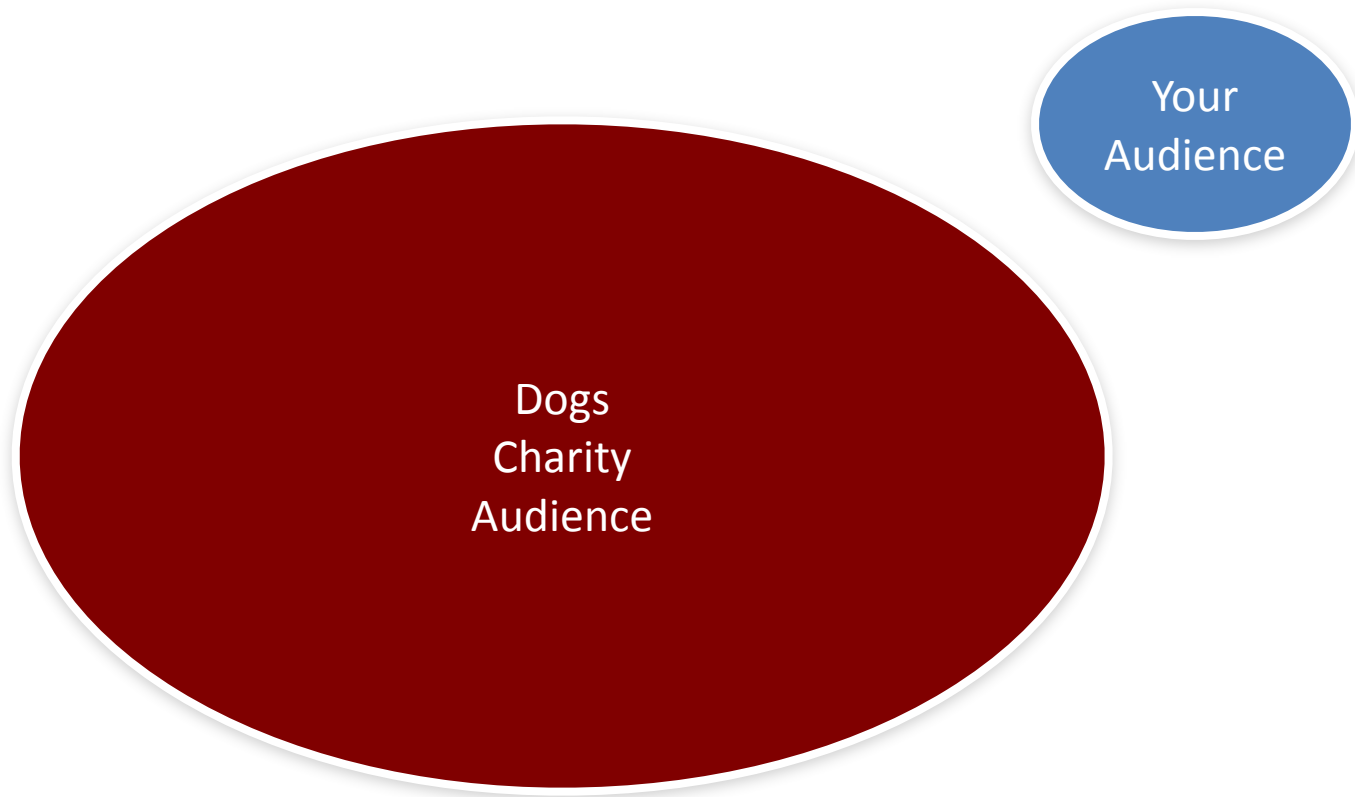
# 1. Love your cause

- Need real passion and understanding – only way to articulate cause powerfully enough
- At least, try to think like a passionate supporter! Empathise with them
- In context of appeal – need strong case study
- Green Party example - renewing your passion

## 2. Start with your audience

- However niche your cause, you have an audience. It may be small(er) but it will care.

# Overall population



## 2. Start with your audience

- However niche your cause, you have an audience. It may be small(er) but it will care.
- You need to find it and target it carefully.
- Don't kid yourself that everyone will be interested in your cause. Focus on the people who will be interested.
- Overall strategy has 2 steps –
  1. Focus on your core audience with the right messages
  2. Use testing to expand your 'radius of targeting'



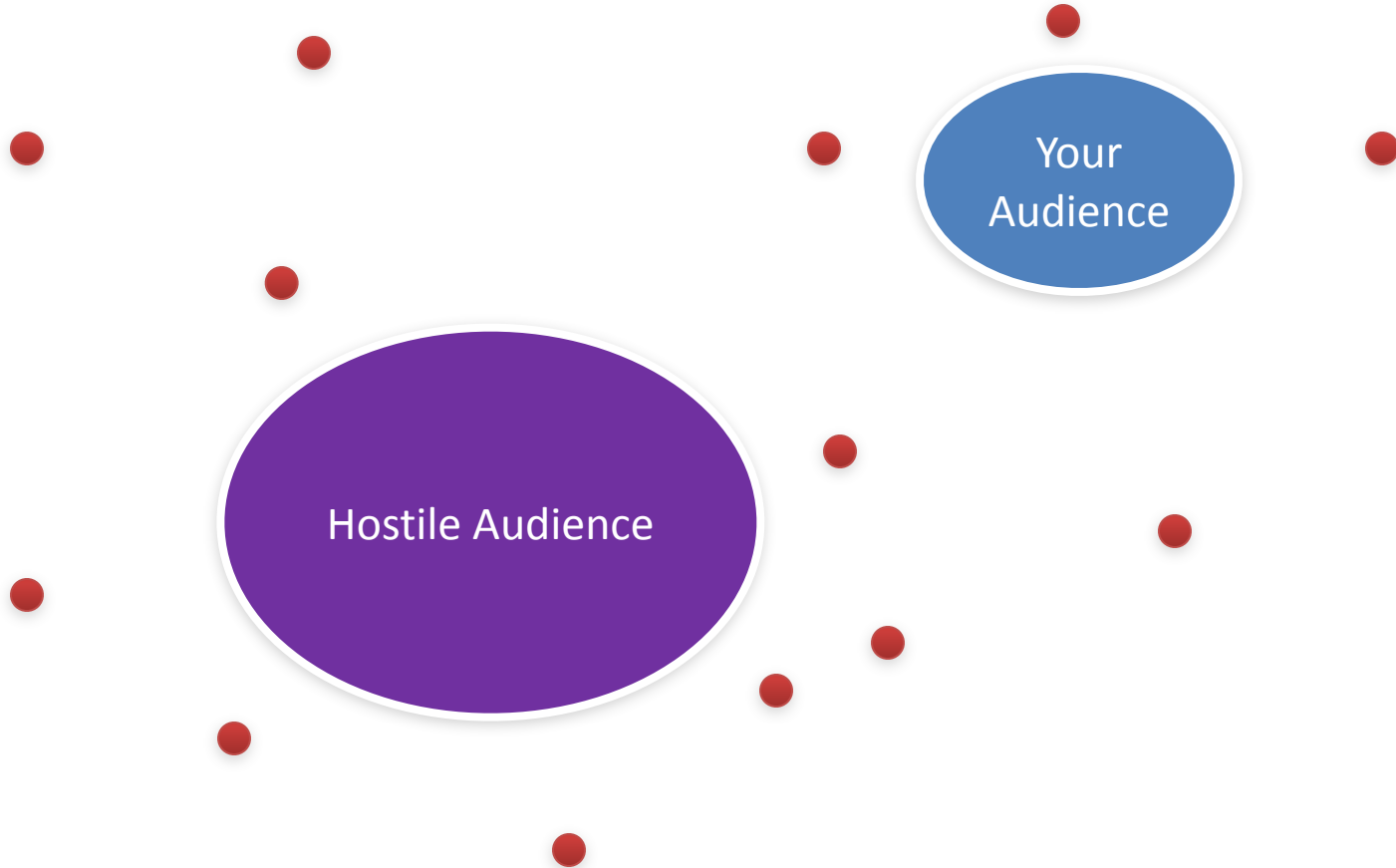
# Overall population



## 2. Start with your audience

- Focus on your core audience with the right messages
- In recruitment, find the media/channels to get you to this audience
- How to target the audience will vary for each organisation
- There may be people hostile to your cause – they don't matter – you're not seeking them!

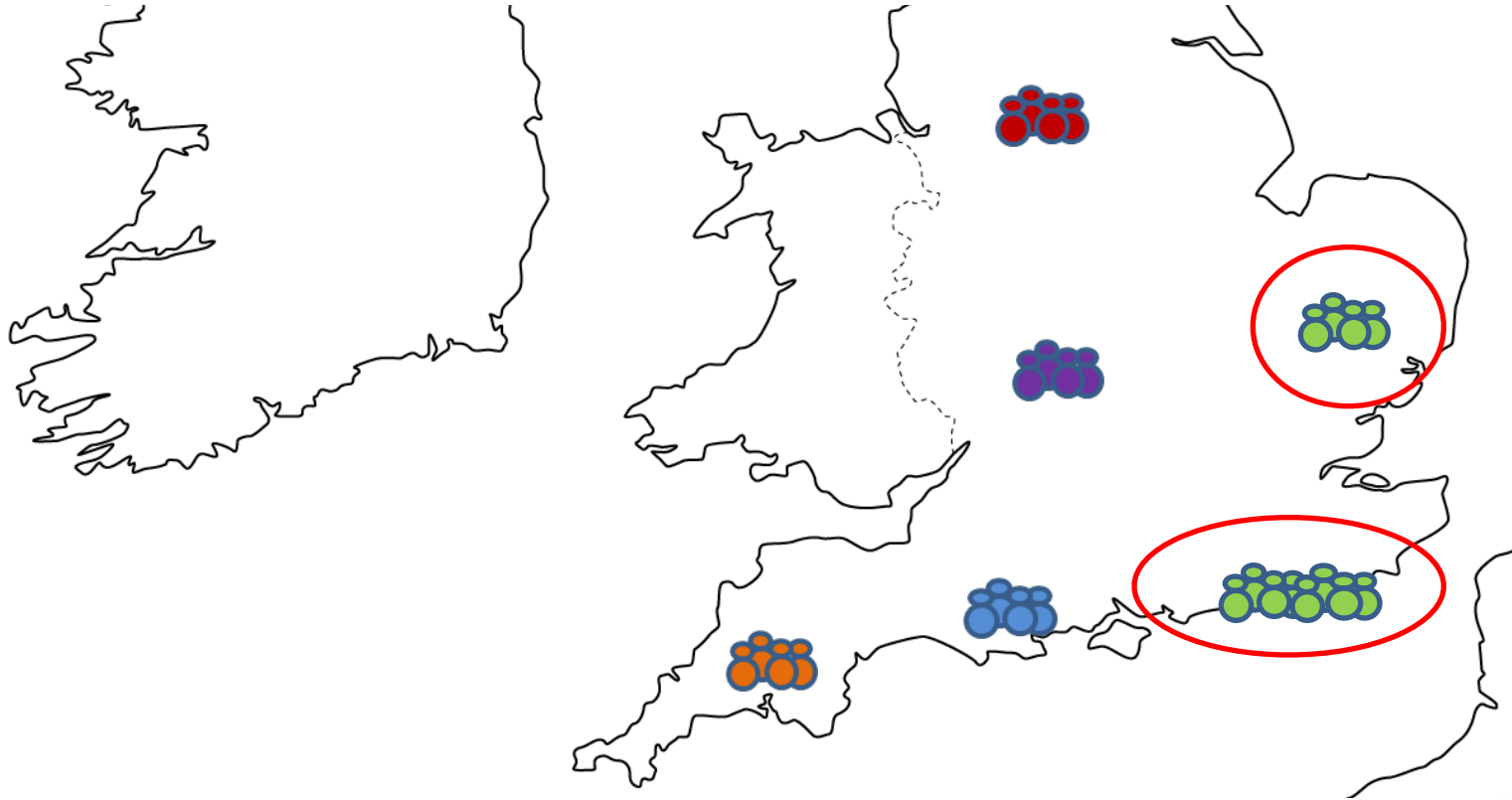
# Overall population



## 2. Start with your audience

- Example - political parties – identify and prioritise key constituencies.

# Example - focus on the people who will be interested



### 3. Know your audience

- Think about what matters to your audience – and talk to them about it
- Not the things you think are important
- Even committed supporters need compelling stories and clear statement of need. This is just good DM!
- Example – Green Party Euro Election appeal

## 4. Be bold (creatively)

- You've focussed on the right audience, so...
- Be bold in how you communicate with this audience. Clarity, conviction, passion.
- Don't try to be all things to all people in a bid to reach a bigger audience. This will dilute your message. Focus.
- Example – Greenpeace Monster Boats appeal





The notorious monster boat, the Margiris, pulled out of Port Melbourne on Thursday on a course straight out of Australian waters.



And like most Australians, we're happy to finally see the back of it.

On Thursday night activists in Greenpeace inflatables escorted the notorious Margiris super trawler out of Port Melbourne so it knows we're watching its every move.

We're incredibly relieved to see the back of it -- but the story doesn't end here. The tragedy is that the vessel may head off to devastate fisheries elsewhere in the world as it has done rapidly in the past.

Greenpeace had earlier confronted the Margiris (now known as the Abel Tasman) in West Africa in March 2012 and then again in the Netherlands in July. We stand in solidarity with the small-scale fishers whose livelihoods would be destroyed by monster boats like the Margiris.

*You can see here how we can send the monster ships packing - if we can get enough people inside.*

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## GLOBAL CAMPAIGN TO STOP THE MONSTER SHIPS - £208,285 MUST BE RAISED BY 8TH JULY.

Monster ships and their greedy owners are rapidly pushing the oceans towards collapse. If we don't stop them now, they won't stop until the last shoal is caught, the last fishing community is on its knees and there are no dolphins, sharks, penguins, nothing... a lifeless sea.

£<ask1> could help fund the communications support -- including digital media, photo, video and distribution to news outlets -- that is so critical to exposing the appalling destruction caused by the

Dear <salutation>

<date>

<I am very grateful for the donation you sent to help <name oceans campaign in month, year and I am> You generously helped Greenpeace <recruitment topic> with your gift on <day/month/year> and I am asking if you can help again -- I am> [donor to past oceans campaigns/new donor/all other donors] urgently seeking donations to launch a major global campaign to expose the 'monster' ships. I recently witnessed the terrifying destructive power of these monsters off the coast of West Africa from our ship, the Arctic Sunrise.

There is a lot to tell, but hearing colleagues speak of seeing bloodied and dying dolphins being dragged on to a monster ship sticks in your mind.

It's something the monster ship owners want to keep hidden. They call it bloody carnage.

You have helped us take on, and tackle, some of the world's most powerful fishing fleets, from Asia Pulp and Paper.

I am asking you now if you can help us take on the next challenge: the Shell, VW and

There is a lot to tell, but hearing colleagues speak of seeing bloodied and dying dolphins being dragged on to a monster ship sticks in your mind.

**HOW INDUSTRIAL FISHING IS ALSO DESTROYING SUSTAINABLE FISHING COMMUNITIES IN THE UK**

**SUPPORTING sustainable fishing**

Greenpeace has documented how small-scale sustainable fishermen are losing out to industrial fishing around the world.

'We're right at the bottom of the pile, with everyone stamping on top of us, and that of us, and that has actually been ripping the heart out of sustainable fishing'



Kirk Stribling, Aldeburgh.

## 5. Be innovative (and test)

- Widening your radius – finding people who could be convinced by parts of your cause

### **Approach 1 - simple adjustment of message**

- Does it have wide enough appeal?
- Not diluting message – but broaden appeal
- BHA press ads example – test 2 versions

# Can you live a good and moral life without believing in God?

## Have your say today – and help speak up for a fair and equal society.

Your confidential answers will help form a vital snapshot of 21st century Britain's attitudes to religion – and help us build a better world.

Do you think you need to be religious to have meaning in your life? Do you think that only religious people have values? And do you think that society works better when it is based on religious ideas?

If the answer is 'no' then perhaps you're one of the growing numbers of people who feel it's time that non-religious people came together and helped 21st century Britain become a more rational

and compassionate society.

If so, will you help the British Humanist Association (BHA) speak out for a fairer, more equal society? We want a Britain where people can live good, meaningful and ethical lives with confidence – without the need for religion. And, what's more, we think it's within our grasp.

You can help make it a reality by doing two very simple but extremely important things today.

**"It is essential to nail one's colours to the mast as a humanist."**

Stephen Fry, author, comedian, broadcaster and BHA Distinguished Supporter



Firstly, will you complete and return the survey below? The more we know about the views of the British public, the more we can do to speak up for the non-religious majority and protect our secular society from unfair religious bias.

And, at the same time, will you send a gift of £25 to help fund our vital work? Everything we do relies on the generosity of kind and far-sighted individuals like you.

### 1. Do you believe in God?

- ☐ Yes  
☐ No  
☐ Don't know

### 2. Do you consider yourself religious?

- ☐ Yes  
☐ No  
☐ Don't know

### 3. Do you believe people can live good, moral lives without believing in God?

- ☐ Yes  
☐ No  
☐ Don't know

### 4. Do you think religion still has too much influence in certain areas of society, such as education?

- ☐ Yes  
☐ No  
☐ Don't know

### 5. Do you think it is wrong that creationism is taught

### 7. Have you heard of the BHA before now?

- ☐ Yes  
☐ No

### 8. Please rank the following areas of the BHA's work in order of importance, with 1 being least important and 5 being most important.

- ☐ Providing humanist funeral and wedding ceremonies  
☐ Spreading the humanist message through posters, leaflets and advertisements  
☐ Lobbying Government for fairer equality laws  
☐ Lobbying Government against the rise in 'faith' schools  
☐ Providing educational materials to help teachers tell their pupils about Humanism

### 9. Do you have any other comments you would like to make about the BHA and its work?

### Yes, I will help the BHA provide information, support and ideas for people who aren't religious – and stand up for a fair society – by giving:

- ☐ £25, which could help lobby MPs on the importance of keeping religious belief separate from government decisions.  
☐ £50, which could help fund crucial lobbying and campaigning against the teaching of creationism in schools.  
☐ £100, which could help produce educational materials on Humanism and encourage critical thinking in younger generations.

#### My choice of amount:

- ☐ I enclose a cheque payable to British Humanist Association  
☐ Please debit my credit/debit card

Card type: ☐ Visa ☐ Mastercard ☐ Solo ☐ CAF

Card holder's name:

Card number:

Valid from:

Expiry Date:

#### YOUR DETAILS:

Mr/Mrs/Ms/Miss/Other:

First name:

Surname:

Address:

Postcode:

Email address:

Tel Number:

To enable us to claim back the tax already paid on your donations, and add 25p to every pound you donate, please tick and date below.

*giftaid it*

# 5. Be innovative (and test)

## Approach 2 – identify sub audiences

- 2 big challenges for recruitment in ‘difficult’ causes:
  - Being able to focus your targeting
  - Generating big enough rollout volumes
- Need lateral thinking – e.g. specific media audiences (e.g. Teachers, parents, military etc) who might care about an aspect of your cause
- Find ‘hooks’ – different ways into your cause, instead of the whole cause
- Examples:
  - BHA – education
  - Green Party – issue-based communications

## 5. Be innovative (and test)

### **Approach 3 – articulate your cause differently**

- Universal themes/values your work touches on – e.g. Religious charity working on children's welfare?

## 6. Don't ask too much of people

- In terms of alignment with your cause
- Make it easy to give money
- Seek donors initially, not members
- Have a separate membership strategy
- Similar principle applies to social media

# 7. Be credible

- You've got a hard job – don't make it harder
- Plan well, think clearly about how you want to be perceived and then implement it
- Credibility improvers/damagers
  - Clear, consistent tone of voice and parameters
  - Well-defined cause
  - Evidence for your claims
  - Be realistic about your claims and ambitions
  - Well-briefed and competent media contacts
  - Quality communications materials with consistent branding
  - Overall – what is the picture you want to present?



## 8. Take the punches

- Be prepared for some flak from people who disagree with your views
  - it's worth it
- Example – BHA responses
- Negative feedback can be scary – but keep everyone calm
- Negative comments can be a positive indicator

## 9. Don't get the Eeyore Syndrome



## 9. Don't get the Eeyore Syndrome

- It's easy to convince yourself that the rules don't apply to you because you're a 'difficult' cause. Don't think like this.
  - 'This won't work for us' - keep positive and willing to test
  - Don't lower your standards – keep pushing
  - 'The rules of fundraising don't apply to us'  
**NEWSFLASH** – they do! Even more than for other causes!

# 10. Get help – not hindrance – from your organisation

- You need your organisation to help you as a fundraiser – not sabotage your efforts and make things harder
- Some charities make themselves almost impossible to raise money for
- Working against fundraisers – biting the hand that feeds
- List of shame...

# 10. Get help – not hindrance – from your organisation

## **Fundraising specifics**

- Lack of case studies and information
- Poor internal cooperation/communication
- Lack of freedom to say anything specific
- No pricing/tangibles

## **How the organisation treats fundraising**

- Lack of consistency and integration
- Lack of investment – in fundraising or staffing
- Poor conditions

# 10. Get help – not hindrance – from your organisation

- Basic point – you can't do anything about the cause, but you can about your organisation
- Give your organisation the best possible chance to raise funds
- If this is not happening – take responsibility as the fundraiser
  - Make the case to the right people
  - If they don't take action – see if there's a better organisation for your cause
- Example – making your case

# Summary – 10 principles

1. Love your cause
2. Start with your audience
3. Know your audience
4. Be bold (creatively)
5. Be innovative (and test)
6. Don't ask too much of people
7. Be credible
8. Take the punches
9. Don't get the Eeyore Syndrome
10. Get help – not hindrance – from your organisation



# Conclusions

- Some of the 'easiest' charities will seem easy because they've put the work into:
  - Identifying their proposition and communicating it well
  - Identifying their audience and targeting it well
  - Identifying further audiences beyond this well
- The rules of good fundraising are the same for a niche cause!

# Conclusions

- The only differences are:
  - Your target audience may be smaller
  - Some people may be hostile to your cause
  - But these don't matter – if you're focussed
- Your cause doesn't have to be difficult – if you go in with confidence, passion and focus
- All of us could implement these principles a bit more – re-ignite our passion, think about our audience and how we speak to them etc.
- And if you do, you'll do better fundraising.

# Thank you!

Please take a USB handout or email me

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