



How to get people on board with fundraising

Getting buy-in and support for your income generation activities from leaders, staff, stakeholders and community is vital for success. What can you do to spread the word?

Drawn from advice shared by **Justin Smith** in [Optimism and opportunity: creating an income generation culture](#), use these tips to transform your fundraising culture and maximise results.

1. Start from your school or trust's **mission and objectives**. How does your income generation activity fit with them? If fundraising is tied into your core values and priorities, you've got a better chance of getting buy-in from leaders, governors or trustees.
2. **Involve stakeholders early**. Got several options for projects to pursue? Ask your school community which they want to focus on – and you've got engagement already building.
3. **Motivations**: understand the different reasons people might want to contribute. Is it their connection with the school? A corporate social responsibility (CSR) policy? Altruism? A cause that's close to their hearts?
4. Harness **pupils' passion for social impact**. How can you get pupils involved in the project? How will it benefit them? Why might it matter to them? Can they act as ambassadors, get involved in assemblies and so on to share the message?
5. **Ask for what you need**. Have the mindset that people want to contribute, and are just waiting for the opportunity!
6. Offer **different ways to contribute**. It doesn't always have to be about cash, and be mindful that not everyone is in a position to give money. Contributing skills, expertise, equipment, time, volunteering – these can all help your efforts.
7. **Tell people what you're doing** and expand your network strategically. Do your suppliers know what you're engaged in? The PTA? Local community groups? Alumni? Are there ways they can help?
8. **Keep messages simple**. What can you say that people can easily pass along? Keep your income generation plans straightforward; a 10-page document (or shorter) is much more likely to be read than 40 pages!
9. **Say thank you**. What do contributors want in return for their involvement? What kind of acknowledgement are they looking for? A name on the website? An invite to the launch event? Or do they just want to give anonymously?
10. **Stay in touch** and continue conversations. What further opportunities or ideas have been created through your efforts? How can you build on relationships that have been forged? What's the next step for your project, or what's the next goal? Consider creating a simple communication plan to keep supporters engaged year-round.

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