

# ORC Outline Fundraising Strategy 2017

## 1 Aims

ORC has a well-established programme of bidding activity, led by the programme teams, for restricted funds for the eight programme areas, which aims to raise £1.2 million in 2017. The income streams that ORC aims to develop in addition to project bidding, with the support of the Fundraising Officer, are:

- Major Donors: considerable scope for expansion.
- Trusts and Foundations: more established, but scope for expansion.
- Corporate: building on the Farmers and Business Supporters Group established in 2016, as well as corporate sponsorship of events, publications and other activities.
- Legacies

## 2 Targets

- To raise over £200k unrestricted or restricted core donations in 2017, increasing in future years, by:
  - Increasing the number of Major Donor and Corporate prospects donating £5,000+ per year (2017 target: £65-120k including HNWI event income)
  - Expanding Farmer and Business Supporters Group (donations currently range from £100-£1000 annually) (2017 target: £12-15k)
  - Increasing Corporate sponsorship of events, publications and other activities
  - Increasing Trusts and Foundations income (2017 target £80-120k)
  - Increasing Legacy marketing activity and cultivate legacy enquirers and pledgers
- To raise funds for specific programme activities, in particular
  - Policy advocacy programme - £50-60kpa in 2017 and 2018
  - Farmhouse development project - £200k by 2018
  - Website redevelopment - £25k in 2017

## 3 Cases for Support

Cases for support have been developed for all the organisations programme areas – these will need to be reviewed in the context of the next five-year strategy exercise to be conducted in the second half of 2017.

## 4 Strategic Approach by Income Stream

### 4.1 Major Donors

As the Organic Research Centre has achieved success in the past through Trusts and Foundations and Corporate fundraising, there is currently more emphasis on building a sustainable stream of income from Major Donors. The focus is on invitations to special events and cultivation meetings, leading to specific donations, 'Organic Ambassador' status for £5k+ donations, or 'Organic Guardian' status for £25k+ donations.

### 4.2 Giving Clubs

We currently have Giving Clubs at different levels

- Friends of ORC effectively our low level giving club, with minimum donations being £75 per year. Legacy pledgers are also stewarded within the Friends programme.
- Farmer & Business Supporters Group (£100-£1000 donations, with some benefits)

### **4.3 Trusts and Foundations**

A Trusts Pipeline has been established to manage the Trusts programme. Trusts activity is progressing broadly through three routes:

- Annual mailings to existing donors
- Small-trust mailings to new prospects
- Active cultivation of specific trusts and foundations

## **5 Celebrity Strategy**

The aims of celebrity involvement include:

- to support the Major Donor fundraising programme
- to support the Friends and FABS programmes
- to enable ORC to deliver attractive, 'money can't buy' events for HNWI prospects
- to cultivate celebrity supporters as HNWI prospects in their own right

Options for different levels of involvement include:

- Patron of the charity overall
- Patron of a specific research programme
- Patron of an ongoing fundraising programme or initiative, including Giving clubs
- Hosting or speaking at an event
- Providing or agreeing to quotes for our publications, newsletters, website, social media etc.

## **6 Regulations, Trustee Involvement and Complaints Procedure**

- Keep up to date with changing regulatory environment and updates to the Code of Fundraising Practice in the charity sector, eg:
- Prepare for future changes
- Appoint existing or recruit new Trustee with specific responsibility to oversee and support Fundraising activity
- Update and clarify our complaints procedure