Cinema For All Beginners' Guide
Finding Your Fundraising Route Flowchart

Is the project you want to fundraise for clearly defined?
Do you know what you want, why you want it, how much it will cost and the difference it will make?

No

Before you begin fundraising you need to create your 'case for support' and be specific - general fundraising generally isn't successful. Go back to section 2 of this guide.

Yes

Do you have people to help you fundraise?

No

A capital fundraising campaign to raise £5000 to £10000 is no mean feat for a small organisation.
Assemble a small team of people to help you (see section 6 for some ideas).

Yes

Do you have tools and resources to help you communicate with your prospects and thank your supporters?
This could be a website, Facebook group, newsletter or e-bulletin.

No

Without these, you will find it difficult to communicate to your potential supporters, and meet the needs of donors and sponsors. What tools are right for your group? Who could create them?

Yes

Do you have information about your audience, community and impact?
This could include attendance figures and patterns, personal data and feedback.

Yes

Is your Community Cinema a Registered Charity?

Yes

Your organisation is in a very strong position for fundraising.
Your Community Cinema can run a full fundraising campaign that covers all 3 funder groups: grantmakers, companies and individuals.

No

Does your Community Cinema have any kind of formal constitution?
For example, a Community Interest Company, cooperative or Social Enterprise.

Yes

Your organisation is in a good position to fundraise.
Although there are many grantmakers that will not fund you, you can access certain Big Lottery Fund programmes and other major funders such as Comic Relief, as well as companies and individuals.

No

Fundraising may be a challenge for your group. Without a constitution most grantmakers will not fund you and your campaign will be restricted to companies and individuals. Find out more about how to create a legal status for your group here.

No

This sort of data is invaluable if you want to generate donations from individuals.
You may find it difficult to identify and communicate with potential supporters, or evidence your impact, without it. Think about how your group can start to gather this information.