

# FUNDRAISING FOR COMMUNITY CINEMAS

## A BEGINNER GUIDE

Welcome to Cinema For All's beginner guide to fundraising. We know that many of our members would like to raise money to buy new equipment, so we have created this guide along with professional fundraiser Rob Shaw, who has stacks of experience of the cinema-sector, to help our members navigate the seemingly complicated and mysterious world of fundraising. We'll guide you through the various types of funders, techniques and tools to enable you to raise the money to help your community cinema grow and be sustainable. We'll cover what you need to do to get ready to fundraise, how to choose the best route for your group, help with making applications and approaches, and some useful tips designed to help you make a success of your fundraising campaign. We hope it's useful - and remember: you're not alone. Many of our members are paving the way and already enjoying fundraising success.

We're sure with your determination and this guide you can join them.

Fundraising is a necessary part of the life of most voluntary, charitable and not-for-profit organisations. You will have heard of it, experienced it and participated in it - but how does it apply to your community cinema? We know that the idea of doing fundraising yourselves can be daunting, complicated and feel like a specialist activity but it doesn't have to be that way. Let's start with some things that fundraising is - and some things it isn't.

What it is:

- necessary: without fundraising many organisations that are doing good things in the world simply wouldn't exist. Fundraising is a noble activity, and the difference between you being able to deliver your mission - or not.
- a two-way thing: good fundraising is all about building relationships. It's about great organisations and great supporters joining forces to achieve even more together.
- rewarding and fun: telling people about the importance of what you do and inspiring them to support you is hugely satisfying - and gets you really involved in securing the future of your organisation or activity.

What it isn't:

- begging: this isn't about shaking buckets at passers-by. For community cinemas, fundraising is about asking people to invest in you to help you to great things, and support their own values and beliefs at the same time
- all down to luck: sure, it can play its part but fundraising success is within your control, not at the mercy of some cosmic forces.
- complicated: it can seem like alchemy from the outside but good fundraising should be simple... it only gets complicated if you let it!

The amount of money you will be able to raise is normally proportional to the size and impact of your organisation. So, don't expect to be able to fundraise for a new, purpose-built cinema for your town or

village - yet. It's important to start out small, be realistic about your needs and targets, plan carefully and keep it simple.

Finally, potential supporters aren't interested in you as fundraisers or organisers. What they are interested in is what you do, the need you meet, the impact that it has and how it helps them achieve their mission or demonstrate their values.

Before you put pen to paper, draft a single letter or start filling in an online application form it is critical that you stop and think. Let's think of it as the philosophical aspect of fundraising: why does your organisation exist, what's it all about, and why does it matter? Only once you have done that you should start to think about the specifics of your fundraising activity. These things combined will help you construct the argument you will use to fundraise - or, in fundraising-speak, your 'case for support'.

Here's some questions to get you started:

- What is the purpose of your organisation?
- What does it do?
- What difference does it make?
- Who benefits, where are they, and in what number?
- What do your users say about the service you provide?

To really get to the root of this - and create the information that is likely to inspire people to support you - you have to dig deep. Is your core purpose to 'exhibit films once a month' or 'provide entertainment' - or is it something deeper and more far-reaching?

Having established your fundamental purpose as an organisation, and the importance and impact of the work you do, it's time to work on the specifics of your fundraising campaign. Most of you will be fundraising for equipment for your community cinema. Raising money for purchases like this is known as 'Capital Fundraising'.

Jargon Buster: fundraising falls into two categories - 'capital' and 'revenue'. You'll see funders use these terms so here's what they mean. Capital is normally an object, something tangible or a building; it might include equipment, chairs, repairs to the roof or the purchase of premises. Revenue is normally intangible; running costs, salaries, marketing or administration. Some funders support both types of costs but others specify. Look out for it.

Whether you need a projector, a screen, a sound system or player, it is important to know exactly what it is you want to buy (make, model, capabilities), the cost (including any installation, insurance, maintenance contracts etc) and to be able to explain why you need it and what difference it will make to what you do. Don't forget: the team at Cinema For All are always on hand and happy to talk you through your equipment options.

Once you've worked through this and got it down on paper - including a budget - then you've done a big part of the groundwork needed for successful fundraising already. Put these two things together and you have your fundraising Case for Support. You're nearly ready to get started.

**Useful Tool:** the ['Five Whys'](#) technique is based on a process developed by the founder of Toyota Motors. In order to really understand an issue, he believed that asking 'why' five times always revealed the root cause or purpose of something. For you, start with a statement such as '*We screen films in our village hall*' or '*Access to cinema is important to our community*' and then apply the five whys. It really works - give it a try.

## 1. MAGIC MONEY TREE? - WHERE YOUR FUNDING MIGHT COME FROM

This section is all about helping you understand the potentially dizzying array of different sources of funding for your group. It'll answer two questions you may well ask:

- what type of funding might we be able to access?
- how do we find out who our most suitable funders are?

A quick search on Google will throw up all sorts of different tools, techniques and possible funders - text to donate, crowdfunding, digital fundraising, high-net-worth-individuals, corporate sponsorship... it can be enough to make your head spin. However, fundraising really boils down to three different groups - or 'funding streams' as they're known in the trade:

those set up to give away money in the form of grants, commercial organisations, and people.

**Fundraising Fact:** general fundraising letters tend not to work. There are very few organisations that will support you simply to exist. Therefore, you must identify what it is that you want to do, how much it will cost, and the difference it will make to your organisation and the community you serve '*community*' and then apply the five whys.

### A - Grantmakers

This is a useful catch-all term to describe organisations whose sole purpose is to give money to charities and other good causes. It includes:

- bodies that distribute proceeds from the National Lottery, such as the Big Lottery Fund, BFI and the Arts Councils of the various parts of the UK
- trusts and foundations - despite the names, these are essentially the same thing: organisations set up by individuals or families to distribute some of their wealth to organisations that matter to them and help them achieve their philanthropic goals. They vary from small local or regional trusts making grants of a few thousand pounds a year, up to major national bodies with grantmaking budgets in the millions. Some are very well known - Paul Hamlyn Foundation, Esmée Fairbairn Foundation and the Sainsbury Family Charitable Trusts - others less so.
- others: grants are also available from statutory bodies, such as town, county or borough councils, 'community foundations' which distribute money on behalf of a range of groups or individuals, and sometimes central government departments.

Be aware: many charitable trusts and foundations will only make grants to registered charities, constituted associations and Community Interest Companies. Read their application guidelines very carefully.

### B - Companies

While the purpose of most companies is to make money not give it away, they do sometimes distribute some of their profits if it helps them achieve their business aims or supports their values. Types of 'corporate fundraising' include:

- sponsorship: a commercial transaction between a company and another body where the company receives some specific benefits in exchange for a fee.

- philanthropy: some larger companies have established programmes for supporting charities and other good causes, and some even have company foundations - e.g. Morrison's and Asda supermarkets. Others may give informally and sporadically.

Be realistic: it is unlikely that big national or international companies aren't going to be interested in supporting individual community cinemas, even if they have a branch in your town or sponsored a film festival once! Your corporate partners or funders are likely to be small businesses drawn from your town or area.

### C - Individuals

Individual supporters - or 'people' as they are also known - make up a significant proportion of many organisation's fundraised income. Individual support falls into three categories:

- small, many and frequent: including regular giving is when individuals make an ongoing donation to your community cinema, either by Direct Debit or standing order, or a 'crowdfunding' campaign, where many people give small gifts to reach a target.
- one-off large gifts: such as those from wealthier 'high-net-worth' supporters, or left in a will or in memory of somebody.
- non-financial support: volunteering, helping with marketing and responding to questionnaires.

Fundraise for the future: legacies - gifts left in people's wills - are one of the fastest growing types of fundraised income in the UK. Could this work for your community cinema?

## 2. FUNDRAISING FOR YOUR GROUP

Now you've done the groundwork and made sense of the various sources of funding out there, it's time to check which of them are feasible for your group, and then plot out the best fundraising routes for you.

Although you are all community cinemas, you will have varying needs, constitutions, structures and capacity. These factors will influence how you fundraise, for example - not all of the funding types in the previous section will be available to all of you. Want to make sense of it? Then follow this flowchart to help you plot your fundraising journey:

[Please see our separate fundraising flow chart, which will give you a very useful starting point.](#)

## 3. GET ORGANISED: PLANNING YOUR FUNDRAISING CAMPAIGN

No matter how much money you need to raise, planning is critical. Random acts of fundraising do not work (generally). This section sets out the basic steps of running a fundraising campaign. And don't be scared by the term 'campaign' - a fundraising plan or strategy isn't just for big organisations with budgets and aspirations to match; if you want to be successful in your fundraising, follow these five steps:

### STEP 1: Find your supporters

Jargon buster: this is sometimes referred to as 'prospecting'. All it means is finding out who your likely supporters - or prospects - are. It can take many forms: looking at your list of members or ticket buyers and identifying those with the capacity to give; looking at the Yellow Pages for businesses in your town; or using Google to search for trusts and other grantmakers in your area. You may choose to use a specialist fundraising research tool or online database (see Useful Resources at the end of this guide for suggestions).

### **STEP 2: Build your prospect list**

Your research will probably reveal a large amount of possibilities, but inevitably not all will be realistic prospects for your community cinema. In this step you should sift out those organisations and individuals most likely to support you by matching them against: geographical area of interest, history of supporting similar projects, ability to make grants of the size needed, track record of sponsorship. In short: find the people and organisations with the best odds of becoming your supporters.

### **STEP 3: Deciding how much to ask for**

Deciding how much money to ask for is potentially one of the most difficult things for fundraisers. Ask for too little and you are left wondering if you could have been bolder; ask for too much and you may jeopardise your request. Your ask will differ from prospect to prospect, and will vary between funder types - for example, a member of your audience is likely to give much less than a grantmaking body. Setting your ask is influenced by two things:

- 1) How much you need
- 2) How much organisations usually give

It is standard practice that all of your requests combined should add up to more than the cost of your equipment or project. Many grantmakers publish details of their grantmaking on their websites or in their annual accounts, and others set limits for applicants of a certain size. This can give you a good idea of what would be a suitable request.

Jargon-Buster: Gift Table. Once you've completed this step, list your prospects with an estimated of the size of gift - or for individuals, all predicted gifts combined - against it. Add up that column. It needs to come to approximately four times your target; as a rule of thumb fundraisers work on between a 20% and 25% success rate. Therefore, if you need to raise £5,000 for your equipment, aim for at least £20,000. This is called your 'gift table'.

### **STEP 4: Prioritise**

Use your time, energy and resources wisely. As tempting as it can be to approach major companies, big foundations with the potential to make 6-figure grants or celebrity philanthropists, they may not be right for you. Equally, it makes little sense to start with supporters only capable of small grants, or donations. Ultimately, you want to reach your target in as few steps - and with as little work - as possible. This step is all about creating a list of your 'best bets'. Criteria may include:

- connection to the grantmaker or donor: does someone from your group know them, or sit on their board of directors/trustees?
- size of grant: can they make a gift that would make a significant dent on your target?
- match with funder: does the prospect have a track record of supporting similar projects? It may not be cinema, but do they support community development, projects in rural areas, civic regeneration, or the arts?

- ease and transparency of process: how labour intensive is the application process? Is the grantmakers' decision-making process clear? Do you know when you'll get a decision?

#### **STEP 5: Timetable for action**

Final step: you've identified who you are approaching and how much you'll request - now it's time for deciding when you should make the ask. Think about when you want to have your equipment by and work back from that. When applying to grantmakers, they will often have a timetable that dictates to yours - trustee meetings and application deadlines. Other fundraising can be less structured and it will be for you to determine your timetable based on your own needs. Here's some useful guidance:

- approach your best prospects - those at the top of your gift table - first
- developing a corporate partnership can take at least 12 months
- allow between 3 and 6 months for a decision from a trust
- some Lottery distributors have a quicker turnaround for small grants
- don't wait to get a decision from a funder before applying to another - your campaign will go on forever!

## **4. WHO'S DOING WHAT? BUILDING YOUR FUNDRAISING TEAM**

This section will help you understand what skills are needed to be effective at fundraising and how to look within your group for the people who will contribute to executing your campaign.

Don't worry - you don't need to be experts. Fundraising is a blend of a range of different skills and qualities; it's both an art and a science, with aspects of creative writing, project management and sales. People with these skills are probably sitting in your audience, or on your committee. You may be lucky enough to have a professional fundraiser in your network who is willing to help out but if not, here are some suggestions:

- people who write for a living: a journalist, copywriter or press officer
- people with experience of completing forms: procurement, sales, tender writers
- very organised people: either by profession, such as project managers, or by disposition
- people who work in finance: spreadsheets, financial monitoring and reporting are key parts of the fundraising process

If you find that people with these skills don't emerge, those with passion, enthusiasm and the time to devote to fundraising can be just as effective.

A few important pieces of advice:

- form a fundraising steering group: but keep it small and manageable, and assign roles
- be organised and disciplined: make sure everyone understands the plan and sticks to it - rogue fundraising can cause big problems
- keep in touch: creating an online shared space using something like Dropbox or Google Drive so everyone can see what's going on is really useful. Have regular, short meetings to discuss progress against the plan and agree next steps

## 5. GUIDE TO FUNDING TYPES - AND HOW TO ACCESS THEM

After all you've read so far we hope you're excited at the prospect of fundraising for your community cinema - but you may well be thinking 'that's all very well and good but how do we even begin to get money from these people?' This section will answer that question. We'll go through each of the funding streams covered in section 3 in turn.

### **A) Grantmakers - how to make effective funding applications**

Put simply, the main way of requesting support from a grantmaking body is in writing. How you write will vary on the size and status of the organisation in question. The information you have available to base your application on can also differ from funder to funder. For example:

- Small, local trusts may have no website and only publish a name of a Administrator and a postal address
- Larger trusts may have an application form that can be completed online, downloaded from the web or requested; their deadlines for applications may be published on their own website or in fundraising directories (see Useful Resources at the back of this guide)
- Major grantmakers almost always have very professional websites with information about different funding programmes, instructions for applying, things they will and won't fund, information about past grants and recipients, and a digital application form

For grantmakers with an application form it's simple: do as you're told and provide only the information you are asked for. Follow the guidelines, read the headings and complete each section as best you can; be brief, clear and positive.

But what about if there's no application form? The best approach here is to speak to someone at the trust (if possible) to let them know you plan to apply and follow their advice. If information is not forthcoming, most trusts are happy with:

- a covering letter no longer than one side of A4 addressed to the administrator or Board of Trustees introducing your organisation and the content of your request
- a two-side application, with clear headings setting out who you are, what you do, what difference it makes, what specifically you want to do and the cost, and how much money you are asking for
- the most recent financial accounts for your organisation (if you have them)

### **Trust Top Tips**

- Trusts give because there is a need, not because you have one - explain what difference your work makes to people and communities
- Be confident, positive and clear - don't apologise for writing to request support, and don't make vague requests: name the figure you need
- Write focussed applications - your main objective in any request is to show how your project can help the funder achieve its purpose

### **B) Companies - attracting support from business**

As you read in section 3, support from businesses can take a number of forms: donations and sponsorship, both cash and in-kind, and membership. But how do you engage businesses in the first place?

Corporate fundraising - as it is known - is all about relationships. Firstly, companies are more likely to support your community cinema if they have a direct link with you, e.g. the Managing Director is a regular attendee of your screenings or is the spouse of a committee member. Secondly, companies tend to support when a positive relationship has been formed between them and the organisation seeking sponsorship. So, unlike trusts, attracting support from companies starts not with an application form but with a conversation. But like fundraising from grantmakers you must know a) what you want and b) what you can offer before you pick up the phone or send that email. Here are some ideas for you:

- corporate membership: a special club for local businesses with free or discounted tickets, pre-screening drinks and a logo on your website in exchange for a membership fee
- sponsorship of a season of screenings: your autumn/winter programme presented in partnership with a local firm of accountants

Once you have gained a company's interest, prepare a simple written proposal.

Even though it is associated with a specific activity, income from these partnerships can contribute towards the purchase of your new equipment. For example: four corporate members at £500 each gets you £2,000 of your £5,000 target.

Here's a great example of a community cinema seeking business support through its website:

<http://billericaycine.com/sponsorship>.

Corporates Top Tip - remember that companies generally have completely different motivations for supporting organisations than grantmakers. You may appeal to a Managing Director's philanthropic nature but they will want to see some return for their investment as well, whether it is hospitality, raising the profile of their business or showing that they care about their town. Listen to their needs and respond to them in your proposal.

### **C) Individuals - turning your audience into supporters**

It's possible that you have a millionaire philanthropist among your audience. But unlikely. And surprise donations from a Dubai Sheikh are just as rare. But your audience - and your local community - could be a rich source of funding. But how? Donations from individuals are likely to fall into the 'small but many' category rather than large, transformational gifts. Here's some ideas that could work for your community cinema:

#### 1) For your capital campaign

- 'Crowdfunding' - this is a current fundraising buzzword. All it means is to raise money from a group of people, usually online using a tool such as JustGiving or Crowdfunder
- You create a page, set a target and publicise it to your community
- People can give as much or as little as they like, or you can set 'pledge levels' with benefits - or 'thank you's' to match
- This can work especially well at the end of a campaign when your grants and sponsorships are secured and you have a small gap to close
- Alternatively, communicate your appeal direct to you audiences in your programme, on your website, or on the screen



- 2) For ongoing costs (or to work towards a longer-term purchase):
- Top-up donation: ask your audience to add a small gift on top of their ticket price when they book or at the door, e.g. £1 extra per ticket
  - Add 10% to the ticket price to claim Gift Aid on the whole sum - so a £5 ticket becomes worth £6.88 at no cost to your organisation (only for registered charities)
  - Individual membership: a monthly or annual fee by Direct Debit or Standing Order to receive ticket discounts
  - Have a 'Donate Now' button on the homepage of your website - make it easy for people to give
  - Legacies: if people can't give now, they may wish to leave a gift in their will. Don't be squeamish - make the ask.

What else? Members or your audience can volunteer - become part of the fundraising team, for example - or help with earned income generation, i.e. tell friends about the cinema, or Tweet/share information on Facebook to their friends. Every ticket sold is also funds raised. Also, encourage them to give feedback, post on the cinema's Facebook page and complete questionnaires if asked to; this is all valuable data that can help secure funding from other sources.

So, while it is unlikely that Bill Gates, Elton John or JK Rowling is going to be your knight in shining armour, it is possible that there are people within your community who are able to make significant gifts to your campaign; don't shy away from communicating your community cinema's needs to your audience and local community, otherwise - how will they know that their support is needed and that they can make a difference? Use all your available channels to communicate your case for support, and make the ask: at screenings, on your website or social media, or try and get a feature in your local newspaper. People generally only give if they are asked to!

## 6. NOT JUST A FLASH IN THE PAN: KEEPING YOUR SUPPORTERS ENGAGED

Fundraising doesn't end with the ask - it's just a part of the process. What you do after you've received your grants, donations and sponsorship fees is just as important - if not more so. Taking care of your supporters - sometimes referred to as 'stewardship' - makes them feel good, appreciated and more likely to give again. Your actions can also stimulate and inspire new supporters to step forward. Here's how:

- Make sure every supporter, no matter how large or small their gift, is thanked - either by letter, email, phone call in person - and as soon after the gift is made as possible
- Keep your word with sponsors. If you promised them a logo on a programme or pre-screening showreel, or that the Christmas screening would be presented as 'in partnership with' their company then make sure it happens. There are few things more difficult to deal with than a disgruntled sponsor
- Invite funders and supporters to come and see your organisation in action: help them understand the difference they have made
- Share and celebrate success, not just with your supporters, but your audience and community too. You could announce new sponsors using social media, report progress towards your target in your email bulletin or make an announcement in the local press acknowledging all supporters when you put the new equipment to use for the first time. That way others can see that you are a successful,

popular and effective organisation that is attracting support and may be inspired to support you themselves

- Meet your obligations to funders, fully and on time: this may be regular milestone updates, a final report about the impact of their grant, their logo in your programme or a photograph for their annual report. Funders are unlikely to look favourably on grant recipients who don't keep their side of the bargain!

It's not rocket science - a lot of it is basic manners and keeping a list of promises - but get it right and it could lead to positive and fruitful long-term relationships with your all your supporters.

## 7. FUNDRAISING DO'S AND DON'TS

We've covered a lot of useful and important information in this beginners' guide to fundraising. Individual groups should pick and choose what and how they apply to their own fundraising based on their specific circumstances. However, if you want to get the basics right and avoid some common pitfalls, follow this simple list:

### DO

- Take the time to think: about the purpose of your community cinema, its impact and beneficiaries
- Be realistic: base your fundraising aspirations and targets on the size of your organisation and its impact
- Be specific: general fundraising requests don't work. Know what you want and ask for what you need
- Start off close to home: there's a good chance many of your prospects are in your audience, or that they can lead you to people who will support you
- Create a fundraising plan: create a strategy and a method and stick to it
- Increase your chances: always apply for more than you need (if you find you're over-funded that's a nice problem to deal with!)
- Treat your supporters like they are royalty: give them good reason to continue supporting you

### DON'T

- Waste your time: read funder criteria and guidelines and only approach prospects that are right for you
- Do things in a rush: fundraising takes time - give yourself enough of it
- Over complicate things: keep your fundraising simple and your team small
- Be shy or squeamish: asking for money is not something to be ashamed of, as long as it is for a good cause and you do it in the right way
- Pin all your hopes on one funder: that mysterious millionaire benefactor may be sitting in your audience ... but there's a good chance they're not
- Lose heart: fundraising can be hard and you'll probably receive more 'sorry we can'ts' than 'yeses'. Stay positive and be tenacious: your supporters are out there.

## 8. SIGN OFF AND GOOD LUCK

*'I really hope this guide has been and will continue to be a valued resource as you continue on your journey as a community cinema organiser or volunteer. It might seem daunting at first, but with the right research, planning and determination, as well as communicating all your passion of course - you can achieve great things. And don't forget to let us know about your triumphs - we love to hear your success stories!'*

**Deborah Parker, CEO - Cinema For All**

*'It's been a great pleasure to work alongside the Cinema For All team to create this fundraising guide for Community Cinemas. Together, we've tried to demystify fundraising; we hope we've succeeded. I believe passionately in the importance of cinemas as community resources and am full of admiration for the work you do. I hope this guide helps you do more of it, grow your audiences and continue to make a difference to your communities. Good luck!'*

**Rob Shaw, Fundraising Consultant**

### USEFUL RESOURCES

Some possible funders:

Here are some examples of general grantmakers. It's just a start and it's not guaranteed that they will fund your group. It's important to do your own research for prospects specific to your location, circumstances and needs:

- Big Lottery Fund Awards for All - [www.biglotteryfund.org.uk/prog\\_a4a\\_eng](http://www.biglotteryfund.org.uk/prog_a4a_eng)
- Cooperative Community Fund - [www.causes.coop.co.uk](http://www.causes.coop.co.uk)
- Comic Relief Core Strength fund - [www.comicrelief.com/apply-for-grants/open-grants-initiatives/core-strength-local-communities](http://www.comicrelief.com/apply-for-grants/open-grants-initiatives/core-strength-local-communities)
- Carnegie UK Trust - [www.carnegieuktrust.org.uk](http://www.carnegieuktrust.org.uk)
- Community Foundations - [www.ukcommunityfoundations.org](http://www.ukcommunityfoundations.org)
- Garfield Weston Foundation - [www.garfieldweston.org](http://www.garfieldweston.org)
- The Rayne Foundation - [www.raynefoundation.org.uk](http://www.raynefoundation.org.uk)

Research tools:

- Funding Central: an online funding directory created by NCVO. Subscriptions from free to £100 per year [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)
- Trust Funding: DSC's online grantmaking research tool. Very comprehensive; subscriptions from £325 per year - [www.Trustfunding.org.uk](http://www.Trustfunding.org.uk)
- DSC Directory of Grantmaking Trusts: a hard copy version of the online directory (you may find this in your local library) at £125 - [www.dsc.org.uk/publication/the-directory-of-grant-making-trusts-201819](http://www.dsc.org.uk/publication/the-directory-of-grant-making-trusts-201819)
- Charity Commission: very useful for finding out about trusts and foundations, their giving patterns and their trustees - [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission)
- Companies House - a great tool for researching local businesses, their finances and directors - [www.gov.uk/government/organisations/companies-house](http://www.gov.uk/government/organisations/companies-house)
- LinkedIn: the Facebook of the business world. Sign up for a free account to find out about people's connections and business interests - [www.linkedin.com](http://www.linkedin.com)

Fundraising tools

- Crowdfunder: online platform for running public fundraising campaigns [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk)
- JustGiving: another online platform for public appeals, but also with other tools such as Text-To-Donate and helpful advice - [www.justgiving.com](http://www.justgiving.com)

#### Advice and information

- Association of Charitable Foundations - Giving Trends report: [www.acf.org.uk/policy-practice/research-publications/foundation-giving-trends-2017](http://www.acf.org.uk/policy-practice/research-publications/foundation-giving-trends-2017)
- Institute of Fundraising: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)
- NCVO: [www.ncvo.org.uk](http://www.ncvo.org.uk)
- Directory for Social Change (DSC): [www.dsc.org.uk](http://www.dsc.org.uk)
- National Arts Fundraising School Myth Busting blog: [www.nationalartsfundraisingschool.com/tutor-blogs/5-fundraising-myths-for-arts-and-culture](http://www.nationalartsfundraisingschool.com/tutor-blogs/5-fundraising-myths-for-arts-and-culture)

#### Social Media

There is a lot of great, free advice out there in the digital world. Here are some social media accounts worth following:

- Twitter
- @mcNAFS - the National Arts Fundraising School
- @IoFCulture - Institute of Fundraising Culture Sector
- @artsfundraising - Institute of Fundraising/Arts Council programme
- @101Fundraising - a fundraising sector 'crowd-blog'
- @fundraisingnews & @fundraisingUK - general fundraising information
- And individuals like @HowardLake, @BernardRossMC and @r0b\_shaw
- LinkedIn

There are lots of fundraising groups here where professional and amateur fundraisers can share practice, solve problems and find inspiration. Check out UK Fundraising, IoF Culture Sector Network and useful things like this: [www.linkedin.com/pulse/letter-from-potential-sponsor-all-non-profit-seekers-clemence-mfia](http://www.linkedin.com/pulse/letter-from-potential-sponsor-all-non-profit-seekers-clemence-mfia).

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