

ORC Outline Fundraising Strategy 2018

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 2018. The income streams that ORC aims to develop in addition to project bidding, with the support of the Fundraising Manager and Senior Administrator, 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 2018 (£130k raised in 2017), with further increases in future years, by:
 - Increasing the number of Major Donor and Corporate prospects donating £1,000+ per year (2018 target: £50-100k including HNWI event income)
 - Expanding Farmer and Business Supporters Group (donations currently range from £100-£1000 annually; £10k raised in 2017; 2018 target: £15-20k)
 - Increasing Corporate sponsorship of events, publications and other activities (£10k raised in 2017)
 - Increasing Trusts and Foundations income (2018 target £80-120k)
 - Increasing Legacy marketing activity and cultivate legacy enquirers and pledgers (£560k received in 2017, £130k in process for 2018)
- To raise funds for specific programme activities, in particular
 - Policy advocacy programme - £50-60kpa in 2018 and 2019
 - Farmhouse development project - £100-200k in 2018
 - Website redevelopment - £25k in 2018

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 new five-year strategy currently nearing completion.

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 Fundraising events

Two major events are planned for spring and autumn 2018, with a number of smaller events during the year targeting focused groups.

7 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, including GDPR implementation in 2018
- Appoint Trustee with specific responsibility to oversee and support Fundraising activity
- Update and clarify our complaints procedure