

FUNDRAISING GLOSSARY

General

Call to action	Persuading an individual/corporate/trust to take immediate action to support the charity
Campaign Fundraising	Fundraising towards a specific target over a set period of time
Campaigning charity	A charity that aims to change behaviours and attitudes or social policy
Capital Appeal	An intensive fundraising effort designed to raise a specified sum of money within a defined time period to meet the varied asset-building needs of an organisation
Case for support	Highlighting the reasons why a charity needs support from an individual/corporate/trust
Collaboratively	Working across different income streams and departments. There will often be major donor prospects amongst a company's senior management or employees that will participate in events or community fundraising
Conversion rate	A ratio of conversion from prospects to donors
DFID	The Department for International Development leads the UK government's work to end extreme poverty internationally. DFID is a grant making organisation, charities can apply for funding if they have a project that matches DFIDs criteria
Statutory fundraising	Similarly to trust fundraising a formal application that matches the funder's criteria must be made. Statutory funders are government funders and include the UK government, Scottish Executive, Welsh Assembly
EU	Similar to DFID but European Union funding
Gift in-kind (GIK)	Goods and/or services are provided rather than a monetary donation
Impact	Measurable benefits of a donation, for example a donation that will pay the salary of a play worker
Innovation	A new method, idea, product. More and more charities are looking internally for innovative ideas, with some of the larger charities setting up cross-charity innovation panels
International/ National/ Regional Charities	International charities offer support in a variety of different/specific countries. National charities offer support throughout the entire UK and regional charities only support specific regions
Lifetime Value	The length of time that a donor will support a charity for
Partnership	Association between charity and a company
Pipeline	A framework that illustrates the number and value of donations a charity tries to solicit over a period of time

Pledge	Amount of money a supporter agrees to raise or donation over a certain period of time
Pro-bono	Skills based volunteering
Prospect	A company/major donor that has been identified and will be approached for a partnership/donation
Restricted Income	Donations that have to go towards a specific project, if the charity cannot use the donation for the specified project they have to return it
Retention	Continuing to engage supporters through stewardship action plans
Sponsorship	Approaching donors to cover the costs incurred by a charity when arranging an event
Stewarding	Keeping in contact with a prospect to further engage them with the charity's work
Supporter Journey	The period of time from a donor's initial gift to their last, throughout the journey the fundraiser will attempt to extend and deepen the support
Supporter/Donor	Any corporate or individual that supports a charity
Unrestricted Income	Donations that can be used to fund any of the charity's activities
Up-lift	Developing a partnership to exceed the initial pledge or target, this can be done through new events/fundraising campaigns or through exploring different departments/branches within the company
Volunteer board	Groups of high value volunteers that provide their time and connections to a charity for strategic purposes e.g a corporate volunteer board will consist of CEOs of companies that will leverage their connections to benefit the charity
Volunteering	Supporters offer their time to a cause free of charge. More and more often volunteering is included in a company's CSR strategy, this volunteering is often not skills based.

Income Streams

- Community
- Corporate
- Direct Marketing
- Events
- Legacy
- Major Gifts/Donor
- Special Events
- Trust

Major Donor/Major Giving

Ask	The point where you ask a donor for their money, time and connections
Cultivating HNWIs	Building and developing relationships with major donors/givers, similar to stewardship High net worth individuals
Peer Link	Using an already established major donor to cultivate a relationship with a prospect
Prospect pool	The portfolio of HNWI's that a fundraiser is responsible for engaging

Seven Stages of solicitation:

- 1 Identify – who are the people most likely to give large gifts?
- 2 Research – what are their interests and connections?
- 3 Plan – what is the best way to get in touch with them?
- 4 Engage – get them interested in your cause and involved in your work
- 5 Ask – not just for their money, but also for their time and their connections
- 6 Resolve – record their gift and other responses, positive or negative
- 7 Thank – the most important stage if you wish to retain major donors

Corporate

Types of partnership:

- Volunteering
- GIK
- CRM
- Employee fundraising
- Corporate Donation – a donation made from a company directly to a charity

Brand Synergy	Similarities between two separate organisations that could result in a mutually beneficial partnership
Business benefits	The benefits a corporate partner receives when they are partnered with a charity this can include positive PR, increased staff moral and retention
Cause Related Marketing (CRM)	A product or service from the cost of which a donation is made to a charity. This has to be set in place with a commercial or tripartite agreement
Charity of the Year (COTY)	Type of partnership between a company and a charity, typically this partnership runs for a period of 12 months although this can vary
Commercial Agreement/ Tripartite Agreement	A contract signed by the charity, the trading company of the charity and a third party that outlines the details of a CRM product
Corporate Citizenship/ CSR (Corporate Social Responsibility)	Companies taking responsibility for their impact on society, CSR is increasingly important to the competitiveness of enterprises
GAYE/Payroll Giving	Donating to charity directly from the donor's pay. Payroll giving is useful to promote to corporate partners to ensure long-term support (particularly during COTY partnerships)
Launch	An event, activity or campaign that launches a partnership, the aim of this is to raise awareness internally and increase staff engagement

Mutually beneficial	A partnership which is beneficial to both the charity and the corporate/community partner
Return on Investment (ROI)	Weighing up the cost/benefit of a partnership and measuring success for example does the amount of time it takes to design and submit a proposal warrant the amount the partnership is worth? Normally displayed in ratios
Staff/Employee engagement	Engaging staff with fundraising or volunteering for the charity
Strategic Partnerships	Partnerships that are mutually beneficial for all parties by fulfil strategic business goals

Direct Marketing

Acquisition	Acquiring new donors through marketing campaigns
Attrition	The number of donors who choose to cancel their monthly payments or financial support of the charity
Retention	Continuing to engage regular givers through targeted campaigns and stewardship