

BLACK FOXES UK Fundraising SOP

Standard Operating Procedure (SOP)

Role: Fundraising Coordinator

Objective: To develop and promote fundraising campaigns, research and apply for grants, build relationships with donors and community groups, and collaborate with internal teams to align fundraising efforts with ongoing campaigns. Additionally, the role requires creativity to drive donations and support organizational causes.

1. Overview of Responsibilities

- **Core Tasks:**
 - Develop and manage fundraising campaigns.
 - Research and apply for grants and other funding opportunities.
 - Build and maintain relationships with donors, sponsors, and community partners.
 - Collaborate with internal teams to align fundraising strategies with ongoing initiatives.
 - Innovate and find creative methods to increase donations and engagement.
 - **Key Goal:** Increase fundraising revenue, donor retention, and awareness of the organization's causes.
-

2. Fundraising Campaign Development

A. Developing Fundraising Campaigns

- **Frequency:** As needed (typically quarterly or as part of major events).
- **Tasks:**
 - Conceptualize, plan, and execute fundraising campaigns.
 - Ensure campaigns align with the organization's mission and goals.
- **Process:**
 - Step 1: Identify campaign objectives (e.g., target funds, specific causes to support).
 - Step 2: Determine the type of campaign (online fundraiser, gala event,

- crowdfunding, etc.).
- Step 3: Develop a timeline and budget for the campaign.
- Step 4: Design promotional materials (flyers, social media graphics, videos) and messaging.
- Step 5: Launch the campaign across appropriate platforms (email, social media, website).
- Step 6: Monitor progress and adjust as needed to meet goals.
- **Tools:**
 - Crowdfunding Platforms: GoFundMe, Kickstarter, Classy.
 - Event Management: Eventbrite, Zoom (for virtual events).
 - Promotion: Canva (for design), Mailchimp (for email campaigns), social media tools.

B. Promoting Fundraising Campaigns

- **Frequency:** Throughout campaign duration.
 - **Tasks:**
 - Promote campaigns via social media, email newsletters, and direct outreach.
 - Share impact stories, testimonials, and progress updates.
 - **Process:**
 - Use storytelling to emotionally connect with donors.
 - Highlight specific ways donations will make an impact.
 - Ensure regular updates on campaign progress through social media and email.
-

3. Grant Research and Applications

A. Researching Grant Opportunities

- **Frequency:** Ongoing (allocate 3-4 hours per week for research).
- **Tasks:**
 - Identify grant opportunities that align with the organization's goals and initiatives.
 - Keep a log of deadlines, requirements, and application processes for each grant.
- **Process:**
 - Step 1: Use online grant databases (e.g., Foundation Directory Online, Grants.gov) to find opportunities.
 - Step 2: Evaluate the eligibility criteria and success rate of each grant.

- Step 3: Prioritize grants based on fund size, alignment with goals, and deadlines.

B. Writing and Submitting Grant Applications

- **Frequency:** As needed, based on grant opportunities.
 - **Tasks:**
 - Write grant proposals that clearly communicate the organization's mission, objectives, and specific needs.
 - Follow each grant's application guidelines meticulously.
 - **Process:**
 - Step 1: Outline the project or cause the grant will support, detailing budget and timeline.
 - Step 2: Collect necessary documents, such as financial reports, impact statements, and organizational history.
 - Step 3: Tailor each application to fit the specific grant requirements.
 - Step 4: Submit the proposal before the deadline and follow up with the granting agency.
 - **Tools:**
 - Grant Databases: GrantWatch, GrantStation, Foundation Directory Online.
 - Grant Writing Resources: Grammarly (for writing clarity), Google Docs (for collaboration).
-

4. Relationship Building with Donors and Community Groups

A. Building Relationships with Donors

- **Frequency:** Ongoing (dedicate 2-3 hours weekly to donor communications).
- **Tasks:**
 - Develop a communication strategy for existing donors.
 - Engage new donors through personalized outreach and follow-ups.
- **Process:**
 - Step 1: Segment donors based on their giving history and potential (e.g., recurring, major, or one-time donors).
 - Step 2: Send personalized thank-you messages or updates on how their donations are being used.
 - Step 3: Organize small, intimate donor appreciation events (online or offline).

- Step 4: Create a donor newsletter to provide regular updates on the organization's impact.

B. Engaging Community Groups and Sponsors

- **Frequency:** Ongoing.
 - **Tasks:**
 - Foster partnerships with local businesses, community organizations, and sponsors.
 - Leverage relationships for event sponsorships, in-kind donations, or cross-promotions.
 - **Process:**
 - Step 1: Identify potential community partners that align with the organization's mission.
 - Step 2: Propose mutually beneficial partnerships (e.g., co-hosted events, sponsored campaigns).
 - Step 3: Maintain regular communication and offer visibility to community partners through public recognition.
 - **Tools:**
 - CRM Software: Salesforce, DonorPerfect, Bloomerang (for donor management).
 - Email Marketing: Mailchimp, Constant Contact.
-

5. Collaboration with Internal Teams

A. Aligning Fundraising with Other Campaigns

- **Frequency:** Weekly team meetings or check-ins.
- **Tasks:**
 - Work with marketing, communications, and program teams to ensure fundraising aligns with ongoing campaigns or organizational events.
- **Process:**
 - **Step 1:** Hold weekly or bi-weekly meetings to discuss campaign goals and progress.
 - **Step 2:** Share information about upcoming events or initiatives that could be tied into fundraising efforts.
 - **Step 3:** Ensure that fundraising messages are integrated into broader marketing and outreach strategies (e.g., social media posts, newsletters, website content).

6. Creative Fundraising Initiatives

A. Brainstorming and Testing New Ideas

- **Frequency:** Monthly brainstorming sessions.
- **Tasks:**
 - Develop and test innovative ideas to increase donations.
 - Research emerging trends in fundraising, such as peer-to-peer fundraising, virtual challenges, or gamification.
- **Process:**
 - Step 1: Host monthly meetings to explore new fundraising approaches.
 - Step 2: Gather feedback from staff, volunteers, and donors on creative ideas.
 - Step 3: Implement small-scale tests for new initiatives and evaluate success before rolling out organization-wide.
- **Examples:**
 - Virtual runs or challenges.
 - Auctions, raffles, or sweepstakes.
 - Partnering with influencers or local celebrities to drive donations.

7. Reporting and Analytics

A. Tracking Fundraising Metrics

- **Frequency:** Weekly or monthly reporting, depending on campaign timelines.
- **Tasks:**
 - Monitor key metrics such as total funds raised, donor retention rate, average donation size, and engagement from community groups.
- **Process:**
 - Use data from CRM and fundraising platforms to generate reports.
 - Compare current campaign performance against historical data to measure growth.
 - Adjust strategies based on data insights to optimize future campaigns.

B. Regular Reports to Management

- **Frequency:** Monthly or at the end of campaigns.
 - **Tasks:**
 - Present fundraising progress to leadership and recommend adjustments.
 - **Process:**
 - Summarize key takeaways from fundraising efforts (successful tactics, areas for improvement).
 - Highlight any upcoming grant applications or major donor outreach.
-

8. Workflow Breakdown (Weekly Allocation)

- Campaign Development & Promotion: 3-4 hours/week.
 - Grant Research & Writing: 2-3 hours/week.
 - Donor & Community Engagement: 3-4 hours/week.
 - Collaboration with Teams: 1-2 hours/week.
 - Creative Fundraising & Innovation: 1-2 hours/month.
 - Reporting & Analytics: 1-2 hours/week.
-

Approval & Sign-Off

Prepared by: Hayley de Ronde (Chairperson) | Date: 09/09/24

Approved by: B. Underwood (Vice Chairperson) | Date: 09/09/24