

# THE LEGO APPROACH TO TRUST FUNDRAISING

## BUILDING YOUR CASE FOR SUPPORT

WHETHER YOU ARE WRITING A CASE FOR SUPPORT FROM SCRATCH OR ARE LOOKING TO REFRESH YOUR APPLICATIONS, THIS TOOLKIT WILL HELP YOU TO STREAMLINE AND IMPROVE YOUR TRUSTS AND GRANTS FUNDRAISING.

USE THIS WORKSHEET TO APPLY OUR LEGO APPROACH TO YOUR OWN FUNDRAISING. USE THE BUILDING BLOCKS PROVIDED TO BEGIN YOUR CASE FOR SUPPORT AND IDENTIFY ANY FURTHER INFORMATION OR DETAIL YOU NEED, HELPING YOU TO GO BACK TO YOUR CHARITY AND ASK THE RIGHT QUESTIONS.

REMEMBER OUR THREE Cs WHEN BUILDING YOUR CASE FOR SUPPORT...

### COMPELLING

DOES YOUR CASE FOR SUPPORT HAVE AN EMOTIONAL IMPACT? THE TRICK IS TO MAKE SURE YOU ARE TELLING A STORY AND MAKE USE OF YOUR BENEFICIARIES' VOICE THROUGH CASE STUDIES, PICTURES AND QUOTES. TRY TO CREATE URGENCY. WHY DOES YOUR WORK NEED SUPPORTING RIGHT NOW?

### CLEAR

DOES IT MAKE SENSE TO SOMEONE WHO DOESN'T KNOW ABOUT YOUR WORK? ASK SOMEONE ELSE TO READ IT. AVOID USING TECHNICAL LANGUAGE AND LENGTHY EXPLANATIONS. YOU WILL OFTEN HAVE TO COMPLETE APPLICATIONS WITH TIGHT WORD COUNTS, FIND THE SIMPLEST WAY TO EXPLAIN YOUR PROPOSAL.

### COMPREHENSIVE

YOUR CASE FOR SUPPORT IS A TEMPLATE, IT NEEDS TO CONTAIN ALL OF THE ANSWERS TO THE QUESTIONS FUNDERS ARE LIKELY TO ASK. YOU NEED TO DEMONSTRATE THAT YOU HAVE CONSIDERED ALL RELEVANT ASPECTS OF YOUR WORK. REMEMBER TO BACK UP WHAT YOU ARE SAYING WITH EVIDENCE.

### GET IN TOUCH:

Amy Appleton, KEDA Consulting  
amy.appleton@kedaconsulting.co.uk  
Mat Cottle-Shaw, BCRT  
mat.cottle-shaw@bcrt.org.uk

# 1.NEED FOR SUPPORT

WHAT IS THE PROBLEM?

WHY IS IT A PROBLEM?

PROVE IT!

WHO DECIDED IT IS A PROBLEM?

IS ANYBODY ELSE TRYING TO FIX IT?

TOP TIP...

KEEP YOUR NEED SPECIFIC.  
FOCUS ON THE NEEDS THAT YOU  
WILL SPECIFICALLY ADDRESS IN  
YOUR PROPOSAL.

EXPLAIN WHAT THE PROBLEM IS  
BUT GO INTO FURTHER DETAIL ON  
THE IMPACT THE PROBLEM HAS  
ON YOUR BENEFICIARIES.

USE BENEFICIARY QUOTES THAT  
DEMONSTRATE THE NEED.

NEXT STEPS...

I COULD IMPROVE MY NEED FOR  
SUPPORT BY...

# 2.THE SOLUTION

## THE AIM OF THE PROJECT

## OUTCOMES

WHAT WILL BE THE IMPACT OF YOUR WORK? EXPECT TO HAVE THREE TO FIVE OUTCOMES. WHAT DIFFERENCES WILL YOU MAKE?

## OUTPUTS/ACTIVITIES

WHAT WILL YOU DO TO ACHIEVE YOUR OUTCOMES? I.E. THE NUMBER OF SESSIONS DELIVERED OR THE INFORMATION PACKS YOU PROVIDE

## TOP TIP...

USE 'SMART' (SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, TIME-BOUND) OBJECTIVES FOR YOUR OUTCOMES:

"WE WILL PROVIDE AN INFORMATION PACK TO EACH OF THE 600 PEOPLE WHO WILL BE DIAGNOSED WITH PRIMARY BONE CANCER IN 2020."

## NEXT STEPS...

I COULD IMPROVE OUR PROPOSAL DETAIL BY...

# 3. MONITORING & EVALUATION

## MEASURING TOOLS

SURVEYS

DATA COLLECTION

FOCUS GROUPS

SPECIFIC TOOLS e.g.  
'outcome stars' or  
Campaign to End Loneliness  
measurement tool'

SOMETHING ELSE

## HOW OFTEN?

## HOW WILL YOU INVOLVE BENEFICIARIES IN EVALUATION?

WHAT DO YOU ALREADY DO TO INVOLVE BENEFICIARIES? SIMPLE SOLUTIONS COULD BE TO ASK THEM TO DESIGN YOUR SURVEYS.

WHAT QUESTIONS DO YOU NEED TO ASK TO DEMONSTRATE YOUR OUTCOMES?

## TOP TIP...

KEEP YOUR MONITORING & EVALUATION SIMPLE.

WHAT EASY MEASURES CAN BE PUT IN PLACE TO MEASURE YOUR IMPACT SO YOU CAN DEMONSTRATE YOUR DIFFERENCE TO FUNDERS?

THE TOOLS NEED TO BE QUICK, SIMPLE AND CONSISTENT SO YOU CAN ENGAGE OPERATIONAL STAFF AND BENEFICIARIES.

## NEXT STEPS...

I COULD IMPROVE OUR MONITORING & EVALUATION BY...

# 4.SUSTAINABILITY

WHAT WILL HAPPEN AFTER THE FUNDING ENDS?

COULD IT FUND ITSELF?

WHAT WILL BE THE LEGACY OF THE WORK?

WILL THE FUNDING HELP MAKE YOUR CHARITY MORE SUSTAINABLE?

TOP TIP...

NOT EVERY PROJECT HAS TO BE ABLE TO SELF-FUND.

FUNDERS WANT TO SEE THAT YOU WON'T ALWAYS RELY ON THEM.

IS THE PROJECT A PILOT SO YOU CAN APPROACH FUTURE FUNDERS?

IS YOUR CHARITY WORKING ON DIVERSIFYING INCOME STREAMS?

NEXT STEPS...

I COULD IMPROVE OUR SUSTAINABILITY BY...

# 5. ORGANISATION INFO

WHAT IS YOUR CHARITY'S EXPERIENCE?

WHEN WAS YOUR CHARITY ESTABLISHED? BY WHO? WHY? WHAT IS YOUR VISION & MISSION?

WHO ARE YOUR PARTNERS?

KEY ACHIEVEMENTS

WHO LEADS THE CHARITY?

FINANCIAL INFO

FINANCIAL YEAR;  
INCOME:  
EXPENDITURE:  
RESERVES:  
WHAT ELSE NEEDS EXPLAINING?

TOP TIP...

OFTEN CHARITIES INCLUDE LOTS OF ORGANISATIONAL INFO IN APPLICATIONS. WHILST IT IS IMPORTANT TO SHOW YOUR EXPERIENCE, FUNDERS AREN'T INTERESTED IN LENGTHY 'ABOUT US' SECTIONS.

KEEP IT SUCCINCT AND TO THE POINT AND DON'T WASTE WORD COUNT ALLOWANCE THAT COULD BE SPENT ON SOMETHING ELSE I.E. BENEFICIARY VOICE.

NEXT STEPS...

I COULD IMPROVE OUR ORGANISATIONAL INFO BY...

# 6. BUDGET & FUNDING PLAN

## WHAT IS THE BUDGET?

EXAMPLE BUDGET BREAKDOWN:

ITEM	DESCRIPTION	YEAR 1	YEAR 2	TOTAL
SUPPORT OFFICER	1FTE INCLUDING NI AND PENSION	£28,500	£28,785	£57,250

INCLUDE ANNUAL COST, TOTAL COST, BUDGET BREAKDOWN, THE PROJECT LENGTH AND START DATE.

## WHAT IS SECURED?

AMOUNT:

SOURCES:

## FUNDING PLAN:

WHERE WILL THE REMAINDER COME FROM?

## TOP TIP...

DON'T FORGET YOUR ASK!

"WE RESPECTFULLY REQUEST THAT THE TRUSTEES OF THE EXAMPLE TRUST CONSIDER JOINING US IN IMPROVING OUTCOMES FOR PEOPLE WITH PRIMARY BONE CANCER BY MAKING A GRANT OF £15,000.

THANK YOU FOR YOUR CONSIDERATION."

## NEXT STEPS...

I COULD IMPROVE OUR BUDGET & FUNDING PLAN BY...

