

Challenge: Is your campaign viable?

A project has been identified which needs major funding. It is an exciting development, however you are probably all too aware of the immense amount of work needed and the consequences of getting it wrong.

You have come to the stage where you want to get it right and ensure that the campaign will achieve its goal.

Fundraising requires a high expenditure of limited resources - time, money and energy. You will be identifying all your most useful friends, calling in all the goodwill that already exists for your cause and looking to generate more. This will require an inspiring 'purpose' and an effective appeal. It will take everything you can give it and it must succeed.

Key Questions to Ask

- How can we ensure that our aims are realistic?
- Is our cause truly convincing and inspiring?
- Have we identified all the potential sources of funds?
- How best can we approach potential funders?
- Are our resources sufficient?
- Are we prepared?
- Do we need ongoing consultant support?

Solution: Tarnside Feasibility Review

Tarnside offers a 360° Feasibility Review that will take your organisation through a structured process to review the key messages of your cause and, if necessary, the basis of the cause itself.

The review exercise starts a process to ensure that your organisation and project team are aligned and performing effectively and can deliver a successful campaign.

Benefits of Strategic Review

An effective strategic review is an essential precursor to a successful campaign - its structured process will:

- Highlight any weaknesses and propose solutions;
- Provide a wider perspective; and
- Guide your detailed planning.

Strategic review will thereby give the campaign the greatest chance of success and provide the assurance which will give you the confidence and knowledge to proceed. Knowledge is power.

Find Out More

To find out more about the **Tarnside Feasibility Review** programme, and what the benefits could be to you and your organisation, please don't hesitate to contact us:

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Tarnside Feasibility Review

The Tarnside Feasibility Review is a process of interviews and analysis by our consultant that would typically take between two and four weeks to complete.

The three main areas of focus are:

1. The strength of 'the case for support'

This is fundamental to the campaign's success. Our consultant will examine the project's objectives, how it adds value and how this could best be portrayed to existing and potential supporters. He will also examine the business plan and the likely structure of gifts needed.

2. Possible sources of funding

Our consultant has experience of the widest range of possible sources of funding, and will assess the potential relationship between these sources and the campaign's case for support.

3. Methods of approach

There are numerous different ways to approach funders, many of which are often ignored. Our consultant will consider the most appropriate appeal strategy to ensure the success of the campaign.



"There's no doubt that when we embarked on our fundraising venture, I and the committee were innocents abroad. Nine million pounds. Say it quickly. I asked my Chairman, 'How on earth do we go about raising that?' And he replied, 'Write a lot of letters, I suppose...' Well, I soon learned the error of these views."

John Hardy – Chair of Fundraising Committee, Abbeyfield, Ilkley

Results

The review will culminate in a comprehensive Feasibility Review Report which will present:

- An overview of the cause and its strengths and weaknesses, reviewing its strategic aims and the clarity of its message;
- A review of your current networks to identify links that already exist to potential funders;
- Suggestions for additional sources of funding;
- Outline proposals for a campaign strategy; and
- Measurable next steps as a basis for ensuring that the campaign gets off to a successful start.

The report will also offer Consultant advice in areas such as:

- Other competing appeals and an assessment of their potential impact;
- Your organisation's resource base and its readiness for the campaign;
- The likelihood of attracting the funds required and an estimate of timescale;
- A process for further developing fundraising activity; and
- The budget, staffing and resources required to develop your strategy.

