








# Fundraising in the community: Planning for success

## Objectives

This presentation includes five short videos and includes:

- the 'four Ps'
- attracting new people
- building to bigger ideas
- food for thought
- sources of support.

|   |   |  |
|---|---|--|
| <b>Key</b>  |   |  |
|  | Learning activity                       |  Top tips                             |
|  | Links to information                    |  Suggestions of things to think about |
|  | This pack includes links to five videos |  |

## Meet the team

We asked our Fundraisers Iestyn and Russell to share their top tips for successful fundraising. They're interviewed by Phoebe White, our Learning and Development Manager.



[Watch our video](#)

A [transcript of the video](#) is also available

## The four Ps

Find out what the four Ps are and how they can help with planning your fundraising activities.



[Watch our video](#) on the four Ps. A [transcript of the video](#) is also available



### What are your four Ps?

Borrowing from marketing theory, how might you use the four Ps to fundraise?

Product:

Place:

Price:

Promotion:



### Iestyn's sum up

Think about an activity you're planning:

Who can I  
get to  
help me?

How can I  
raise more  
money on  
the day?

How do I  
get people  
interested?



Storytelling is a powerful way to get people interested in your fundraising.



Watch our online presentation [How the Booths did it](#), in which they share their story and top tips.

## Extending your network

How to get people you don't know interested in your fundraising.



[Watch our video](#) on extending your network. A [transcript of the video](#) is also available.



### Iestyn's sum up

Think about how to speak to new supporters:

What are  
their  
interests?

What do  
they need  
to know  
about us?

What might  
they part  
money on?

## Russell's top tip



[Watch our video](#) on Russell's top tip. A [transcript of the video](#) is also available



### Russell's sum up

Think about an activity you're planning now:

What's  
realistic  
now?

How might  
we build on  
this in the  
future?

What might  
volunteers  
help with?

## Support for you



[Watch our video](#) on the support available. A [transcript of the video](#) is also available



See the [fundraising materials](#) you can order



Our [fundraising team](#) are here to help you realise your ideas.

## Sum up

Here's a summary of our top tips:

Enjoy it!

Start small

Plan ahead

Think about new people

Use our brand

Contact our Fundraising team for support

## Links to resources

| Resource                                    | Link  |
|---|---|
| Effective fundraising                       | <a href="https://volunteers.mssociety.org.uk/effective-fundraising">volunteers.mssociety.org.uk/effective-fundraising</a> |
| Extending your network (video)              | <a href="https://youtu.be/oGtPvUFP_bg">youtu.be/oGtPvUFP_bg</a>   |
| Fundraising materials                       | <a href="https://volunteers.mssociety.org.uk/fundraising-materials">volunteers.mssociety.org.uk/fundraising-materials</a> |
| Fundraising team                            | <a href="https://volunteers.mssociety.org.uk/area-fundraisers">volunteers.mssociety.org.uk/area-fundraisers</a>           |
| How the Booths did it (online presentation) | <a href="https://volunteers.mssociety.org.uk/effective-fundraising">volunteers.mssociety.org.uk/effective-fundraising</a> |
| Meet the team (video)                       | <a href="https://youtu.be/F0dufX0ndRw">youtu.be/F0dufX0ndRw</a>   |
| Russell's top tip (video)                   | <a href="https://youtu.be/ydDaQ-LLFGU">youtu.be/ydDaQ-LLFGU</a>   |
| Support for you                             | <a href="https://youtu.be/XKdB3IpvDUo">youtu.be/XKdB3IpvDUo</a>   |
| The four Ps (video)                         | <a href="https://youtu.be/WB6MH71cmf8">youtu.be/WB6MH71cmf8</a>   |
| Video transcripts                           | <a href="https://volunteers.mssociety.org.uk/resources/2855">volunteers.mssociety.org.uk/resources/2855</a>               |

Was this useful? Either way, email your comments at [volunteertraining@mssociety.org.uk](mailto:volunteertraining@mssociety.org.uk)

| <b>Fundraising in the community: Planning for success distance learning pack v1</b>   |  |
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| Content Owner:  | Area Fundraising Manager                   |
| Author:   | Volunteer Learning and Development Officer |
| Signed off:   | August 2017                                |
| Review date:  | August 2020                                |
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