



How to Thrive as a Sole Fundraiser

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- ➔ **Isolation**
- ➔ **Lack of organisational understanding of fundraising**
- ➔ **Lack of fundraising culture**
- ➔ **Unrealistic expectations and target setting**
- ➔ **Under resourced**
- ➔ **No business plan or strategic thinking in charity**



- ➔ **Getting accurate internal information**
- ➔ **Fundraising viewed as less important (low status)**
- ➔ **Overstretch – expected to cover all the ground**
- ➔ **Stress and burnout**
- ➔ **Reacting to events, not being proactive**
- ➔ **The urgent overrides the important**
- ➔ **Lack of integration with other functions**



- ➔ **Hard to keep up with latest trends in fundraising**
- ➔ **Being managed by a non-fundraiser**
- ➔ **No obvious career progression**
- ➔ **Used as scapegoat if things don't work out**
- ➔ **Too many competing ideas**
- ➔ **“Where do I fit in?”**
- ➔ **A need for self motivation – esp. during lean spells**
- ➔ **Bullying?**



- ➔ **Isolation**
- ➔ **Internal communications**
- ➔ **Management/organisational culture**
- ➔ **Overload**



- ➔ **Prioritise your work (stick to 3 or 4 key areas)**
- ➔ **Develop a strategy and a job plan**
- ➔ **Hold regular meetings with relevant people**
- ➔ **Network (e.g. via the Institute's regional and special interest groups and online forum) and get out more!**
- ➔ **Make friends with your trustees**
- ➔ **Be proactive and chase people for info**



- ➔ **Get external evidence for realistic target setting**
- ➔ **Educate colleagues about FR and seek their help**
- ➔ **Get a mentor or “buddy” or seek peer support**
- ➔ **Recruit and train volunteers to help you**
- ➔ **Make friends with your finance person**
- ➔ **Ask for advice and support where needed**



- ➔ **Set up a lunch group**
- ➔ **Insist on training where needed (e.g. via CVS or bursaries)**
- ➔ **Celebrate your successes and let everyone know!**
- ➔ **Spread the load – engage others in fundraising**
- ➔ **Consider consultancy support to fill skill gaps**
- ➔ **Learn to say no!**



- ➔ **Stay in post and grow the job**
- ➔ **Move to a larger charity in a more senior role**
- ➔ **Move to another charity in a more specialist role**
- ➔ **Move to a different field – e.g. management or service delivery**



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