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| --- | --- | --- | --- | --- | --- | --- |
|  | Mission | Considering your Organisation |  | Considering your Beneficiaries and Stakeholders | Community need |  |
|  | Governance | Partners |  |
|  | Organisational form | Market |  |
|  | Management | Considering your Potential Income Stream | Funder restrictions |  |
|  |  | Community Fundraising |  |  |
|  | People (staff, Trustees, Volunteers) |  | Services |  |
|  | Skills | Considering your Resources |  | Considering your activities | Product |  |
|  | Finance | Location |  |
|  | Space and access | Activity level |  |

**Guidance for completing tool – Community Fundraising**

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| --- | --- | --- |
| **Considering your Organisation** |  | **Considering your Beneficiaries and Stakeholders** |
| **Mission** | How does the activity fit within your mission?Is your community fundraising activity aimed at your target group or are you raising money to further your aims? |  | **Community Need** | How would the income stream respond to beneficiary needs? |
| **Governance** | What governance procedures will be required?Is there a policy on community fundraising?Are you in adhering to the Fundraising Regulators guidance?Do you have the licences / agreements required? |  | **Partners** | How will your current partners and future partners respond?Do you need to link up with other partners (such as statutory) to do a community fundraising event? |
| **Organisation Form** | How will this income stream affect the legal structure of your organisation?Are you incorporated? Can you minimise risk involved when organising events? |  | **Market** | Is there a market for your project/service?Who are your competitors?Any other event that clashes? |
| **Management** | Which management Structure do you need?Do you need any permissions to do community fundraising? |  | **Funder Restrictions** | How would funder restrictions impact on it?If you are being funded to hold the event, how do you plan to raise funds from the community? |
|  |  |  |  |  |
| **Considering your Resources** |  | **Considering your activities** |
| **People (staff, Trustees, Volunteers)** | Do you have the right people in your organisation to manage this income stream?Do you have enough people to run a community fundraising event? |  | **Services** | What services/activities will you be required to deliver?What will the community fundraising activity be? |
| **Skills** | Does your team have the skills?Should you invest in training?Do you know the law around raffles / events? |  | **Product** | What products will you need to start developing? |
| **Finance** | What kind of financial management arrangements will be required?Will this provide unrestricted income?How will you generate an income? Will you need to invest financially to raise funds this way? |  | **Location** | Will you work in the same location or somewhere new?Do you have permissions to use locations? |
| **Space and Access** | Do you have the right accessible space for your project? |  | **Activity Level** | What changes in activity level can you expect?Will it be a one-off event? How much planning time do you need to factor in? |