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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**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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? |