**CVS Income Generation Strategy Action Learning Cohort**

**Take away task – Regular Donors**

Regular donors can be a great way to generate unrestricted, regular income for your organisation. It can take some investment of time and resource to set up, but once donors are in place, it takes less time and energy.

Your take-away task is to complete the flowing table. Perhaps gather a few people together from your organisation and do it as a group?

|  |  |
| --- | --- |
| Who are your potential donors? |  |
| What is your message – why are they donating, what **could** it fund? |  |
| How will they sign up – what marketing will you do? |  |
| How will they give – what platform will you use? |  |
| How will you keep them – what communications will they receive to keep them motivated? |  |

**Know your donor!**

Check whether you can claim gift-aid on donations?

Understand their personal motivations

If receiving donations from companies check you’re happy with their ethos and any publicity they are generating

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