



Cass Business School  
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Cass means business

# Levering communications for fundraising

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## What is the public hearing?

*Charities lose faith and hope as funding crises leaves them with £2.3 billion black hole*

Guardian, 01.12.08

*Charities fight for survival as donations dry up because of economic crisis*

Times Online, 20.12.08

*Children, elderly and poor suffer as flow of donations slows to a trickle*

Times, 20.12.08

## It's a cliff-hanger!

*Newspapers were hopeful for their Christmas appeals*

19.12.08

*Kind-hearted Britons put charity ahead of financial woes  
–nearly a third of charity Xmas appeals saw donations rise!*

12.01.09

*Broadsheets Christmas appeals struggle*

16.03.09

Third Sector

*Comic Relief's TV extravaganza raised a record £57m  
overnight, smashing the previous record of £40.5m*

BBC

## Presentational dilemmas

- helpers - needing help?
- able to do less – doing more?
- distinct mission – or merge?
- cost-effective – cutting?
- crying wolf – planning ahead?
- efficient – or needy?
- forgiving – or giving in?

## The challenge - charity is a luxury good (\$\$\$..)

Research shows strong link between wealth/ income and giving

- *a good for which demand increases more than proportionally as income rises*
- *but if there is a decline in income, its demand will drop*

So what's happening to luxury goods market?



*Luxury goods market  
feels the pinch*

Telegraph 19.10.08

## Impact – or spin?

### British Heart Foundation

*Research outcomes are the result of decades of interwoven work by many scientists leading to better treatments. Key success indicators ..... falling incidence of death from heart disease (2006)*

*Changes in health care that have arisen directly or indirectly from BHF-funded research (2008)*

### Barnardo's

*Evidence of innovatory and child-centred practice (2006)*

*80% of services have targets for the participation of service users in design and delivery of services (2008)*

***Help us save the world by giving £2 per month! –***

***- can you really save the world for £2 a month?***

## Necessity not luxury

- real (research-based) assessment of recessionary effect
- affordability
- value for money
- impact
- confident, strong offering
- strong, clear, calm messages
- appeal to certainties in uncertain times