

Four Steps for Successful Fundraising with WRS Insurance Brokers

Researching potential donors and funders

Identifying relevant donors and funders appropriate to your cause is key. Knowing where to start helps, but knowing where to go next – finding new funding sources – is essential for sustainable fundraising.

02

Successful grant applications and building a strong case for support

Grants can be a great source of fundraising income. A successful grant application has a persuasive pitch, watertight reasoning and crafts the perfect case for why someone should financially support your charity.

03

01

A fundraising plan

This is key to establishing – both internally and externally – whether or not you can generate the income to deliver your proposed services.

04

Outputs, outcomes and impact reporting

Defining the outputs, outcomes and impact is essential to any fundraising strategy and vital to making clear funding applications. Our best practice guidance will help you to get your approach right – the first time.