



### **Relationship fundraising – Useful things to know**

Traditionally corporate, major donor and trust fundraising have been referred to as relationship fundraising as successful donor partnership take a significant amount of time developing and stewarding.

#### **Corporate Fundraising:**

There are many ways a corporate can support a charity and each partnership is unique, the ideal situation is to have a corporate partner support in as many of the following ways as possible. This will ensure the partnership is complex and lasting:

- CRM product
- Employee fundraising
- Volunteering
- Gift-in-kind
- Pro-bono
- Sponsorship
- Corporate donation

If you want more detail on any of these please look at our “Useful fundraising terms” document.

#### **Major donor:**

There are several different names for major donor fundraising, ranging from philanthropy, major gifts, high-value fundraising and so on. We are referring to any relationship with an individual in this particular section.

For individuals there are 7 stages of solicitation which the sector tends to practice:

- Identify – who are the people most likely to donate?
- Research – what are their interests and connections?
- Plan – what is the best way to get in touch with them?
- Engage – get them interested in your cause and involved in your work
- Ask – not just for their money, but also for their time and their connections
- Resolve – record their gift and other responses, positive or negative
- Thank – the most important stage if you wish to retain major donors