

revenue fundraising



maximising your fundraising potential

Action Planning's revenue fundraising team has helped hundreds of organisations to generate more income from a wider range of sources. It provides a comprehensive service from mentoring and advice to 'hands on' fundraising. [more overleaf >>](#)



strategy and fundraising consultants

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Action Planning offers you a bespoke, imaginative and practical solution to your current fundraising needs, leading you to your next successes.

Our expertise encompasses trusts, statutory funders, lottery distributors, companies, major donors, donor development and recruitment programmes, legacies and community fundraising.

Our approach is often delivered through the following:

- **reviews** – a health check for all or some of your fundraising income streams. Are they all performing as they should? Is the investment level correct?
- **fundraising strategy** – does yours need to be updated? Do you need one written? A strategy takes account of your fundraising environment and ensures that you have focused and planned activities that deliver the best return on your investment.
- **securing bids and tenders** – are your asks successful? Are they well crafted? Are you targeting the right grants? We advise clients on why particular approaches might have failed. We review bids prior to submission or indeed write them. Even more, we can train you in these skills.
- **mentoring** – meeting with an intuitive and experienced fellow professional either regularly or for one-off sessions to increase confidence to deliver.
- **interim management** – offering you the time to find the right person for your fundraising whilst knowing that no ground is being lost.
- **hands on fundraising** – implementing whole campaigns or specific projects when in house resources are stretched.

“Your benchmarking report has been invaluable in helping us set objectives for our team to grow our income from Trusts and Grants. It was a pleasure to work with you.”

Tina Norton-Tuck, Head of Legacy Marketing & Major Gifts, PDSA

“Thank you for brainstorming with us and opening our eyes to the potential audiences that are out there for us to build partnerships with. Your enthusiasm is catching.”

Debbie Charman, Resources & Development Manager, The Carers Centre Brighton

“It’s been a delight to work with you. The development of the fundraising strategy has been essential for our growth and recent sharp increase in income. Thank you.”

Peter Cross, Chief Executive, Skill Force

examples of our work

Birmingham Royal Ballet

- developed 5 year fundraising strategy across major donor, corporate, trust and individual donors

The Butler Trust - mentoring and supporting a young graduate to fundraise for the Trust

Cardboard Citizens - fundraising strategy review and bid writing

Central London Arts - strategic plan and ‘hands on’ revenue fundraising, including bid writing

ChildLine - fundraising review with a particular focus on regional fundraising, followed by the provision of five months of interim management

Hearing Dogs for Deaf People - fundraising review and advice on recruitment

Oakleaf Enterprise - establishment of a community fundraising programme

PDSA - benchmarking and fundraising review

Prisoners Education Trust - major donor research

Rainer - development of its fundraising strategy and initial interim management support

RNID - provided in-house training in statutory bid writing

Scottish Native Woods - fundraising review

School-Home Support UK - interim fundraising management support and recruitment

Southampton University Hospitals Trust - fundraising strategy, implementation and recruitment of staff

Suzy Lamplugh Trust - fundraising review

Treetops Hospice Trust - mentoring newly appointed fundraiser