

Marketing to Funders, Does “One size fit all”?

As VCS organisation it is important that we regularly communicate that our organisations are performing well, and accountable to:

1. Funders, donors and commissioners
2. Members and service users
3. The wider community

The more successful and robust VCS organisations and those that include marketing as an essential prerequisite in their overall development plan. They have a pre-planned adequate marketing budget, and funding bids for new projects always include a marketing budget and/ or contribute towards the overall marketing of the organisation.

Most VCS organisations are gradually becoming experts at communicate frequently and honestly through websites (yours and/or others), monitoring reports e.g. to funders, newsletters (yours and/or others), annual report, press releases and events.

We most however, try and tailor make are efforts to address the different needs of grant funders, donors and commissioners because one size does not always fit all.

Important things to bear in mind when communicating with your funders are as follows:-

Grant Funders

- Base your approach on their guidance – how can you help them achieve their goals?
- What is the need/ demand? What impact will you make with their money?
- Why is your group/ project exciting and worth funding?
- Are you aware of the competition – how is your group better/ different

Donors

- Does your group appear trustworthy?
- What impact will you make with their money?
- How good are your communication methods?
- Have you got time to build relationships?
- Are you aware of the competition – how is your group better/ different?



Commissioners

- Awareness Of EU procurement laws & Restricted, Negotiated & Competitive Dialogue (above £120,000)
- How good is your reputation?
- How can you achieve the specific impact they are looking to buy?
- Have you got time to build relationships and get involved in setting priorities?
- Are you aware of the competition – how is your group better/ different?
- What is your track record?