



## **TOP TIPS FOR GETTING THROUGH THE RECESSION**

- If you don't already have one, build up a fundraising team. The next couple of years are going to use up a lot of energy - it'll take more than one person in a group to provide it all.
- Then - Work out a Funding Strategy for the next few years based on priorities.
- Act with common sense - re-assess your projects. We all have a wish list but right now we need to ask ourselves "Can we deliver our project for less?"
- Look for ways to raise the profile of your group – especially locally. Involve the press, local business groups and the community at every opportunity.
- Finally - Maximise your chances of success by only submitting **well-considered and intelligent bids**.

**NOTE** It's worth considering the fact that one area of fundraising that will remain largely untouched by a recession is **Legacy Fundraising**. We will be offering training on this topic during Autumn 2009.