Learning Fundraising for Digital Inclusion

Raising funds to support your organisation's digital inclusion work can be time-consuming and challenging. We've worked with our network ambassador hubs to find resources that can help your hub at different stages of your fundraising journey.

From setting up your organisation to writing bids and finding ways to save money, we've got you covered.

Getting started

In order to be successful in fundraising, it's essential that you have the right foundations. No matter what size your organisation is, you need to make sure that you have the right governance for your team, the work you do and how you plan to generate income.

Funders want to know that they are investing in genuine, well structured organisations, whether you're a tiny church group, CIC, business or charity.

Part of a funder's due diligence process will be to make sure that your organisation is set up according to UK law. The requirements for this will depend on the size and type of funding.

At Good Things Foundation, some of the things we normally check for a small grant include:

- Companies House number
- Charity number
- Web presence
- Registered address

The following resources will help you to make sure your digital inclusion hub governance is appropriate, helping funders feel confident investing in your work.

- NCVO - Help and guidance
- Directory of VCS organisations
- London CVS directory
- Map of sector support

Finding the right funding opportunities

These are challenging times for the community sector. With so many pressing social needs it can be hard to find funding for digital inclusion initiatives.

In this section, we have some funding databases that promote both local and national funding opportunities. Please use this in conjunction with other sources of information:

- Local VCS organisations often promote regional opportunities on their websites and newsletters
- Local authorities may also have information about funding, e.g. Sheffield City Council

Some regions have local digital inclusion newsletters which promote opportunities, e.g. 100% Digital Leeds

- X (formally Twitter) is another place to spot funding opportunities. Charities Excellence Framework have created this handy list of funder accounts.
- The Good Things Foundation newsletter regularly features funding opportunities.

Here are some selected grants databases and directories:

- Get Grants Funding Finder
- Charities Excellence Framework
- 360Giving
- Get Grants Meet the Funders Events

Writing your fundraising strategy

Fundraising and generating income is often one of the most time consuming and difficult activities for any organisation.

Having a simple, considered, fundraising strategy can help you to be more targeted and planned in your approach. This will ultimately save you time and increase your likelihood of success.

This can also help you to think outside of the box and explore new ways of generating income, e.g. room hire, local partnerships, etc. A fundraising strategy might include:

- A connection to your organisation's mission
- How much funding you need and setting goals for the year ahead
- Identifying different sources of income generation, eg grants, tenders, donors, fundraising events, etc.
- Setting smart aims and objectives for generating income / improving your fundraising
- Identifying key milestones and planning ahead

Here are some guides and templates that you might find useful when writing your fundraising strategy and plan. They can also help in setting smart objectives and help you meet them.

- Essential Fundraising for small charities
- Fundraising Essentials
- Theory of Change guidance and template
- Social Innovation toolkit
- Developing your Fundraising strategy
- How to write a simple fundraising strategy

Writing Bids

Grants and tenders aren't the only way to generate income but for many hubs the majority of funding will be brought in this way. You may spend a lot of time writing bids and completing grant applications.

Writing multiple bids to increase your chances of success can seem overwhelming but most grant funders ask for the same information.

You can save yourself time and stress by creating a bid toolkit that you can use whenever you write a bid. This might include a description of your organisation, your target audience, your registered charity number and other handy things to copy and paste into applications.

Here are some resources to help you get started with your bid toolkit:

- [Writing your application - NCVO](#)
- [Make the Ask - SCVO](#)
- [Training from Get Grants](#)
- [Digital Nation infographic](#)

Networking and raising our profile

Promoting your digital inclusion hub at a local and national level is key to raising your profile with potential partners. It will also open doors to other fundraising opportunities.

There are lots of things you can do to raise your hub's profile. These will ensure other organisations and the public are aware of your work to fix the digital divide.
This might involve:

- Building partnerships and location-based collaboration
- Identifying your spheres of influence
- Applying for awards to celebrate your impact

Here are some resources to help you raise your hub's profile:

- Place based collaboration
- Place based collaboration
- Your Spheres of Influence resource
- Partnerships for Digital Inclusion training
- How to Network in the Charity Sector - Charity Digital

Saving our hub money and getting in-kind support

As well as bringing in the money, you want to spend that money wisely, to maximise your impact in your community.

There are many ways you can save your digital inclusion hub money by accessing free products, charity discounts and in-kind support from a range of partners. This includes:

- Free digital tools to help you to run your organisation more efficiently
- Charity discounts
- Donations, eg food, kit and spaces

Here are some resources for free help and support services:

- [Free Charity Help Finder](#)
- [Pro bono legal support](#)
- [Free IT Help](#)
- [Free apps / programmes for non profits](#)
- [Free meeting rooms from Virgin Money](#)
- [Free Things from Businesses](#)