



**mmc**  
FUNDRAISING SERVICES

# FINDING FUNDERS

This handout aims to develop your knowledge on how to use your limited time to find and prioritise relevant prospects and how to keep appropriate records.

## **How often should I search for funders?**

Prospect research is ongoing, build in regular slots in your diary, for example Thursday's at 1-2pm.

## **Common mistakes:**

- Not qualifying your prospects - not checking they are suitable
- Too much focus on new funders and not nurturing existing or lapsed funders.
- Not enough focus on new prospects (small net)
- Not doing regular prospect research - not capturing funder changes



## CRITERIA TO SEARCH BY...

- Geography e.g. Somerset
- Beneficiary group e.g. children
- Type of funding (core, project, revenue, capital) e.g. project
- Field of interest/theme e.g. education



## RECORD KEEPING

You will need some way to record the funders you've applied to, success/non-success and grant reporting. A spreadsheet could be helpful.

**What to record?** There are a range of things you may want to record:

- Name of funder
- Contact details
- Website or Charity Commission Link
- Deadline
- Amount
- Format e.g. application or letter
- Date applied
- Notes

## FINDING FUNDERS

Start with your current and lapsed funders. Then consider those that fund similar work to you, fund in your location, charities of your turnover and give the grant size you are looking for.

There are free and paid for ways to find funders. You may come across funding newsletters that you may wish to sign up to. Free sources include the Charity Commission and 360 Giving Grant Nav.

Knowing where to go for funding is time consuming and challenging.

Using our knowledge and research skills, MMC can produce a Funding Pipeline for your Charity/CIC so you can prioritise the funders to approach and manage the applications.

Get in touch via our website <https://mmcltd.co.uk/enquiries>  
Or for further information, contact [rosie@mmcltd.co.uk](mailto:rosie@mmcltd.co.uk)

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