

ECSITE-UK

The role of Vision in
fundraising from the private
and public sectors

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Why we fundraise?

- For science centres?
- For science museums?
- For discovery centres?
- For childrens' museums?
 - Capital?
 - Revenue?

- To raise money?



No! We want to change the world we live in

- Why?
 - To make a contribution to society
 - To support a dialogue between science and society
 - To create a better environment for the businesses that we work for and work amongst
 - To improve the quality of our lives

And how do we know you can change the world?

When your organisation has:

- a vision which says where you will be in 5/10/25/100 years' time
- has a strategy for getting there
- has a sound financial plan
- has the structures that will take you there



Role of vision and size of gift/grant

- **Strength** of your vision **increases** the size of the gift/grant
 - A clear path forward and a plan to get there + a sound financial package + a professional organisation = motivating factors for large donations/grants
 - Engage donors in the process of achieving your vision = gifts/grants that can transform an organisation
 - The largest awards are created not by bread and butter issues but by transformational visions

But without vision?

- Cannot develop and deliver objectives
- Poor performance in fundraising
- Lack of commitment from volunteers
- Donors and funders who don't become long term supporters of your organisation
- Staff members who don't go that extra mile
- Leadership that does not impress and inspire the outside world



Vision and major fundraising

- The clearer your vision
 - The more inspiring your path to the future
 - The more inspiring and different that future will be
 - The more that future will change you, the organisation and society

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The Bigger the Award!



- Major awards = How you achieve your vision



Vision and Case

- The Vision is articulated in the Case for Support
 - Show where you will make the difference, add value
 - Use the Case for Support to present the Vision:
 - In speeches, brochures, Powerpoint presentation, conversations

An ideal format for content of the Case - 1

- **Vision** – where you intend to be in 5 or 10 years' time, what dream you intend to achieve
- **Where you have come from** – a smattering of history to give context and depth to your proposal
- **Where you are now** – what is distinctive about you, the people, programmes, content, the effects you are having in the world, your professionalism and probity. The difference that your organisation makes to society

An ideal format for content of case - 2

4. **Where you want to go (your mission)** and what obstacles in your way could be removed through outside investment. Where you can add value to society or a small part of it.
5. **How you intend to get there** – through various means, including or mainly because of a fundraising programme and what that entails, and how that links in to your vision in 1. above.
6. **A linking passage to the list of projects and financial needs**

More ways than one to skin a cat

- Think outside the box!
 - If you can conceptualise your vision in a different way, don't be constrained just by text and print
 - If you are a dynamic creative and modern organisation perhaps you could communicate these values through the media you employ