

# **Funding Strategies**

- an introduction

## Definitions

- *Strategy*: a plan of campaign (from the Greek word for a general)
- *Funding Strategy*: a plan for **what you want to do and how to resource it**

# Deciding what you want

- 1 Priority setting
  - Overall aims
  - Need analysis
  - SWOT & PEST analysis
  - Consulting stakeholders
  
- 2 Project planning
  - Outcomes
  - Practical details (project plan)
  - Full cost recovery

## **How to resource it**

- Who might support it?
- Why?
- Is it urgent?
- Does it need long-term income?
- Is there a danger of being funding-led, or mission drift?
- Which are the best funding options?

## **Action planning**

- What tasks need doing?
- What skills/knowledge/time commitment are needed?
- Who has them? Or how can you get them?
- Maximising ownership & sustainability
- Managing the process

## **Contingency planning**

- What could go wrong with the strategy?
- Likelihood & impact (risk analysis)
- Actions to minimise the likelihood &/or the impact
- Trying to safeguard funding once you've got it