



Fundraising Terms You Need to Know

Fundraising teams are broken into several different income streams, each sources income from a different type of supporter. The income streams are traditionally broken down into:

- Challenge Events
- Community
- Corporate
- Direct Marketing
- Legacy
- Major Gifts
- Special Events
- Trusts

Glossary

Acquisition	Securing new donors through a range of different activities
Attrition	The rate which donors stop supporting a charity, this is traditionally used in the direct marketing income stream. For example the number of people that cancel their direct debit payments in the first four months
Call to action	Persuading an individual, corporate etc to support the cause immediately, typically using emotive case studies
Fundraising Campaign	Fundraising towards a specific target over an agreed period of time
Campaigning charity	A charity that aims to change behaviours and attitudes or social policy, involving a lobbying element an example of this would be Greenpeace or Shelter
Capital Appeal	An intensive fundraising effort designed to raise a specified sum of money within a defined time period, traditionally to fund a new building
Case for support	The reasons an individual, trust etc should support a charity
Conversion rate	A ratio of conversion from prospects to donors
CSR	Corporate social responsibility, this is the team/person in a business that will be responsible for co-ordinating their charitable activities
DFID	The Department for International Development leads the UK government's work to end extreme poverty internationally. DFID is a grant making organisation, charities can apply for funding if they have a project that matches DFID's criteria
EU Funding	Funding secured from the European Union
Funder	Any organisation, individual or group that supports a charity financially
Gift in-kind (GIK)	Goods and/or services provided rather than a monetary donation but are given a financial value

Impact	The results of a donation an example of this would be, £1,000 has funded meals for 200 school children
Innovation	Covers all departments of a charity but in fundraising this can be an new fundraising event, campaign or idea
Lifetime Value	The value a donor has to a charity over their period of support
Pipeline	A tool for projecting potential income, a pipeline will keep track of how many applications a charity has out with funders and the likelihood of those funders converting to make a donation
Pledge	Amount of money an individual, company etc. pledges to donate
Pro-bono support	Supporting a charity through skills-based volunteering
Prospect	An individual, trust etc that a charity believes has the potential and interest to donate to their cause
Restricted Income	Donations that are restricted must fund the specific item or service they were promised for e.g. If a company wants to buy some mobility equipment this is a restricted donation.
Retention	The charity retains its supporters through engagement techniques which could include mail, email, visits etc
Sponsorship	Approaching donors to cover the costs of something specific, an example of this could be sponsoring a child or sponsoring the cost of an event the charity is producing
Statutory fundraising	Is similar to trust fundraising however it secures funding from statutory sources. Statutory funders are government funders and include the UK government, DFID, USAID
Stewarding	Keeping in contact with a prospect or existing donor to further engage them with the charity's work
Supporter Journey	The communication plan a charity has with it's supporters, if this is done well it will lengthen and increase the value of the supporters donations
Supporter/Donor	An organisation, individual etc. that supports a charity
Unrestricted Income	Donations that can be used to fund any of the charity's activities
Up-lift	An increase on the initially pledged value of a donation, great account management by the charity can result in this
Volunteer board	A group of wealthy, well-networked individuals supporting a charity for example they could consist of CEOs that will leverage their connections to benefit the charity
Volunteering	Individuals, organisations etc. giving up their time

