

## Livery Charity Chairs Group

### Maintaining the Level of Contributions from Members

In December 2021 LCCG held our Hot Topic #2 session on Fundraising. We heard from Bob Harris, Trustee of the Management Consultants' Charitable Fund and Compiler of the Pan-Livery Survey of Philanthropic Giving about the results of the 2020 survey. We then heard from Francis Small, Court Assistant at the Glaziers' Company. He shared with us their experiences and success in increasing the philanthropic giving from their members.

Those on the call went away with lots of ideas to try. However we found we had a follow up question. This was what can you do to **maintain** the level of contributions from members. We talked about this at our informal drop in session in January and below are ten top tips we came up with.

### Ten Top Tips

1. Do your utmost to get new members to sign up to the Charity – so it becomes a habit.
2. Use GoCardless or standing orders, so payments come in seamlessly.
3. If expected payments don't materialise, follow up promptly and sensitively.
4. Send annual individual thank you letters – hand signed if possible.
5. Optimise gift aid opportunities – and each year advise members of their contributions under gift aid.
6. Every couple of years ask members to review their contributions in the light of inflation.
7. Include regular updates on what the Charity has been doing - in Company newsletters, at events, on the website, etc.
8. Prepare an annual 'thank you supplement' showing how your grants have made a difference - include alongside the Charity's accounts and share with members in other ways.
9. Emphasise how your programme of giving has met your charity's objectives.
10. Be careful not to ask too much of already generous donors.

LCCG would be delighted to hear from you, either about your experiences trying out any of these ideas or if you have other ideas to add to the list. Please contact Hilary Lindsay ([almoner@accountantslivery.org](mailto:almoner@accountantslivery.org))