

AbaF

Content of a private income strategy

The private income strategy should address the organisation's approach to securing resources from individual giving, donations, support from trusts or foundations, corporate in-kind support, corporate sponsorship and partnerships. Some would include Government support within the strategy also. The strategy might include:

Principles and values	There are some areas of fundraising, or perhaps some industry sectors, which are appropriate for your arts organisation to be associated with. These should be identified and discussed at an early stage, to avoid wasted energy, or embarrassments, further down the track. They can be summarised in a statement of principles.
Objectives	What are you aiming to achieve in relation to success in different areas of donor development, resourcing for particular developments and financial targets?
Market analysis	A map of the sources of private income – business partnerships, donors, volunteer support – which may be accessible to your organisation (what type, how many, what track record for giving/sponsorship), the degree of competition by other private income seekers.
Situational or environmental analysis	Externally – current and likely future competition and your relative strength to competitors, economic growth or downturn, industry trends.
Organisational analysis	Internally – your fundraising resources, strengths and weaknesses, the quality of your products and services and your overall organisational reputation, the level of fundraising skill, the range of contacts (including board contacts)

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This Fact Sheet is sourced from *The Book of the Board*, 2nd edition, Federation Press, Sydney, 2008, p. 214 © David Fishel, 2008