Keep it short

It's important to communicate what you do quickly. To win people's support they need to have a clear picture of what you do and how their money will be used.

Prepare a one minute piece to explain what your group does and why someone should support you.

Prepare a 250 word piece on the same - use this for fundraising, attracting volunteers and networking.

Provide context

Engage people on a practical and emotional level. Take the listener/reader on a journey by giving them context. Describe your community and the challenges that exist. Tell them about the people you work with and the cause that you support. Remember, they may have no prior knowledge of the area.

Try answering these questions to find compelling ways to get people's attention:

- Why did your group start?
- What would happen if your group didn't exist, or if you have to reduce your services?
- What has your group achieved since it was set up, and what goals and objectives do you have?

Tell your story

You can use the 'fairy-tale' technique to bring your story to life. Incorporate these three components so that people can build and understanding of what you do.

- The challenge. What are the circumstances that prompted action, what was the wrong to be righted?
- The hero. How does your group address the challenges you have described? How do you help?
- The resolution. What does the situation look like as a result of your work? What is the ethos of your work? Include testimonials and case studies.

Provide evidence

Show people the impact of your work. Build credibility using facts and figures - be specific! Include photos.

How many people does your group support every week/month/year?

What partner organisations do you work with - who has endorsed your work?

Have you won any awards?

Are there any performance indicators that you use to assess your impact - do you survey your service users, or do you have testimonials from service users?

Report your impact - How have you spent fundraising proceeds in the past? What 'bang per buck' does your organisation get (for every £5 we raise, we provide a hot lunch to a homeless person). How much money have you had in the past and what did you achieve with it?

Document your impact with quantitative and qualitative examples.

Target your ask

Know your audience. People who feel a strong connection to your group, your cause, or your work are more likely to make a larger donation than those who you are speaking to for the first time.

Consider if someone is a new donor, a returning donor or a monthly donor and give them different information depending on their level of interest.

Ask for money towards a specific purpose - Why are you raising money? How much do you need to raise? What is the deadline for raising the money? How urgent is your need?

Make a clear Call to Action, for example, 'Donate £10 via our Localgiving page today'.

Any questions? Please call Localgiving's help desk on 0300 111 2340 or email help@localgiving.org and we will be happy to help you.