

**Is your target
evidence based?**



**It's important to build
targets based on
what's realistic, not
*what's possible***



Companies can give six and seven figures

**But the absolute majority of
partnerships are four or five**



Who are Fireside Fundraising?



The formula for realistic targets

$$\text{Year 1: } X + (Y \times Z) = A$$

$$\text{Year 2: } A + (3Y \times Z) = B$$

$$\text{Year 3: } B + (3Y \times Z) = C$$

*We'll talk you through X, Y and Z
But it's important to note the assumptions*





**X is
the value of your
existing partnerships**



Y is
how much time you
***genuinely* have available**
for new business on a
weekly basis



MY FACE WHEN YOU SAY

**'I HAVE 5 DAYS A WEEK
AVAILABLE FOR NEW BUSINESS'**

**Z is
the average value of
new partnerships you
can win**





If you already have an existing portfolio:

Take all of your partners' contributions and add them together

Divide by the number of partners that you have

Double check how much taking out your top 3 partners changes that average

Set an informed new average value





If you *don't* already have a portfolio:

Complete some competitor research, looking at what partnerships are worth in similar causes

Consider what you can offer in terms of impact reporting, marketing and communications support, recognition and service user/colleague engagement... the more you have to offer, the more you can earn



If you don't already have a portfolio...





The assumptions within

For these calculations to be correct, you need to have...

Warm prospects

Whether that's a connected board, an engaged membership or a keen eye on relevant networking events.

An organisation that can support corporate partnerships

Including a services team that are happy to give updates and a comms team that can grease the wheel





The formula for realistic targets

Year 1: existing income + (time available x new average value) = A

Year 2: A + (3xtime available x new average value) = B

Year 3: B + (3xtime available x new average value) = C

Remember the assumptions:

You have warm prospects

Your organisation can support you

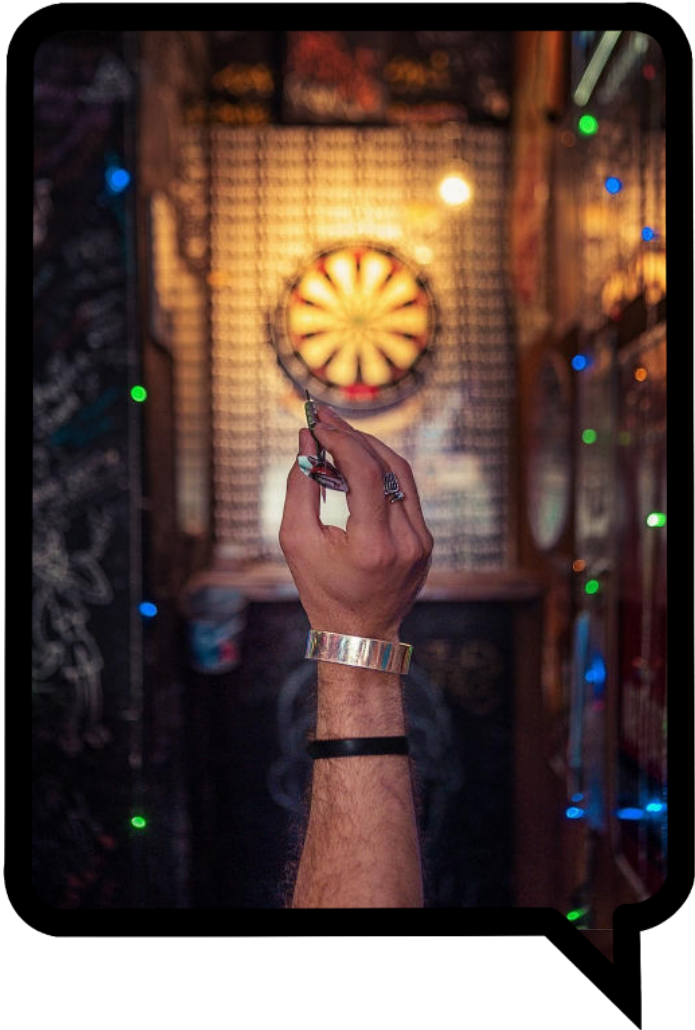


To make more than this:

Be set up for companies to find you

Activate introducers

Get lucky



More guidance
on how to set
your realistic
average value:



Contact me!

andy@firesidefundraising.com

**Andy King on LinkedIn
(the bald one)**