

**GETTING STARTED
FOR THE FIRST TIME
IN F2F FUNDRAISING**

INTRODUCTIONS



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A close-up photograph of a spiral-bound notebook. The notebook is open to a page with a light beige or cream color. The spiral binding is visible on the left side. The text "WHERE TO START?" is written in a bold, black, hand-drawn font. The word "TO" is written in black, but the letter "O" is filled with a bright red color. The question mark is positioned below the word "START".

WHERE
TO
START
?

WHERE TO START?

- Why F2F? Consider Data , Insight & Benchmarking
- Identify internal concern: brand/safeguarding/attrition...
- Ensure you have key stakeholders buy in from the start
- Identify your ideal scenario, but be ready to compromise

ARE YOU “F2F READY”?



ARE YOU “F2F READY”?

- ✓ Sound knowledge In-House
- ✓ Ability to process multiple payment methods
- ✓ A strong regular giving proposition and appropriate supporter journey
- ✓ Working data flow

GREEN LIGHT!



GREEN LIGHT - NOW WHAT?

- ✓ Build an understanding of the industry:
reach out to your network, suppliers, trends, benchmarks
- ✓ Understanding rules & regulations
- ✓ Running tender process:
groundwork, invite to tender, interviews



KEY AREAS:

Sector knowledge + Channel knowledge =
Benchmark insight



Effective Forecasting



**TIPS
&
TRICKS**

FINAL TIPS ..

FINAL TIPS

- Be prepared for delays and or bumps in the road
- Consider risks
- Compliance & Safeguarding
- Launching is just the start...

QUESTIONS

&

THOUGHTS