

More

Think big, as the impossible is possible

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Capital Appeal Manager,
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Change

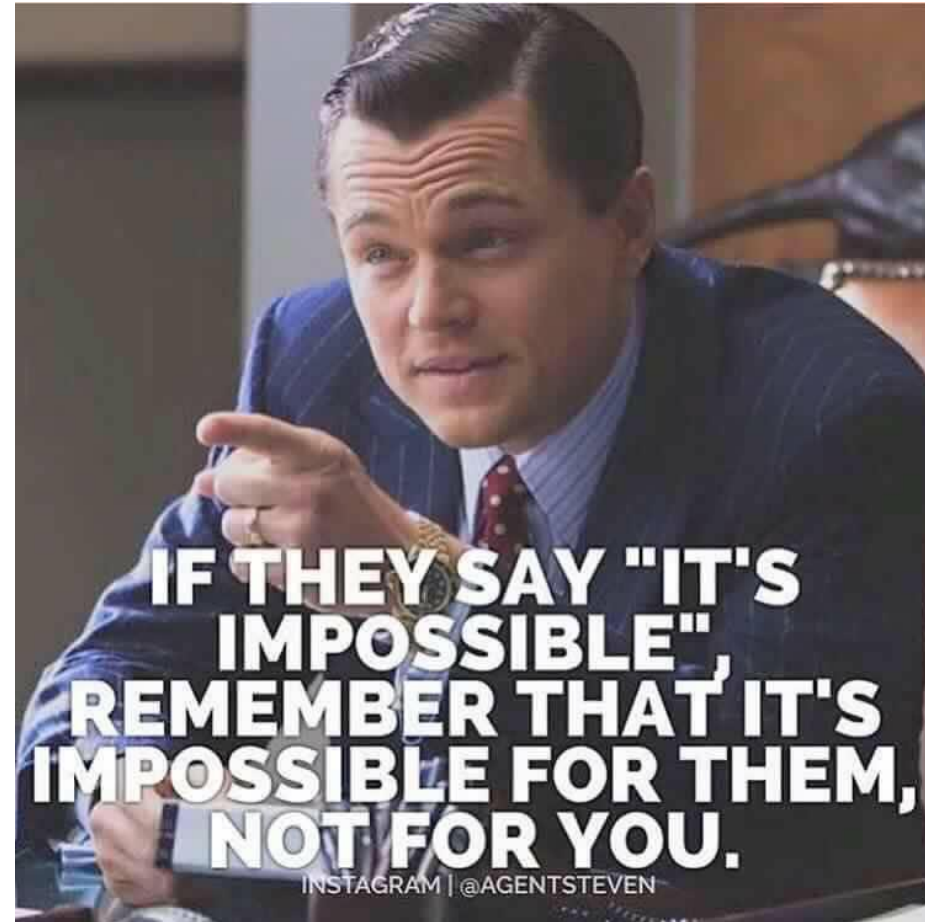
Chair: Patrick Mulvihill

Think Big

The “impossible” is possible



Never Give up





So who am I?



- ▶ Just me, left school at 16
- ▶ Electrician by trade (long time ago now)
- ▶ Always donated to charity (even from 16)
- ▶ NSPCC 5 years (highlight EE)
- ▶ Stroke Association 3 years (Increased income + reduced expenditure)
- ▶ Percy Hedley 3 years (£1m donation, gifts in kind, new income streams, sustainable future plan)
- ▶ Change : brand new & St James's Place Foundation

My first day at Percy Hedley ...

- ▶ Already launched the capital appeal before I started
- ▶ No strategy in place
- ▶ No agreed expenditure budget
- ▶ Marketing plan was fictional
- ▶ None of the fundraising team had been involved in the capital appeal

Relationships are everything and networks are invaluable

- ▶ Why is that?
- ▶ What do you mean?
- ▶ How is it relevant?
- ▶ What is the secret?
- ▶ What are the pitfalls?
- ▶ Give some examples.....Gift in kind, event participants, volunteers, matched funding, in aid of events, income streams etc.

WOW £1 000,000....is that the end result?



Danny's top tips

- ▶ Be passionate about what you are doing. If you don't believe in the cause how can you expect others to buy into it?
 - ▶ Be honest with people. Why give false or unachievable expectations? Also admit when you are wrong. That's why pencils have rubbers on the end as we make mistakes sometimes.
 - ▶ Listen. Never go in selling. I always give information and allow people to decide to support. This leads to better long term relationships.
 - ▶ Be yourself, as you are unique.
 - ▶ Never bore people with PowerPoint presentations....
- ▶ ENJOY WHAT YOU DO