



70 Cowcross Street
London EC1M 6EJ
Telephone: (+44/0) 207 608 2409
Email: enquiries@thegardenstrust.org
www.thegardenstrust.org

Please reply to:
teresaforey@thegardenstrust.org

The Garden's Trust: Engaging with our Future Fundraising Strategy Consultancy brief

The project

The Gardens Trust (GT) is the only national organisation focussed on historic designed landscapes. We champion them through conservation, knowledge sharing, and supporting local engagement. We want to help communities get best value from historic parks and gardens; including the health and wellbeing benefits they offer and the social cohesion that they can foster. Our role supporting these heritage assets is vital and never more so as they struggle for survival in the economic aftermath of the pandemic.

Covid-19 has highlighted and made critical GT resilience issues including:

- outdated governance structures, missing skills and lack of diverse representation.
- over-reliance on a loyal but narrow core audience of members, event attendees and volunteers, mainly from affiliated County Gardens Trusts (CGTs).
- lack of fundraising strategy and dependency on uncertain grant funding.
- reliance on engagement through a limited traditional programme of in-person activities.

Our NLHF supported project will build resilience by:

- Delivering a skills audit, governance review and diversity training so we are fit-for-purpose.
- Researching, developing, and testing audience development strategies, including pilots for digital engagement, membership development and community participation/outreach. All supported by volunteer recruitment and training.
- Producing a fundraising strategy and implementation plan to include membership and other income

Consultancy Purpose

To develop a 3-year fundraising strategy taking into account emerging opportunities for audience development and including options for membership development, individual donations, event income, funding from trusts and foundations, commercial sponsorship, and legacies and any other areas for innovation such as digital fundraising that might be applicable to the Gardens Trust.

Outputs

Development of Fundraising Case for Support
Development of a 3-year fundraising strategy and implementation plan.
Recommendations for membership development.

Activities

Complete review of current fundraising (income generation) activity and work with the Board and Gardens Trust Committees to identify opportunities for fundraising development.
Identify opportunities for 'quick wins' from existing income generation activities.

Prepare and deliver 1 x fundraising workshop with key Gardens Trust stakeholders including the Board, selected staff and volunteers to help shape the fundraising case for support and feed ideas into fundraising plan. Analyse and synthesise all data and insight to inform fundraising aims and objectives.

Prepare 3-year fundraising strategy and costed annual delivery plan for sign off by the Gardens Trust trustees to include:

- Fundraising case for support.
- Overall aims and SMART objectives agreed for 3-year period.
- Activities and targets for each fundraising stream.
- Recommendations for developing the membership product.
- Timelines and critical path for implementation.
- Assessment of any risks and issues.
- Details of the methods by which the success of the fundraising strategy will be monitored and evaluated.
- Annual delivery plan with agreed actions, timelines, roles and responsibilities, progress reporting.

Identify key skills gaps for the Gardens Trust staff and volunteers and propose plans for addressing them to ensure successful delivery of the plan and to sustain future income generation activity.

Consultancy terms

10 days @£350 per day. To begin in January 2022 with work completed by end of March 2022.

