

Consulting services brief – Hal Davidson Consulting

As a consultant, I use my experience and skills to help you achieve the results you are looking for, working with you to understand and address the areas in which you want to effect change and providing both strategic and hands-on support where it is needed most.

Services on offer

Depending on individual preferences and needs, I support charities and other organisations in a range of areas, from recruiting volunteers and developing policies/procedures, to writing funding applications and forming detailed strategies to achieve goals and address weaknesses. I provide both short and long-term solutions, ensuring impact can be sustained. Below, is an outline of the specific areas in which I provide support to organisations, as well as information on my experience and achievements to date.

Strategy

Services on offer

- Developing fundraising and engagement strategy to raise income from a range of sources, to support your mission
- Forming digital strategy to improve the online presence of your organisation to raise profile for your cause and inspire new support
- Building bespoke strategy through assessing previous and existing efforts, as well as understanding scope for future efforts. By utilising case studies and studying market trends, I support organisations by conducting detailed reviews, which enables the development of informed strategy

Previous experience and achievements

- Currently supporting the University of Roehampton to develop an effective alumni engagement and giving programme, having previously developed minor strategy to help the University engage former students through LinkedIn
- Developed, and am in the process of implementing a digital strategy for the Play Association Hammersmith and Fulham which includes plans to build a new website before the end of 2019, and to utilise voluntary support in order to ensure our social media channels remain active. As a Trustee, I also have full strategic oversight of two of the organisation's key projects, ensuring these are delivered on budget and in line with agreed outcomes
- Currently supporting London PLAY, in my role as a trustee, by developing the charity's first fundraising strategy, to raise funds from private individuals, events, and grant giving bodies
- Built Children with Cancer UK's first trusts and foundations income generation programme to raise £400,000 in 2019, and supported the Director of Fundraising with the development of the charity's 2019 – 2021 fundraising strategy

Fundraising – Trusts and Foundations, Community, Corporate, and Events

Services on offer

- Conducting prospect research to identify funding sources and develop detailed funder pipelines
- Securing grants from statutory sources, private individuals, and charitable trusts and foundations by developing compelling proposals and building lasting relationships with donors
- Identifying and forming corporate partnerships, increasing income and volunteer engagement
- Event planning from inception to evaluation to raise funds and awareness for your cause
- Securing places in commercial events such as Ride London and the Virgin London Marathon
- Identifying and developing community fundraising opportunities such as bucket collections, events, and third-party supporter groups – for example, schools, colleges, and Universities

Previous experience and achievements

- (Trusts and Foundations) I have secured many four and five figure gifts including £32,500 from the Hillingdon Community Trust, £10,000 from the P F Charitable Trust, and \$15,000 from the Children's Leukaemia Research Foundation
- (Events) With less than a six-week lead time, project managed a 'step change' (as described by the former CEO) Showcase Evening for Children with Cancer UK, featuring talks from leading scientists and a childhood cancer survivor
- (Events) Created an inclusive challenge event series/campaign for the Play Association, run at zero cost to the charity, which raised awareness and unrestricted funding
- (Community) Organised several successful community fundraising events for Barnardo's, as well as bucket collections in key London locations such as Canary Wharf underground station
- (Corporate & Partnerships) Established various partnerships for the Play Association with organisations such as West London Zone, White Noise, and the Royal College of Art

Digital – social media and website

Services on offer

- Creating and managing social media channels to develop a fresh brand for your organisation, or build upon an existing one, increasing following and engagement with your activities
- Creating and managing websites to help build an online presence for your organisation
- Sourcing volunteers capable of managing social media channels and websites

Previous experience and achievements

- Currently have full strategic oversight of the Play Association Hammersmith and Fulham's digital operations, including the website and social media channels. Having conducted a detailed review of the organisation's digital activity and subsequently forming strategy to address areas of weakness, this strategy is now being implemented
- Former Social Media Manager for the Play Association Hammersmith and Fulham. Significantly raised engagement and increased following by creating interesting content, utilising paid advertising, and building an interactive brand for the charity across all channels
- Significant experience creating and managing charity Twitter, YouTube, LinkedIn, Facebook, and Instagram accounts, as well as creating and managing successful blogging platforms

Copywriting

Services on offer

- Utilising e-marketing methods such as emails and targeted social media posts
- Creating content for newsletters, blog posts, reports, and annual reviews
- Curating letters such as application cover letters, introduction and meeting requests, and donation thanking responses
- Any other copywriting needs, such as developing policies and procedures or PR statements

Previous experience and achievements

- Degree in English Language and Linguistics from the University of Roehampton, where I specialised in language society and power, psycholinguistics, and pragmatics, and gained an understanding of how to adapt and utilise language for different audiences
- Barnardo's: wrote copy for the charity's social media pages and website, including marketing events, providing information for
- Developed copy for various charities including the Young Westminster Foundation and Groundwork, that was subsequently used in each organisations' social media and blog posts
- Significant experience writing successful funding applications, donation response letters, event invitations, and donation/charity discount request letters for a range of organisations
- Created, sourced, and edited all of the content for the Play Association's blog by developing relationships with volunteers, staff, and members of the local community

Bespoke

Through my experience in the charity sector, with smaller, local and national organisations, I have developed a uniquely varied skill set. If your organisation is facing a challenge that doesn't specifically relate to the areas above, I can still offer guidance and support, and refer you to other specialist consultants if needed. Get in touch via the email below to find out!

The details

Availability – This is very much dependent on current workload, and can change on a monthly basis.

Rate – I typically charge full day rates, however I am flexible and can charge a half day rate if required. Full day rates are as follows:

- For small charities (whose income is lower than £1M annually) – £150
- For large charities (whose income is above £1M annually) – £250

Location – I'm London based, and prefer to support organisations operating within Greater London, however for the right cause, I am open to travelling further a-field. For organisations based outside of Greater London, travel expenses may need to be considered.

About me

I'm an experienced strategist, and a versatile community, events, and high-value fundraiser. I have experience in social media management, website creation, copywriting, recruitment, and project management. Through working and volunteering with several national and local charities, including: Barnardo's, the Young Westminster Foundation, Child Bereavement UK, Mencap, and several others, across varied roles, I built an understanding of how to produce high-quality short and long-term results with limited resources. As a trustee for London PLAY and the Play Association Hammersmith and Fulham, I have further developed my ability to identify growth areas, potential risks and weaknesses from an objective position, utilising fresh perspective and a strategic approach – an approach I utilise as a consultant.

Summary

Whether you want to achieve a goal or improve your performance, I can help you do so, and with sustained impact. I am extremely passionate about supporting charities, and I will endeavour to grant support where it is needed most, by working with you to create the changes that you want to see.

Please contact me via infovoicingthoughts@gmail.com or, alternatively, feel free to give me a call on 07534 657204.