

# Charities and Trading: How to optimise your revenue stream

Many charities are facing uncertainty due to the economic climate and effects of Brexit. How do you make sure you're financially sound?

## How to make sure your charity generates enough revenue

Charity commission surveys are always highlighting that more and more charities are turning to trading as another source of generating income. Brexit and the uncertainty this brings will certainly have some impact on the UK economy. If you haven't set up a trading subsidiary, this may be a good time to start one.

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### The Impact of Brexit on Charities

Over a year has passed since the UK voted to leave the EU. Now, when everyone is returning from their summer holidays and the Euro is hovering just above the £ mark, we are beginning to see the Brexit negotiations heat up. Already the UK is raising some very interesting proposals to help UK businesses. Although, hard Brexit or not there are going to be some winners and some losers. Here we look at the impact of Brexit on charities.

[Read more...](#)



### Top Ten Tips: Fundraising

Whilst many individuals in the UK are willing to donate, there are many that are still reluctant. To get the most get out of your fundraising events and to maximise your donations, you need to appeal to all. Our Top Ten Tips will not only help you to raise more funds, but also broaden your charitable scope to a more diverse group of individuals.

[Read more...](#)



## Add-on of the Month

With the Charity Commission pressing for charities to really take control of their marketing practices, this month's Xero Add-on is Constant Contact, a professional email marketing software to help you and your team better interact with your donors.

Constant Contact is the perfect add-on for charities who need to regularly let their donors know what they are up to. You can create dynamic email messages by using customisable templates.

What is more, this add-on takes away administrative burdens by allowing you to upload and manage your content in one place and schedule campaigns, giving you more time to dedicate to other important tasks. The software is perfect for small to medium sized charities that are looking to implement practical donor management practises and an email marketing system.

If you would like to find out more, or have a quick chat to discuss this software in more detail, please contact me at [amy.townsend@raffingers.co.uk](mailto:amy.townsend@raffingers.co.uk).

## Are you meeting your strategic objectives?

Meet with one of our specialists and see how we can support you to run an effective and compliant organisation.



## Raffingers Foundation Charity Ball

Saturday 16 September 2017



Final chance to request tickets and sponsor our Charity Ball. To find out more, please [click here](#).

