



FUNDRAISING

CLIMB SMARTER: BUILD YOUR FUNDRAISING FUTURE

CONTENTS

03

Introduction

04

Case for Support & Strategy

05

Vision, Mission & Strategic Objectives

06

Trust Fundraising

07

Corporate Fundraising

08

Digital Donations

09

Legacy Fundraising

10

Appeals & Individual Giving

11

High-Net-Worth Individuals

12

Statutory Fundraising

13

Capital Campaigns

14

Community Fundraising



Click on the page number to be taken to that page.

3RD MOUNTAIN

YOUR CAUSE DESERVES SMARTER FUNDRAISING

Most small-to-medium charities never reach their fundraising potential. Why?
Not because they lack passion, but because they're climbing with the wrong kit, outdated maps, or no guide at all.



WE WILL GET YOU THE MONEY YOUR MISSION NEEDS

9 Mountains will show you a smart, sustainable route—designed for your team, your mission, and your stage of growth. We work alongside you to build the right strategy, shape the right team, and choose the right mix of fundraising tools to unlock your true income potential.

OUR PRINCIPLES: THE FOUNDATION OF SUCCESS



EXPERTISE THAT MATTERS

Our senior fundraisers bring experience across sectors and income streams. Whether it's trusts, corporate, legacies or digital giving, you'll have specialists focused on results.



ECONOMIES OF SCALE

You get a team of experts for the cost of one junior in-house post.
Your budget goes further because we spread the cost of training, research tools, and back-office support.

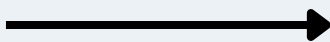


PAY AS YOU GO MODEL

We help you grow with confidence. You can pause, scale, or shift focus at any time. Your journey is yours to shape.



Our team goes beyond traditional services by analysing your existing challenges.



We provide tailored solutions to address them effectively.



CASE FOR SUPPORT & STRATEGY LAY SOLID FOUNDATIONS WITH 9 MOUNTAINS



Lack of Core Messaging?



We write a compelling Case for Support that anchors all fundraising.



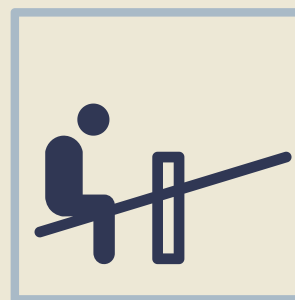
Too Much Head or Too Much Heart?



We bring emotional resonance and solid figures together to strengthen your message.



Repeated Rejections?



We identify and fix weak points in your Case for Support that are costing you income.

9M WILL HELP YOU BUILD A CLEAR FUNDRAISING STRATEGY

When your messaging is unclear, fundraising feels like climbing blind. We bring your team together to define your direction, sharpen your offer, and create a shared language that inspires funders and supporters alike. Then we shape a strategy that fits your charity's capacity—grounded, focused, and built for growth.

Blocks: 1.25 blocks (£2,500)

Timeline: 4–6 weeks

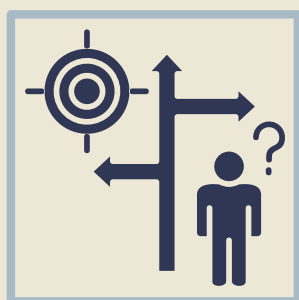


3RD MOUNTAIN

VISION, MISSION & STRATEGIC OBJECTIVES DEFINE YOUR DIRECTION WITH 9 MOUNTAINS



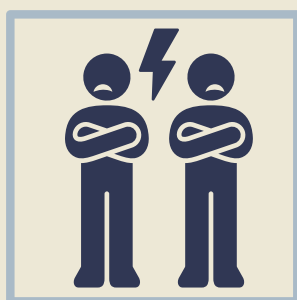
Unclear
Organisational
Purpose?



We lead a session to clarify
your vision, mission, and
strategic goals.



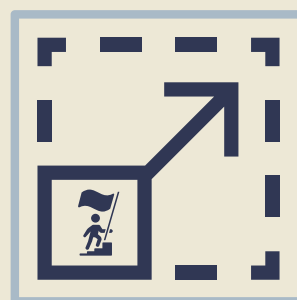
No Shared
Language Internally?



We shape messaging that
unites staff, trustees, and
supporters.



Hard to
Communicate
Big Picture?



We develop a set of
strategic objectives that
bring clarity and focus.

9M WILL HELP YOU SPEAK WITH ONE VOICE

We bring your team together to uncover what truly drives your work. Through one powerful session, we craft a vision and mission that unite your people and give funders a clear reason to believe.

Blocks: From 0.75 Block (£1,500)

Timeline: 2–3 weeks



3RD MOUNTAIN

TRUST FUNDRAISING SECURE THE BUILDING BLOCKS WITH 9 MOUNTAINS



No Time for Applications?



We create tailored templates and manage a focused campaign.



Can't Find Suitable Funders?



We research funders that align with your mission.



Big Bids Falling Flat?



We craft compelling, funder-ready applications that meet expectations.

9M WILL HELP YOU RAISE GRANT INCOME WITH CONFIDENCE

Most small and medium-sized charities are under-resourced in trust fundraising — with limited time, data, and expertise. We fill that gap with targeted support, in-depth funder research, and tried-and-tested approaches. Whether working alongside your team or leading the function ourselves, we help you build a stronger, more consistent income stream.

Blocks: From 1 Block/month (£2,000)

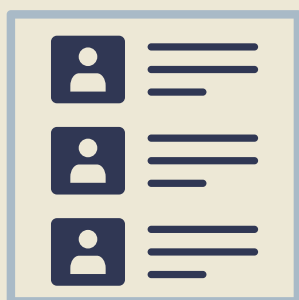
Timeline: 6-month minimum recommended



CORPORATE FUNDRAISING BUILD WIN-WIN PARTNERSHIPS WITH 9 MOUNTAINS



Lack of Business
Contacts?



We identify companies
aligned with your cause.



No Time for
Relationship
Building?



We approach and
cultivate partnerships on
your behalf.



Proposals Not
Working?



We align your goals with
business needs to
maximise return.

9M WILL HELP YOU OPEN CORPORATE DOORS

We help you break into the corporate space by identifying aligned companies and creating compelling propositions. Whether it's sponsorship, staff fundraising, or strategic partnerships, we open doors and support every step of the journey.

Blocks: From 1 Block/month (£2,000)
Alps-sized charities typically start at ½ Block/month (£1,000)

Timeline: 3-month minimum recommended

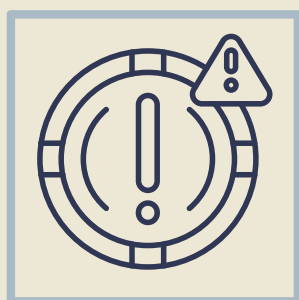


3RD MOUNTAIN

DIGITAL DONATIONS OPTIMISE YOUR ONLINE GIVING WITH 9 MOUNTAINS



Outdated Digital Strategy?



We design a plan to grow online income and engagement.



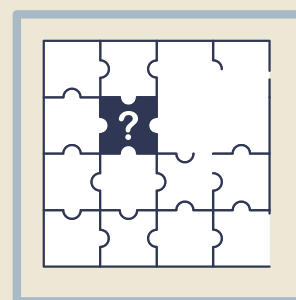
Low Website Conversions?



We audit and optimise your donation journey.



Missing Pieces in the Digital Mix?



Our team covers web design, social media, content, and donation strategy.

9M WILL HELP YOU HARNESS THE POWER OF DIGITAL

We offer strategic planning, one-off campaigns, or a fully outsourced service — ensuring your digital fundraising is focused, effective, and ready to grow.

Blocks: From 0.5 Block/month (£1,000)
Setup: 0.75 Block (£1,500)

Timeline: 3-month minimum recommended

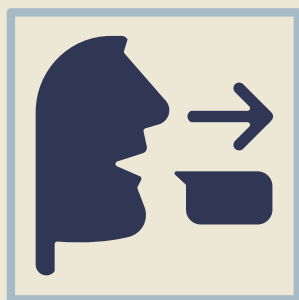


3RD MOUNTAIN

LEGACY FUNDRAISING SECURE FUTURE INCOME WITH 9 MOUNTAINS



No Legacy
Messaging?



We create compelling copy
and campaign materials.



Not Starting
Because of
Sensitivity Issues?



We shape communications
that are clear, respectful
and persuasive.



Not Sure Where to
Start?



We create clear, respectful
marketing plans to
promote legacies.

9M WILL HELP YOU INSPIRE LASTING SUPPORT

Legacy income can transform small charities, but many never get started. We make it simple, respectful and highly cost-effective to take your first steps.

Blocks: One-off cost of 2.5 Blocks (£5,000)

Timeline: 6–8 weeks



3RD MOUNTAIN

APPEALS & INDIVIDUAL GIVING

ENGAGE AND GROW YOUR BASE WITH 9 MOUNTAINS



Lacking an Annual Appeal?



We help you structure annual giving to maximise income.



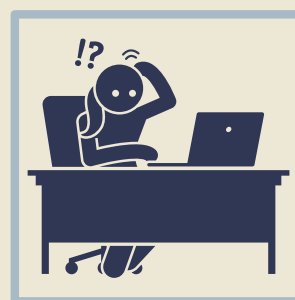
Donor List Not Converting?



We refresh your supporter list and re-engage donors with purpose.



Not Sure What to Say?



We write engaging, donor-focused content for multiple channels.

9M WILL HELP YOU RAISE MORE, MORE OFTEN

Whether you're launching your first appeal or building a regular donor base, we create compelling campaigns that deepen engagement and drive results.

Setup (Appeal Copy): 0.75 Block (£1,500) – One-off Ongoing Support: From 0.25 Block/month (£500)

Timeline: 3–4 weeks per campaign



3RD MOUNTAIN

HIGH-NET-WORTH INDIVIDUAL FUNDRAISING BUILD MEANINGFUL MAJOR DONOR SUPPORT WITH 9 MOUNTAINS



Think You Don't
Know Any
Wealthy Donors?



We show you how to
identify and connect with
HNWIs already in your
network.



Struggling to
Articulate the Ask?



We craft personalised
cases for support and
cultivation plans.



Not Sure
Where to Start?



We test and refine
approaches with a select
donor group.

9M WILL HELP YOU FUNDRAISE WITH FOCUS AND FINESSE

Major donor fundraising isn't just for the big charities. We help you make confident, credible approaches that lead to genuine relationships and significant gifts.

Blocks: From 1 Block/month (£2,000)
Alps-sized charities may start at ½ Block/month (£1,000)

Timeline: 3-month minimum recommended



3RD MOUNTAIN

STATUTORY FUNDRAISING SECURE THE MOST GENEROUS GRANTS WITH 9 MOUNTAINS



Not Accessing
Government
Funds?



We identify relevant local and national opportunities you may be missing.



Low Success
Rates?



We review previous bids and strengthen your future submissions.



Need an Extra
Pair of Hands?



We provide bid writers, reviewers or project leads as needed.

9M WILL HELP YOU UNLOCK GOVERNMENT FUNDING

Statutory funding is the biggest pot of money in the sector, yet many charities either ignore it or struggle to access it. We help you identify the right opportunities, make sense of complex requirements, and shape competitive applications. Whether you need a full-service bid writer or just a second pair of eyes, we bring experience, structure, and focus to every submission.

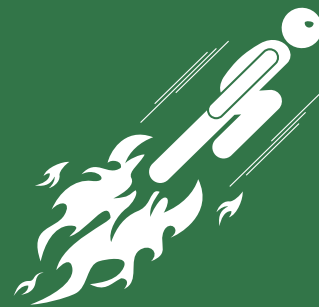
Blocks: One-off cost of 1.25 Blocks (£2,500)

Timeline: Minimum 2-week turnaround



3RD MOUNTAIN

CAPITAL CAMPAIGNS FUEL YOUR NEXT BIG MOVE WITH 9 MOUNTAINS



Unclear if You
Should Proceed?



We assess feasibility so
you don't waste money or
donor goodwill.



No Case for
Investment?



We develop a compelling
capital case tailored to your
audience.



Campaign
Stalling?



We help you re-energise
your strategy and
communications.

9M WILL HELP YOU PLAN AND DELIVER A SUCCESSFUL CAPITAL CAMPAIGN

Capital campaigns require clarity, credibility and sustained momentum. We help you define a clear case for investment, assess feasibility, and phase your approach for long-term success. Whether you're early in planning or already underway, we help you move forward with structure and confidence.

Blocks: From 1 Block/month (£2,000)
Larger campaigns may require 2+ Blocks/month depending on intensity

Timeline: Varies by stage and scope – minimum 3-month engagement



3RD MOUNTAIN

COMMUNITY FUNDRAISING UNLOCK LONG-TERM FUNDRAISING POTENTIAL WITH 9 MOUNTAINS



No Core Materials
or Strategy?



We produce clear,
compelling materials to
launch your programme.



Struggling to
Mobilise
Supporters?



We recruit, train, and
manage community
fundraising teams and
volunteers.



Disconnected
from Local
Networks?



We identify key forums
and multipliers to grow
your reach.

9M WILL HELP YOU BUILD STRONGER LOCAL SUPPORT

Community fundraising is about more than just events and donations – it's a powerful way to engage schools, local businesses, and individuals, while also opening doors to corporate and high-value relationships. We help you build a structured programme, produce high-quality materials, and guide your community fundraising team with ongoing support.

Blocks: Setup typically 0.75 Block (£1,500) – One-off
Ongoing Support: From 0.25 Block/month (£1,000)

Timeline: Setup 4 weeks; ongoing delivery as needed



3RD MOUNTAIN

HOW TO WORK WITH US YOUR JOURNEY TO THE SUMMIT CONTINUES HERE



FINALLY, EXPERT HELP THAT FITS THE WAY WE WORK

"Working with 9 Mountains has been a turning point for us. They understood our challenges and gave us the direction we needed. With expert support in marketing, fundraising, strategy, and operations, we've gained clarity, confidence, and real momentum. We're moving forward with more focus, confidence, and a sense that we're building something sustainable."

— Jo Early, CEO, SAMM National



LET'S CLIMB THIS MOUNTAIN TOGETHER

Whether you're starting out or ready to grow, 9 Mountains helps you build a smart, sustainable fundraising operation tailored to your ambition. Book a session to explore your challenges, and we'll connect you with the right experts. We know the climb is tough—but the view from the top is worth it. Together, we'll map the best route to reach your peak goals.

CONTACT

Get in touch to book your free appointment and take the first step toward elevating your charity to new heights.

📞 08000 208 4749 ✉ info@9mountains.co.uk

To explore more ways 9 Mountains can support your charity, including our full range of services and other mountains, visit our website.

🌐 www.9mountains.co.uk



SERVICE DELIVERY



FINANCE



FUNDRAISING



IT



MARKETING



LEGAL



HR



STRATEGIC PLANNING

