

## **Finding a shared vision – a review of WWF-UK's capital appeal strategy**

Successful fundraising depends upon a strong and coherent case for support. But what happens when there is no common understanding of the purpose of a project *within* an organisation?

**WWF-UK** is the UK arm of the WWF Network, the world's leading environmental organisation. It wants to launch a capital campaign to raise money for a new, state-of-the-art 'green' building, that would be carbon, water and waste neutral. The purpose of this new building is complex: not only would it enable **WWF-UK** to showcase and promote a 'One Planet Lifestyle', but it would also be an effective site for engagement with key audiences such as schools, government and the media.

=mc consultant and major donor expert **Angela Cluff** was asked to do a health-check on **WWF-UK's** progress towards this appeal. She made a key contribution to the appeal by highlighting a crucial weakness. There were disparate views within the organisation about the purpose of the new building. She encouraged debate of this at a senior level, and **WWF-UK** has since gone on to develop a coherent, shared vision of the purpose of the building. This 'vision' will provide a firm foundation to the capital campaign, by enabling **WWF-UK** to produce a stronger case for support.

Tobin Aldrich, director of fundraising has said: **"It was very helpful to get an independent, objective opinion on our new project. The Management Centre's external perspective helped to clarify some issues, the resolution of which has helped us move forward with our campaign"**

### **Want to know more?**

[Click here](#) for more information about **WWF-UK's** new green building.

Visit [www.wwf.org.uk](http://www.wwf.org.uk) for more information about **WWF-UK's** environmental work

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