

THEORY OF CHANGE GENERATOR

HOW TO FUNDRAISE LIKE A
ROCKSTAR SERIES

flametre

WHERE STRATEGY MEETS FUNDRAISING

www.flametreefundraising.com



WHAT IS A THEORY OF CHANGE?

- A Theory of Change is a strategic communication tool that describes and illustrates how and why a desired change is expected to happen in a specific context.
- It outlines the steps an organisation plans to undertake to achieve certain social or environmental outcomes, providing a clear and compelling roadmap that fundraisers can easily understand and engage with.



THE VALUE OF CRAFTING A THEORY OF CHANGE

- Though a Theory of Change can be designed in various ways, its purpose is to describe your pathway from challenges to your intended impact.
- At Flametree Fundraising, we use a straightforward, linear method, which helps with strategy development and donor communication. Other methods may produce ‘messier’ diagrams and include additional elements.
- By precisely describing an organisation's challenges and outcomes, a Theory of Change enhances the organisation’s appeal to potential funders.

OUR THEORY OF CHANGE RECIPE



CHALLENGES/ NEEDS

What are the main social or environmental problems, needs, and challenges that we are trying to address through our work?

ASSUMPTIONS

What do we believe about these problems, and how they can be solved?

MECHANISMS

What are the main mechanisms/levers that we use in our team to try to address these problems?

OUTPUTS

What evidence/measures of success will we produce by doing this work?

OUTCOMES

What are some of the positive benefits of our work? What changes will we bring about directly?

VISION

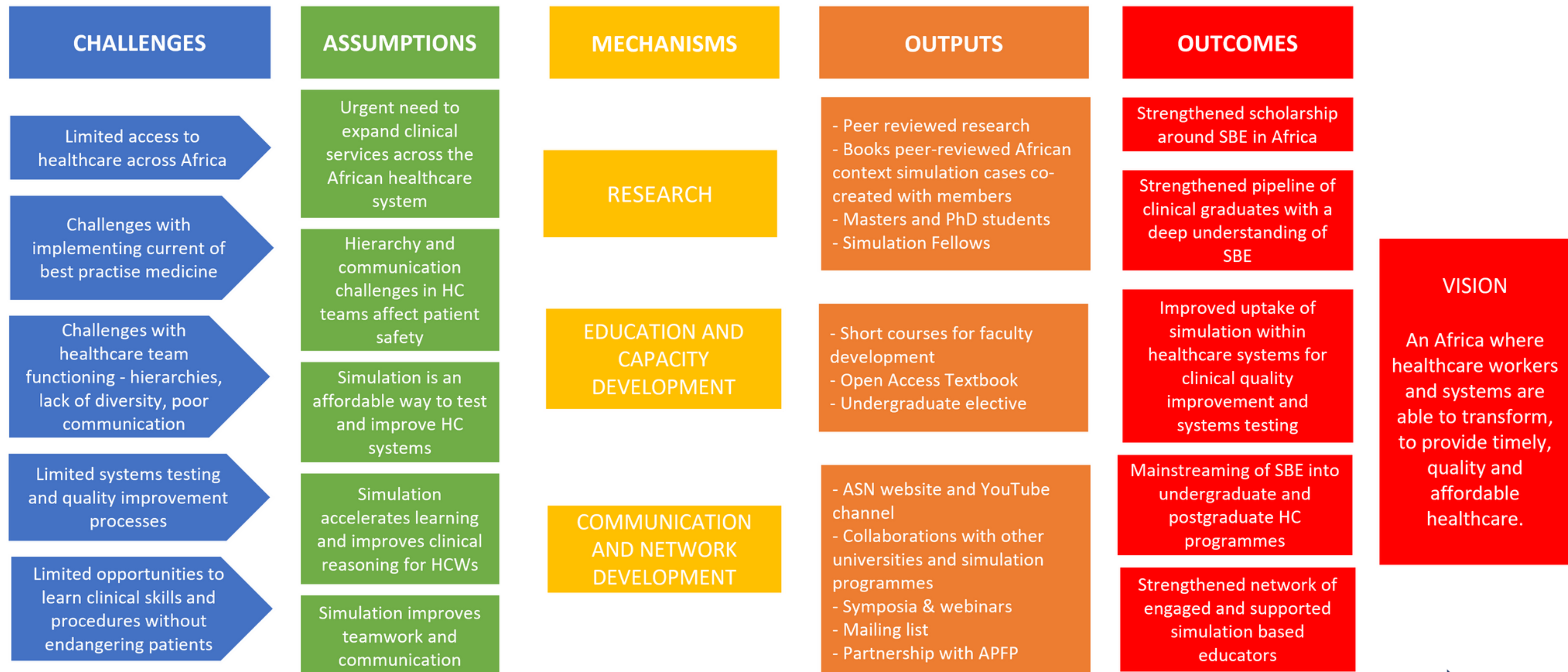
What is the future we are trying to create?

MISSION How do we contribute to this vision?



THEORY OF CHANGE EXAMPLE

THE AFRICAN SIMULATION NETWORK



Mission: We build the capacity of healthcare workers, educators and leaders through Simulation-Based Education (SBE) research, training, and networking so that they can transform how healthcare teams work together to improve clinical care.



ADDITIONAL RESOURCES

- **Centre for Theory of Change. (2019) TocExamples [online]. Available [here](#).**
- **Jan Brouwers. (2019). Theory of Change explained [online]. Available [here](#).**
- **Annie F Casey Foundation. (2022). Developing a Theory of Change. Available [here](#).**

**WE ARE HERE TO SUPPORT YOU ON YOUR FUNDRAISING JOURNEY!
REACH OUT, CONNECT AND FOLLOW.**

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Zoë Boshoff

Director, Flametree Fundraising

+27 84 814 0938

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