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# Fundraising Strategy

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## 1. Set Up Your Objectives

You have a project, with an action plan. You have calculated a budget:

1. Which funds do you need?
2. For which dates?

## 2. Identify Potential Sources of Funding

### 1. Institutional Donors

#### 1.1. Private

- 1.1.1. Corporations
- 1.1.2. Foundations
- 1.1.3. Banks
- 1.1.4. Non-Governmental Organizations

#### 1.2. Public Bodies

- 1.2.1. Inter-governmental Organizations (EU, UN, etc.)
- 1.2.2. Governmental Agencies
  - ➔ National
  - ➔ International

### 2. Public

- Many donors giving a small donation can make a lot of money!

## 3. Select Targets and Prepare Contacts

1. Select the Most Appropriate Targets
  - Intergovernmental and governmental agencies have generally long administrative processes. You cannot get funds quickly.
  - Private donors can react quicker.
2. Know more about your potential funders and choose the best ways to contact them
3. Prepare your arguments
4. Prepare a grant request

## 5. Plan

### 1. Prepare and Action Plan

List all the activities you have to do, the deadline, who will be in charge and the needed resources.

## 2. Organize your staff

Volunteers are your support staff, so use them well! Divide up the responsibilities (responsibilities will depend on the type of campaign you're running, so speak with your consultant for this step), and delegate to the people you feel are best suited to each role. If everyone knows his or her role beforehand, fundraising will go smoothly!

## 3. Prepare a Budget

Articles on fundraising tips often miss this one, yet it's such an important step! Many programs require products to be purchased in advance, but not all of them. Before you call your Fundraising Consultant, sit down with your group or committee and decide on a budget. That way, your consultant knows to work for you within that budget.

When planning your budget, it's also important to determine your fundraising goal, and to have as much information on hand as possible when you call your Consultant.

## 4. Advertise your campaign

If you are doing a fundraising campaign, people need to know about your fundraising campaign to support it, so be sure to start advertising well in advance. If you're planning an event that people will have to buy tickets for, start advertising about a month in advance. For fundraising sales, 2 weeks in advance should be enough.

Advertise with posters and flyers. Ask local business if you can put up posters in their windows and post flyers on community bulletin boards. Send emails and mailings to all your contacts, and tell everyone you know about your fundraiser. A great fundraising tip is to contact your local TV and radio stations, and your local newspaper. They will often include your fundraising information in their community news.

## 5. Motivate your group

Be sure to keep you group motivated and excited with great incentives like prizes, fun activities and other rewards. When you set goals and rewards, your group members will be more excited about participating, and work harder to ensure the goals are met.

# 5. Implement

## 1. Institutional Donors

If you have decided to apply to institutional donors (corporations, foundations, Governmental or Inter-governmental Agencies), you have to prepare a Grant Request. See the model in annex.

## 2. Public

If you have decided to get money directly from the public, you have to organize fundraising activities or fundraising events.

# 6. Evaluate

Evaluate the results of your fundraising plan.

- Did you get what you expected? If not why?

If you have not been successful, don't be discouraged – fundraising is not easy. Try to find out the reasons, which explain the lack of success. The targets were badly chosen?

- ✓ Your arguments were not good? Or not well presented?
- ✓ Bad timing: the application or the fundraising event was too late
  - Look at how to improve your strategy and your plan and make a new try.
  - If you have been successful, try to identify why, in order to reproduce or even improve good practices next time.

Remember what Millard Fuller, the founder of Habitat for Humanity, said:

*"I have tried raising money by asking for it, and by not asking for it. I always got more by asking for it."*

<b>The Reality</b>	<b>The Strategy</b>
Easier to get money for <i>one</i> event than for a sustained long-term programme	Develop a comprehensive long-term programme, but break it into smaller chunk sized bits to seek funding for each part, from the same or sometimes different sources
More and more NGOs are seeking more money from traditional funding sources	Develop a more diversified range of donors who can provide different amounts at different points of a programme/project's implementation. Seek both local as well as overseas donors.
Many donors are providing much less money than required, or simply do not have enough	A diversified fund-raising programme is very important. An interesting thumb-rule - closer the donor, smaller the amount. A person walking on the street in your town may provide only small change that he currently has in his pocket. But a more 'distant' person or organization may provide more funding.
There are many conditions and terms imposed on funds provided by most donors that may restrict its use	Understand the need for these conditions/terms by looking at it from the donors' perspective; ensure that you have communicated your needs very clearly - the who, how, why and when; try to find a middle ground in negotiating with the donor - satisfy their needs without sacrificing your own.
Technical knowledge and information (especially through consultants) is very expensive and takes up much of a funding request.	Try to seek in-kind contributions from experts, especially from a corporation or company. This puts them in a good light, and enables them to be community-friendly. This can be done in the form of advice, work-time, equipment use etc. Note that this is different from a 'donation'. The relationship between the NGO and the expert is longer and stronger.
Misdeeds and fraud by some NGOs taint the sector as a whole, creating mistrust and misunderstanding	Get out of the 'charity' angle. Develop clear professionalism among the staff members. Always be willing to provide info on the NGO's goals and objectives, as well as programmes. Get third party organizations to write about the programme and projects. Keep good relations with the media, and cultivate spokespersons among the staff members.
Donors based in high-income, OECD countries cannot, and will not, provide funds to smaller NGOs.	Where possible, bring together a coalition of partners - of other NGOs, universities, research institutions, etc. who contribute different expertise and knowledge, and larger target areas and beneficiary communities.
Sometimes it is so difficult to find a donor who is willing to finance a specific programme or project	Look in other places. Sometimes a local businessman or company may be willing to help - only if and when asked! Seek funding from 'non-traditional' sources that may exist in your own backyard.
It takes so much time, effort and money itself to find and secure funding	All staff members of an NGO should spend part of their time in fund raising - each catering to different aspects of the process - writing proposals, finding and networking with donors, negotiating, writing reports etc.
Fund raising activities need skills and knowledge to be effective and successful - which most NGOs do not have	Creating NGO Networks, NGO service centres, information kiosks etc. help in pooling and developing the knowledge and skills needed for this purpose
NGOs, in many cases, are in competition with each other to seek and find funds	Try to find the differences and uniqueness of your own programme/projects. What new approach have you used? Usually, each NGO services a different aspect or a different community - with rare overlap. Develop a 'bigger picture' with other NGOs that illustrates comprehensive and diverse package of services and projects.
But in the end, look at yourself. Try to put yourself in the shoes of the donor. Why should he/she give you funds? Do you have a good programme that is unique, different and creative? Have you leveraged local resource to supplement and enhance the funds you seek? Do you have good staff members and volunteer expertise to implement the programme? Is your target community well identified and defined? Why do you need to work with them? What gap are you filling?	