

Global Member Meeting

Casablanca, Morocco 19-21 May 2015

Fundraising Essentials (Session 1)

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Objectives Of Sessions

Session 1 Tuesday 19 May, 16.10-17.45

- How to go about successful fundraising
- How to identify different sources of funding

Session 2 Wednesday 20 May 11.00-12.30

- *How to apply to and approach donors*
- *What systems/processes need to be in place in order to apply/respond quickly to donors*

SUPER fundraising

Strategic – fundraising to deliver your mission

Understanding - the donor's priorities, and matching your work to them

Presenting - your case and your organisation effectively

Effective - having good processes and teamwork to be effective in accessing and managing funding

Relationships – cultivate and develop strong relationships with donors

Funding Strategy – Why?

Plan over the longer term and manage a growth or decline in funding

Maximise opportunities for securing and allocating funding

Assess and manage financial risks in an unstable and complex environment

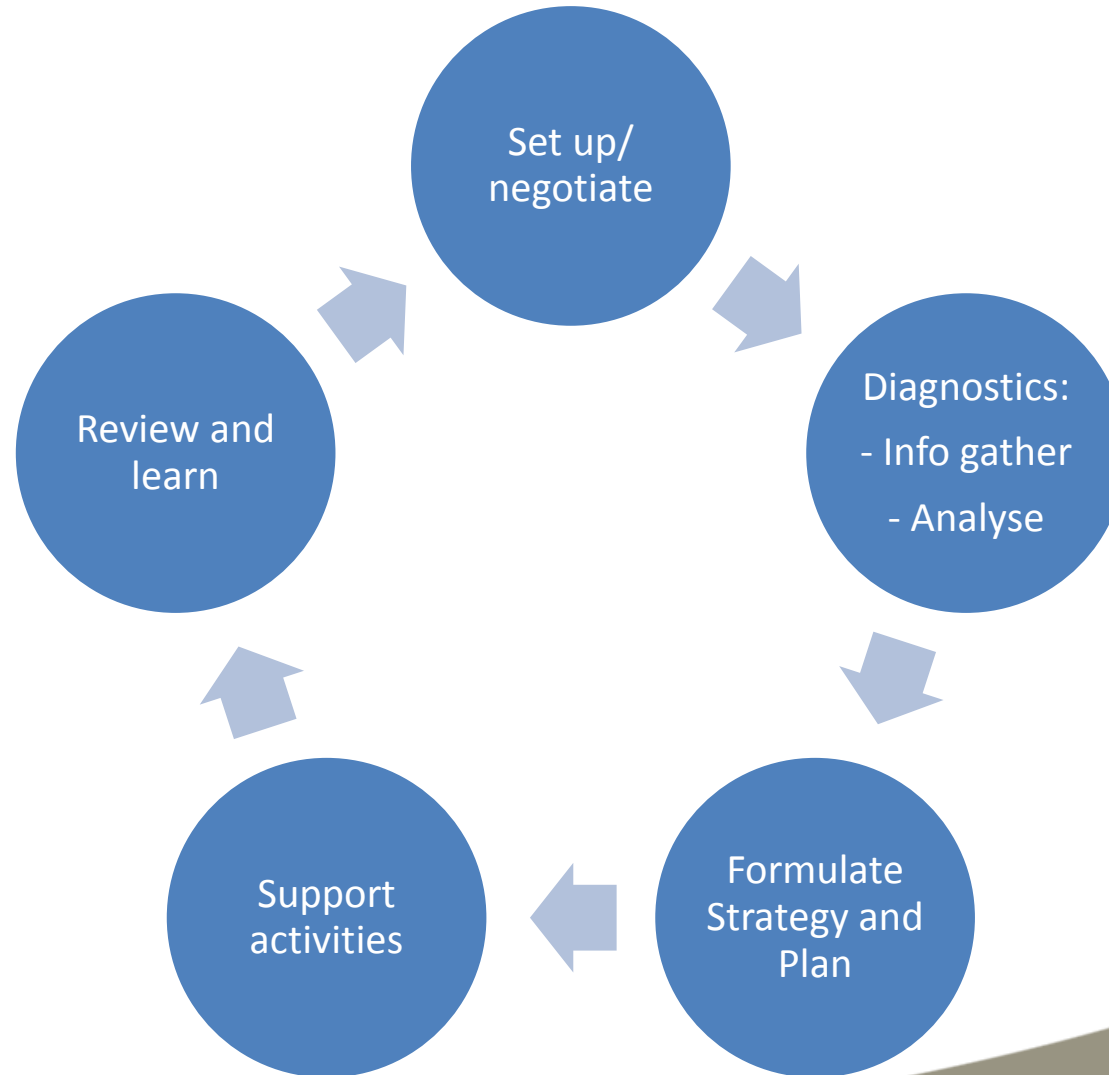
Funding Strategy - What?

A plan to match short, medium and long term funding needs to the opportunities available

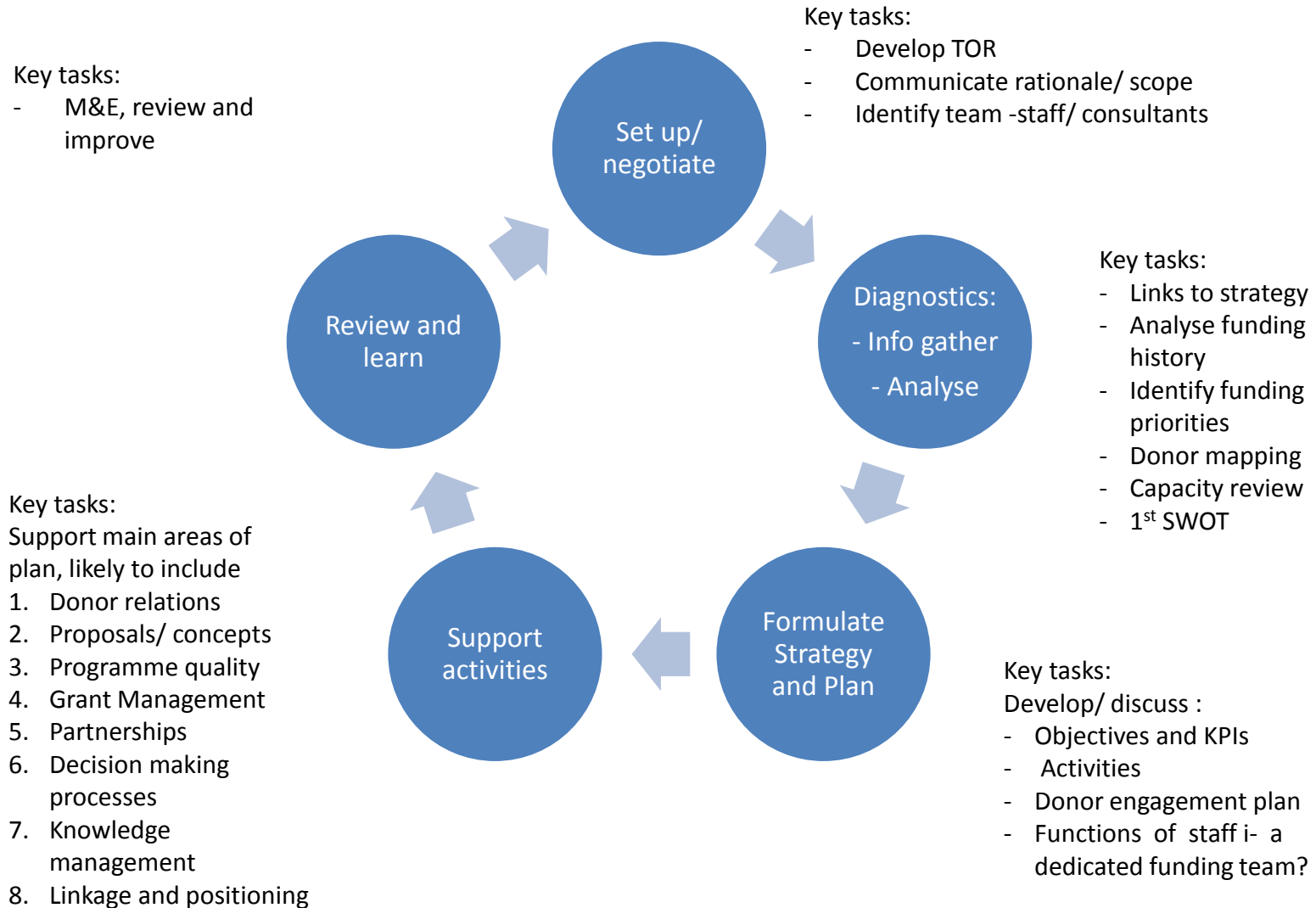
Responsive to changes in donor environment

Ensures resources in place to achieve it

How? - Funding Strategy Planning Cycle



Funding Strategy Development



Example of a simple “Resource Map”

RED = RESTRICTED	YELLOW = EARMARKED, OR BROADLY RESTRICTED	GREEN = UNRESTRICTED
↓	↓	↓
Field programmes under donor contract	“Hard to fund” areas, gaps, bridge funds	Core costs Reinvestment in fundraising
Policy/ research commissioned by donors	R & D “seed funds”: assessments, feasibility studies	Training, capacity building (HO and Field)
M & E within approved budgets	Emergency response (pre-funding)	Emergency response (pre-funding)
	Policy research, M & E, Publications	Policy development, advocacy, lobbying
	Match funds	Systems

Challenges in diversification

- increased complexity
- risk of fragmentation in programming
- tougher financial conditions
- understanding and assessing donor risk
- relationship management
-
- accommodating different donor cultures

Where can I look? (Globalgiving.co.uk)

- DSC.org.uk – books and online guides
- Charity Commission, www.charity-commission.gov.uk
- FundFinder, www.fundfinder.org.uk
- Funding Central <http://www.fundingcentral.org.uk>
- The Directory of Grant Making Trusts – Directory of Social Change, www.dsc.org.uk
- GrantFinder <http://www.grantfinder.co.uk/> (UK)
- Foundation Center <http://foundationcenter.org/findfunders/> (USA)
- <http://www.africagrantmakers.org> (Africa)

Other useful resources

Girls not Brides Webinars (Globalgiving)

- “Good Fundraising – Practical Skills”:
<http://www.instantpresenter.com/globalgivinguk/EB53DA808149>
- “Core Case for Support to Boost Your Fundraising”:
<https://attendee.gotowebinar.com/recording/4391370638898774529>

Girls not Brides – sources of funding for child marriage work; a brief guide

<http://girlsnotbrides.theideabureau.netdna-cdn.com/wp-content/uploads/2014/12/Funding-CM-work-A-guide-for-GNB-members.pdf>

Internet based funding – some examples

- <https://home.justgiving.com/> (the first)
- <http://catapult.org/> (specifically for women's rights)
- <http://www.gofundme.com/> (“over \$1billion raised”)
- <http://www1.networkforgood.org/> (“over \$1.2 billion raised”)
- <http://simplygiving.com/> (Asia)
- <https://www.kickstarter.com/> (Creative projects)
- <http://www.raisingit.com/> (using IT to support fundraising)
- <http://themisfitfoundation.org/> (connecting donors and projects)

Internet based funding – advice and resources

- <http://www.resource-alliance.org/knowledgehub.php?lang=en>
(Resource Alliance – Knowledge Hub)
- <http://www.resource-alliance.org/pages/en/fundraising-online.html>
(free virtual fundraising conference)
- <http://www.ngopulse.org/category/tags/internet-fundraising>
(SANGONET/ NGO Pulse - Southern Africa)
- <http://knowhownonprofit.org/how-to/how-to-use-the-internet-for-fundraising> (UK NCVO in partnership with Just Giving)

Evaluation forms please!

Thank you