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

1. **Set up/negotiate**
2. **Diagnostics:**
   - Info gather
   - Analyse
3. **Formulate Strategy and Plan**
4. **Support activities**
5. **Review and learn**

Review and learn → Diagnostics: - Info gather - Analyse → Formulate Strategy and Plan → Support activities → Set up/negotiate → Review and learn
Funding Strategy Development

Key tasks:
- M&E, review and improve

Key tasks:
- Develop TOR
- Communicate rationale/ scope
- Identify team - staff/ consultants

Key tasks:
- Links to strategy
- Analyse funding history
- Identify funding priorities
- Donor mapping
- Capacity review
- 1st SWOT

Key tasks:
- Formulate Strategy and Plan

Key tasks:
- Support main areas of plan, likely to include
  1. Donor relations
  2. Proposals/ concepts
  3. Programme quality
  4. Grant Management
  5. Partnerships
  6. Decision making processes
  7. Knowledge management
  8. Linkage and positioning

Key tasks:
- Develop/ discuss:
  - Objectives and KPIs
  - Activities
  - Donor engagement plan
  - Functions of staff - a dedicated funding team?
### Example of a simple “Resource Map”

<table>
<thead>
<tr>
<th>RED = RESTRICTED</th>
<th>YELLOW = EARMARKED, OR BROADLY RESTRICTED</th>
<th>GREEN = UNRESTRICTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field programmes under donor contract</td>
<td>“Hard to fund” areas, gaps, bridge funds</td>
<td>Core costs Reinvestment in fundraising</td>
</tr>
<tr>
<td>Policy/ research commissioned by donors</td>
<td>R &amp; D “seed funds”: assessments, feasibility studies</td>
<td>Training, capacity building (HO and Field)</td>
</tr>
<tr>
<td>M &amp; E within approved budgets</td>
<td>Emergency response (pre-funding)</td>
<td>Emergency response (pre-funding)</td>
</tr>
<tr>
<td></td>
<td>Policy research, M &amp; E, Publications</td>
<td>Policy development, advocacy, lobbying</td>
</tr>
<tr>
<td></td>
<td>Match funds</td>
<td>Systems</td>
</tr>
</tbody>
</table>
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-comission.gov.uk
- FundFinder, www.fundfinder.org.uk
- Funding Central http://www.fundingcentral.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
Internet based funding – some examples

• https://home.justgiving.com/ (the first)

• http://catapult.org/ (specifically for women’s rights)

• http://www.gofundme.com/ (“over $1 billion 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

  (Resource Alliance – Knowledge Hub)

  (free virtual fundraising conference)

  (SANGONET/ NGO Pulse - Southern Africa)

- [http://knowhownonprofit.org/how-to/how-to-use-the-internet-for-fundraising](http://knowhownonprofit.org/how-to/how-to-use-the-internet-for-fundraising)  
  (UK NCVO in partnership with Just Giving)
Evaluation forms please!
Thank you