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Fundraising for CSOs

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# FUNDRAISING FOR CSOs

## Course Objectives

- Understanding fundraising
- Create awareness on the importance of fundraising
- Distinguish different types of fundraising and fundraisers
- Develop a fundraising strategy
- Implement your fundraising strategy
- Managing relations with donors

## History

Philanthropic fundraising has existed for many thousands of years. In classical Greece and Rome, citizens raised money to build huge amphitheaters, provide feasts for all citizens, and have Olympic-style games. Religious fund raising can be seen in all religions. In Islam, Buddhism, Christianity, and Confucianism money was raised to build places of worship and care for the poor. Fundraising is seen throughout history. During wars, organization promoted campaigns, events designed to raise a specific amount of money to be used towards an immediate problem. These campaigns raised money for war veterans, for orphans of soldiers, and to provide relief to families without food and shelter.

## Fundraising Definition

- Fundraising, also referred to as fund raising, means collecting money for a specific reason.
- The soliciting or receiving of monies, resources or other benefits from organisations, trusts or individuals for nonprofit organizations having educational, medical, religious, political, charitable, or other stated purposes, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies. [www.csas.org.uk/links/glossary.html](http://www.csas.org.uk/links/glossary.html)

## Importance of Fundraising

No matter how important your project is it will not go anywhere without sufficient human, financial and political resources. Your project will have to identify and secure the funding to properly develop these resources. Fundraising provides money to improve the quality of life for many people. It also allows organizations to operate that otherwise would not be able to afford to. Fundraising ensures that not-for-profit organizations will continue to exist in the world and make it a more diversified and humanitarian place to live.

# Types of Fundraising

## Organisational

- **Profit**  
Some organizations collect money for themselves, such as an office that collects money to purchase candy or soda for its employees or to buy t-shirts for their company softball team.
- **Non-Profit** Fund-raising is widely undertaken by charitable organizations to acquire sufficient funds to support their activities. Among the methods used are door-to-door appeals, direct-mail campaigns, charity dinners, benefit entertainments, and, more recently, televised appeals and telephone solicitation.

## Philanthropic Fundraising

**Philanthropic** comes from the root philanthropy. Philanthropy can be described as charity, helping someone, giving to someone or a cause, or doing good. Philanthropy is not simply helping someone you know; philanthropy is also helping an unknown person. There are many ways to be philanthropic. A few ways are giving food to a food bank, volunteering at an animal shelter, or donating money to an abused-children's center. To be philanthropic, you must ***give of yourself without requiring something in return.***

**Philanthropic** fundraising is only that money which is collected for a charitable purpose. Organizations that have philanthropic purposes do not use the collected money for the gain of their own workers. They are called not-for-profit organizations because the money they collect goes to the cause-or mission-of the organization and not into the pockets of the workers. <http://www.learningtogive.org/papers/index.asp?bpid=43>

## Corporate Fundraising

## Religious Fundraising

*Religious fundraising is eternal both in its mission and level of commitment*  
A donor campaign seeks a pledge of a certain contribution amount in exchange for the specified recognition. The donation could be a one-time gift, a weekly offering, a monthly automatic withdrawal, or an annual tithe. Donations of a certain amount are rewarded with some type of church-related donor recognition. Inexpensive items can be given to donors for smaller contributions, while larger donations are usually provided visual recognition at your church.

## Types of Fundraisers

Fundraisers come from every sector of society. They are women and men of all ethnic, racial and religious backgrounds who support a variety of causes. Some fundraisers did not study philanthropy in school, while others may have earned a Masters or Professional degree.

### **Professional fundraisers:**

Are people who have studied philanthropy and understand the importance of giving. They have studied the best methods for asking for donations as well as the appropriate people to ask. Studying philanthropy does not give fundraisers secret knowledge of exactly who will give to what cause, but it does teach the fundraisers effective methods for determining giving patterns and other valuable tools.

There are also many organizations, such as the National Society of Fund Raising Executives (NSFRE), which provide expertise in the fundraising field. Professional fundraisers typically work at not-for-profit organizations and are called development officers or directors since they develop the resources that the organizations will use to operate and ensure their futures.

Professional fundraisers are not always staff members. Instead they may be volunteers who donate their time to help the organization raise money.

### **Volunteer fundraisers:**

They are the people that donate their time and effort without expecting something in return.

They are usually the people that support the organization's goal and mission. Thus they are fully committed to achieving their goals

And they are often people who are not experts in Fundraising. But their support of the organization motivates them to discover the best most effective methods of achieving the organization's goal.

### **Good fundraisers:**

They are the people that work at nonprofit organizations that they **truly believe in** and make personal contributions to, as well as asking others to do the same.

## Do's and Don'ts for a Good Fundraiser

### Fundraisers Do's:

- Develop a system that ensures the nonprofit organization will be able to perpetuate its mission.
- Smart Objectives: Set realistic expectations and goals
- Be resourceful: Utilize many different methods of fundraising, such as: asking individuals to give, seeking foundation and corporate grants, hosting special events, and applying for government grants.
- Be able to assure the donor that his or her money will be spent well and for the cause intended.
- Be creative: prepare events that will be appreciated by the donors. Organizing the same event ever year or twice a year offers no motive for people to attend.

### Fundraiser Don'ts:

- Don't be pushy. Ask for money but don't demand money.
- Don't overdo it. Donors will not support an organization that holds a fundraising event every month. Ensure that there is a considerable time span between each fundraising campaign. (3-4 a year)
- Don't ask for a fixed price when any donation will do.
- Don't assume and don't expect that everyone will want to contribute.
- Don't ask anyone to make a donation because you "need" the money.
- Don't allow fundraising to disrupt any of the organization's other programs.
- Don't wait last minute for everything, be prepared.
- Don't forget to be creative, enthusiastic, and have fun.

## Types of Donations

- Money Donations
- Donations in kind

## Fundraising Types

1. Major Donors
2. Legacy Fundraising
3. Memberships
4. Merchandising
5. Corporate Fundraising
6. Business and Industry Engagement
7. GAA (Government & Aid Agencies) Fundraising
8. Foundation Fundraising

# Fundraising Types

## 1. Major Donors

### **Definition**

Donors who give a gift of more than a certain amount (per year or single gift).

### **Potential Sources and Resources**

Membership file  
Board contacts  
Government contacts  
Current major donor contacts

### **Ways to Cultivate**

Corporate events  
Media events  
Personal visits

### **Market Potential**

Most places in the world have people with wealth. The challenge is having the staff resources to cultivate these relationships and the connections to them

#### ■ **Keep in Mind...**

The higher the value of the gift, the more 'selling' time will be required to secure it, and the more the donor will want to be involved with where his or her money goes and how it is used. High profile events are a common Major Donor cultivation strategy, but they can be time-consuming and costly to hold.

#### ■ **Resources and Capacity Required**

Since the primary method of major donor fundraising is the 'personal ask,' staff time is required for prospecting, events organizing, home or office visits for cultivation and coordination of requests. There is often a direct relationship between the amount of time spent cultivating and asking and the amount of gifts procured.

#### ■ **Opportunities**

The opportunities in major donor fundraising are almost completely dependent on the quality of the contacts available to be cultivated and the skills of the fundraisers. In major markets, where prospect research is more easily done (or purchased), targeted efforts can be extremely fruitful; where a large membership file is available for dramatic upgrade and prospect qualification programs, the opportunity is even larger. In smaller markets, a more 'individual' approach with greater reliance on board contacts or social networks will be necessary. Opportunities can be fairly easy to assess by reviewing available contacts and leverage relationships (with corporations, for example).

#### ■ **Risks**

There is very little risk in major donor fundraising; it is more a question of opportunity. A failure to deliver on a funded program would be a risk, as social networking among major donors is often strong. This, however, is risk with any type of fundraising. Since investment is primarily staff time, and major donor opportunities do not tend to 'go away', risk is minimal.

## 2. Legacy Fundraising

### **Definition**

Actions taken to procure a gift through a person's will or estate.

### **Potential Sources and Resources**

Membership file

Board

Major donors

Legal / financial advisors

### ***Ways to Cultivate***

Direct mail (membership)

Print ads (to public)

Leave behinds (brochures)

Legacy workshops

Web site

### ***Market Potential***

Legacies are most common in countries where wills and last testaments are commonplace, and there is a strong legal system to reinforce their intention. They are usually not an 'independent' fundraising action, but rather tied to planned giving and major donor cultivation.

- ***Keep in Mind...***

Most NGOs do not actively fundraise for legacy gifts, even though they should. This is because most people do not inform an NGO if they are beneficiaries in their will or estate, so many see legacies as simply appearing. Active marketing, however, usually increases legacy gifts.

- ***Resources and Capacity Required***

Legacies can be prospected via the mail or events such as workshops for financial advisors. Many legacies will occur without any direct contact between the donor and the organization. However, some prospects will want to meet and/or speak with a staff person, and most of these will want specific information on the implications of their gift. This requires staff time.

- ***Opportunities***

The opportunities for legacy fundraising, as described in the initial discussion above, vary greatly from market to market. However, in the markets of Western Europe and North America, they are enormous.

- ***Risks***

The 'risks' of legacy fundraising are only in lost opportunity – they come from underestimating the importance of a very long-term investment in legacy marketing. It is extremely difficult to budget for legacy marketing, as there is no immediate return on investment, and even known pledges arrive on an unknown time-frame. However, there is unquestionably a long-term return on investment that is orders of magnitude over other forms of fundraising, because legacies can arrive in the millions of euros/dollars, depending on the market. As noted above, this is also dependent on the market potential (e.g., a large membership database).

### 3. Membership Fundraising

#### **Definition**

A gift of less than a certain amount per year.

#### **Potential Sources and Resources**

Other NGO lists  
Commercial lists (e.g., banks)  
General public (mass marketing)  
Self-selecting (call or mail in)

#### **Ways to Cultivate**

Direct mail, Telemarketing, Face-to-face (dialog), Direct TV, Space ads (bus, billboard), Radio (call in number), SMS messaging, Printed materials, (brochures, call-in number), Events (signup booths), Kiosks, Web page, Email marketing

#### **Market Potential**

Membership fundraising is common in the developed world; in emerging markets, its success depends on many factors – it is best to test methods first. In underdeveloped markets, infrastructure challenges and a weak civil society often preclude wide success.

- **Keep in Mind...**

Membership requires a steady and growing investment of money over many years, with additional funds at first for donor retention and relationship building. It cannot be started, stopped and started again – investments in donors that are halted do indeed disappear, as donors will stop giving and are much less likely to start again. The three C's of membership building are: cash, commitment (long-term) and continuity.

- **Resources and Capacity Required**

Membership requires staff investment and, especially, money investment. The ratio of marketing costs (in investment) to staff and fixed costs (database, etc.) in a growing program can be 9 or 10 to 1. Furthermore, some activities (e.g, data entry and storage and copy writing) can be outsourced on a per-fee basis. Fixed costs will decrease relatively as the program grows, but the opposite is true for money – testing and start ups can be relatively inexpensive, but will require more profits to be reinvested in later years to support a strong growth phase.

- **Opportunities**

The opportunities in Membership vary greatly across the Network and, to a certain degree, are tied to the ability of an office to motivate and tap into the civil society concern. In general, markets can be divided into 'mature', 'developing' and 'not ready.' However, even in mature markets it is possible to grow membership – the key question for any membership market is not whether members can be found. Rather, it is how much it would cost to get them and to maintain them. For this reason, Membership marketing relies more than all other forms of fundraising on a cost/benefit analysis, where initial testing usually sets the baseline for multi-year projections on return-on-investment.

- **Risks**

The greatest risks in membership fundraising are a lack of long-term commitment to an investment growth plan and a failure to set realistic projections based on testing. Membership is both high risk and high reward. Testing can be done on a fairly modest budget, but growing a program to be profitable takes long-term investment. Furthermore, mailing and calling campaigns can fail (thereby losing their investment). Likewise, members require ongoing cultivation, which requires staff time. If this cultivation does not happen, that investment will be gone as well. Membership requires commitment on a programmatic level, not an event level.



## 4. Merchandising

### **Definition**

Selling items such as toy pandas, t-shirts, stickers and calendars that are produced for WWF

### **Potential Sources and Resources**

Members  
Monthly clubs  
Commercial tie-ins  
Tourism groups  
General public (mass marketing)  
Self-selecting (call or mail in)

### **General Places to Sell Merchandise**

Shop at office  
Outsource to cataloguer  
Bulk merchandise to store  
Kiosk in shopping area  
Visitor centre  
Local public project site

### **Market Potential**

Merchandising can be successful in almost any market on a small scale; however, it usually has small margins and is difficult to grow. It also can be inconsistent, and it requires regular product innovation.

- **Keep in Mind...**

Merchandising requires up-front investment (the buying of products), and its biggest risk is unsold merchandise, which can undermine the profitability of the program. However, unsold merchandise can be used for promotional purposes (at a loss). For this reason, it is often better used in conjunction with another form of fundraising such as membership, which usually has a much higher rate of return.

- **Resources and Capacity Required**

Like membership, merchandising does allow for some outsourcing of activities (e.g., order processing, storage and materials inventory). However, it also requires upfront investment for product development and purchases. This is the inherent risk in merchandising – money can be ‘tied up’ in inventory for some time, and offices may not be able to project whether the investment will be recovered.

- **Opportunities**

Merchandising is an easy way to help support brand and logo recognition. Profit opportunities usually rest on the ability to build up large buyer relationships, on licensing the logo for use on an existing product, or on specialty products made and sold by private companies (e.g., a line of clothing). Products produced in conjunction with membership programs also help create volume in purchasing, which reduces unit costs and helps profitability.

- **Risks**

Depending on the size of the program, merchandising is usually medium-risk and low-reward. The risks in merchandising grow as the program itself grows. These risks include lost investment in unsold inventory and an inability to handle growing order fulfilment or processing demands. The value of having licensing contracts is they require no upfront investment from the organization. On a small scale, merchandising can be useful in establishing a presence at conferences and events. Unless it is primarily outsourced though, time and cost investments may make this an inefficient use of resources.

## 5. Corporate Fundraising

### ***Definition***

Pursuing a relationship with a company that involves a gift, commitment of support, or other monetary transfer to the organization.

### ***Potential Sources and Resources***

Event sponsor  
Franchise/License/Co-Brand  
Corporate “membership”  
Corporate club member  
Program sponsor (money)  
Corporate supporter  
Corporate partner

### ***Ways to Cultivate***

Pro-active contacts  
Responses to inquiries  
Board contacts  
Major donor contacts  
Events  
Workshops  
Conferences  
Networking events

### ***Market Potential***

Corporate fundraising can be done anywhere, as companies operate everywhere. However, like membership, each market is unique, and the general acceptable business practices – and size and composition of the local economy – will determine market potential. Each market requires research.

### ***Keep in Mind...***

In theory, the larger the gross domestic product, the larger the corporate potential – more money can probably be raised in Singapore than in La Paz. However, each market may have specifics that shape corporate engagement (e.g., a national focus or a down-turn in the economy.) A review of NGOs and corporate charity practices is often the best indicator of the potential of a country or regional market.

### ***Resources and Capacity Required***

Corporate fundraising requires staff time – usually more than offices assume. There are two main task areas: new business development and account management, each of which require long-term commitment, time and a specific set of activities and skills. Smaller offices with limited resources can face a challenge when there is pressure to get new contacts, and only one person is doing this job. The Corporate Club model, can be a good start-up method, but it usually limits growth as the market becomes more developed.

### ***Opportunities***

The opportunities for Corporate Fundraising are, for the most part, robust across the network, but they are very specific to each market and corporate sector. However, the market research required to quantify the potential of each market can be difficult. In more developed markets, opportunities are much more quantifiable, based on experience working with many of the major corporate players over the years.

### ***Risks***

The risks for corporate fundraising include: engagement with companies whose public reputation damages the credibility of the organization; over-promising on programmatic delivery; and undervaluing the organizational brand and the communications value of a partnership.

## 6. Business and Industry Engagements

### ***Definition***

Pursuing a relationship with a company where their actions directly help achieve the organization's goals.

### ***Potential Sources and Resources***

Non-monetary actions  
Program sponsor (action)  
Corporate supporter  
Corporate partner  
Conservation partner

### ***Ways to Cultivate***

Pro-active contacts  
Responses to inquiries  
Board contacts  
Major donor contacts  
Events  
Workshops  
Conferences  
Networking events

### ***Market Potential***

The potential for business and industry engagement is usually more specific to a company than to a market, especially as the world becomes more global, and more companies operate internationally. B&I engagements can be categorized by 'sector' (mining, forestry, etc.).

### ***Keep in Mind...***

Business and industry engagements can be complex. Engagements usually need to be fairly high level to involve both significant change and significant funding and can be slow to complete (years sometimes).

### ***Resources and Capacity Required***

Like Corporate Fundraising, B&I requires staff time. How much of this is 'investment' depends on whether the B&I engagements in the office are more closely tied to fundraising, or more closely tied to Conservation Programs and the achievement of conservation objectives. If the latter, then staff resources can be pulled in from Program staff. If the former, then Fundraising staff can be used, but program staff should always be involved.

### ***Opportunities***

Opportunities for B&I engagement are on the rise in almost every sector in every market, as Corporate Social Responsibility (CSR) has spiked into the mainstream. Operationally, most companies are still in early stages – and many have embraced CSR and 'sustainability' only on paper – but there are some, like Nokia, that are proactively seeking to work with the organization (and others) to become more environmental and more sustainable. Possible Corporate partners should be investigated and reviewed beginning with their 'sector' and their environmental impact.

### ***Risks***

The risks for B&I engagement are many-fold and difficult to list. The four "C"'s of these relationships – Cash, Conservation, Change and Challenge – all offer both opportunities and risks. Besides accusations of green-washing, B&I challenges can be in target setting, communications, network agreement and international/national disconnects within the partner company. Again, since these are complex relationships, each will need to be assessed individually and prepared with due diligence.

## 7. GAA Fundraising

### ***Definition***

Entering a contractual funding program relationship with a government donor agency, including both bilaterals (e.g., DfID) and multilaterals (e.g., World Bank, EC), and their decentralized offices.

### ***Potential Sources and Resources***

Grant agreements  
Partnership agreements  
Technical assistance (placement of experts)  
Other financing mechanisms: loans, trust funds, debt swaps

### ***Types of Funding Proposals***

General support  
Project specific  
Area specific  
Program specific  
Matching grant

### ***Ways to cultivate***

Pro-active contacts with government agencies, foreign missions  
Policy dialogue  
Donor / NGO roundtables  
Events, workshops

### ***Market Potential***

Most GAA provide public data on their development assistance priorities and funding instruments for NGOs and other organizations. This situation requires that organization offices can show a clear link between the organization and GAA priorities in terms of content.

### ***Keep in Mind...***

The key to GAA fundraising is in the relationship to the GAA, the relevance of the organization to GAA policy priorities, the quality of the proposal and the ability of the project or program being funded to deliver on what it promises.

### ***Resources and Capacity Required***

GAA fundraising requires significant investment in staff time, travel and coordination over a period of time (planning and implementation). Developing a dialogue with GAAs and partners (e.g., NGOs, private sector, universities and government) can be a major component of this type of relationship building and fundraising effort. Account management and quality control are also required and involve project visits, evaluation and liaison with programme and GAA staff.

### ***Opportunities***

A number of GAAs also tend to channel funds through a decentralized process and recipient governments, including municipalities. There are clear opportunities for an organization to engage in a dialogue and secure funding at those levels.

### ***Risks***

Risks in GAA funding contracts are mostly linked to the ability and capacity of the implementing office and its partners to deliver, report on and comply with contractual obligations. Minimizing the risks involves investing sufficient time and effort in proper planning, coordination, project management and sustaining the relationship with the GAA and other partners. It is important to note that securing co-financing is usually required.

## 8. Foundation Fundraising

### ***Definition***

Pursuing funds from a foundation, trust, or other private funding organization.

### ***Potential Sources and Resources***

Major donors  
Board contacts  
Research  
Networking

### ***Types of Funding Proposals***

General support  
Project specific  
Area specific  
Program specific

### ***Market Potential***

Most grant-making foundations provide public data on their funding activities. Since foundations anywhere in the world can support projects anywhere else in the world, the market potential for foundation fundraising depends more on the focus of the project or program that funds are being raised for than where the foundation is located.

### ***Keep in Mind...***

The key to foundation fundraising is in the relationship to the foundation, the quality of the proposal and the ability of the project or program being funded to deliver on what it promises.

### ***Resources and Capacity Required***

Foundation fundraising requires staff time, with little or no cash investment. However, prospecting research can be a major component of this type of fundraising, as is project reporting during the grant period. All of these always require more time than usually anticipated. In addition, a certain amount of 'account management' of the foundation relationship is also required, which may involve project visits, phone calls or one-on-one meetings.

### ***Opportunities***

Foundation opportunities vary by markets but, for the most part, are positive. In the US, foundation funding is rebounding from a measurable drop following 9/11 and the downturn in the US stock market. There is now an increasing number of 'dot-com millionaires' who chose to give money to social issues. In Europe, more and more wealthy individuals and companies are seeing the value of forming foundations, so the long-term opportunity for foundation funding (in the next 5-10 years) will also grow, but current funding opportunities are somewhat flat. The trends in developing markets (India is the best example) could be strongly shaped by people living abroad who have become successful and want to give back to their home country.

### ***Risks***

The risks of Foundation fundraising are less in the fundraising process than in possible problems in fulfilment of pledges and commitments associated with grant awards. As noted above, 'account management' of the foundation and subsequent reporting requirements take staff time. Moreover, the even greater risk of lack of programmatic success, integrity, or transparency can jeopardize a foundation relationship permanently. In addition, foundations are often quite aware of the performance of programs and organizations funded by other foundations or sources, and there is a reputational risk if the relationship, funding or program is handled badly.

## **Resources and Capacities Needed for Fundraising Types**

### **People: How to recruit your Fundraising Volunteer team:**

It is important to remember that Fundraising volunteers are people from all walks of life who devote a bit of their time to an extraordinary cause. Because of them, non-profit organizations are able to help more people and change more lives.

#### **What is it like to be a fundraising volunteer?**

We are always looking for people who:

- Enjoy meeting new people
- Enjoy organising parties
- Are good at coming up with ideas
- Relish a challenge
- Are good at applying other people's ideas.

#### **What we can offer fundraising volunteers:**

- A chance to be part of a friendly team
- An opportunity to make new friends
- A chance to build on your skills/develop new ones
- Improved job prospects
- Valuable training
- Volunteer events and socials
- ...and we reimburse travel expenses.

#### **We expect fundraising volunteers to show:**

- A sense of humour & fun
- Creativity & imagination
- Resilience & commitment
- Enthusiasm
- Organisational skills
- Flexibility
- Openness to learning.

#### **Why do people become fundraising volunteers ?**

- Because they have a few hours to spare and want to help a worthwhile cause
- Because they have good contacts and a willingness to share them to help raise funds
- Because they have excellent organisational skills and could assist the fundraising staff with the organisation of an event
- Because they have excellent presentation skills and want to put them to good use.

## **Resources and Capacities Needed for Fundraising Types**

## Money: Sponsors

### Attracting the Sponsors

- Carefully research who you are approaching, to find the right fit.
- Look at the sponsor's previous philanthropic activities, its programmes/projects, and align your requests around them.

#### Hints:

- Approach companies that you think will benefit from your event. (The target group of a company might be the people that you work with....so keep your eyes open: check TV, radio and press adverts and see which company can work with you)
- Remember that sponsorship is not always money; it can be goods for your events (Many companies are happy to give their products to NGOs as part of their corporate social responsibility)
- Don't hesitate to contact companies even if you think that they might not give you.
- Do a list of the companies you want to approach and prepare a letter to send it.
  - o A follow up call is also important because people tend to forget if they just receive a letter.
  - o If you have the time, arrange a meeting with them in order to present your sponsorship package.
- It is very important to ensure that there is no conflict of interest between your sponsors....so avoid asking for sponsors from the same field of market.

### Invite the Sponsors

You can organize an activity during your event that you can invite them to participate or even make them the central characters in the story.

### Thanking the Sponsors

Thanking the sponsors is the most important tool to start your new fundraising for the next event. Write them a thanking letter, attach some pictures (where their logo is shown as well) and explain how important their distribution was.

Another idea could be to have the participants thank the sponsors.

## **Channels/Tools for Fundraising**

- Face to Face Street Sales
- SMS (mobile)
- Web Page
- E-Marketing
- Direct Mail
- Space Ads
- Product Sales
- Sponsors
- Personal Contact
- Events
- Proposals (Prog.)

## **Fundraising Events**

- Dinners
- Auctions
- Sports tournaments
- Concerts
- Fashion shows
- Games
- Fun fairs / markets



## Event Organization

- **Objective of the event**  
The objective of the event is the most important element. It is why people will donate, why volunteers will help, and how you will attract support.
- **Preparation**  
Appoint a contact person and have a clear mailing address. Having a group spokesperson who can answer questions and provide more information.  
Establish an executive council – a chair, a treasurer, and a secretary  
Always keep notes of meetings
- **Date**  
Find out what other activities are taking place in the same period  
Ensure that you are not organizing an event on a date where your target audience has an already scheduled event  
Ensure no big, community, or even national events are taking place on that date  
Depending on type and place of event, ensure that you calculate possible weather of dates
- **Venue**  
Your target audience needs to be people that support your cause and aims, goals of your organization.
- **Target group**  
Fundraising events need to coincide with the geographic location in which they occur. Rural areas will not be able to successfully implement large fundraising events because of lack of people and money.  
Tailor fundraising events to the interests of your community
- **Budget**  
It is very important to correctly calculate how much money you will need to spend to organize this event.  
Don't include sponsorship unless you have already received the money  
Remember to implement a low cost budget throughout all your efforts
- **Promotion**  
Just like other kinds of fundraising, raising funds for a nonprofit organization depends largely on how you advertise the event.
- **Facilities and Equipment**  
It is crucially important to plan what equipment you will be needing for the event.  
Ensure you find or rent the equipment at least one day prior to the event.  
Set up all equipment, if possible, the night before or early morning of the day of.
- **Staff roles and responsibilities**  
Look at all people involved in the event (volunteers) and ensure they are all appointed a task, based on skills and expertise.

## Promotion/Advertisement

### The Secrets for a Successful Nonprofit Fund Raising:

Just like other kinds of fundraising, raising funds for a nonprofit organization depends largely on how you advertise the event. Sponsors, either big organizations or individuals, will support fundraising initiatives of non-profit organizations that:

- they believe are making an important difference
- are consistent with their own personal beliefs
- are supporting core values they themselves live by

Thus, ensure that the importance of your nonprofit organization and its fundraising event is clearly visible in all forms of advertising and promotional initiatives.

### Promoting your event

that media has the power to raise awareness, change attitudes, and stimulate action.

Remember

How to promote:

1. **Press Release** – Informing newspapers about your event can be very good and doesn't involve many resources.
2. **Flyers** – Colorful and detailed descriptions of all the details of your event. This is a cheap way of advertising but yet quite successful. Ensure that the flyers are proof-read, they are eye catching, and clear. Furthermore, ensure that the flyers are prepared in advance so that you have enough time to hand them out and to get the word out.
3. **Displays/Posters** – These are more expensive than flyers but are bigger, more visible, and easier ways of catching a larger audience. Ensure that these are placed in areas where your target audience will see them.
4. **Promotional gifts** – These are expensive but they will outlast all other forms of advertisement. It is a good idea to include the date of the event. (Ex. If they are magnets they will most likely be kept and will remind people of what, when, and where is taking place).
5. **Emails** – The fastest way of advertising is word of mouth (all involved should send an email to all of their friends and associates)

In all forms of promotion ensure you include:

#### 1. The 5 W's

WHO – Who is involved (name of your organization)

WHAT – What is the event going to be (ex. a lunch)

WHERE – Where is the event taking place

WHEN – When the event takes place

WHY –What is the purpose of the event (how this links with your organization's goals)

#### 2. A Thank You to the sponsors

#### 3. The logo's of the companies that are sponsoring you.

## **Building an Annual Fundraising Strategy**

- Define annual income target
- Define fundraising activities for the year
- Set income targets against each activity
- Estimate your expenses
- Define your target groups and tools to reach them

## **Managing Relations with Donors**

- Attracting/Recruiting donors
- Maintaining donors
- Upgrading donors
- Maintaining a donor database