



Fundraising for Civil Society Organizations

Narmin Ibrahimova

Researcher

Center for Economic and Social Development

Email: narminibrahimova@cesd.az

URL: www.cesd.az

This project was funded through a Grant Agreement signed between the External Actions of European Union and Regional Environment Center (REC), Moldova. CESD is local partner of REC in the project. The opinions, findings and conclusions or recommendations expressed in presentation files are those of the Author(s) and do not necessarily reflect those of the European Union.

Fundraising – overview

- Fundraising is a process of raising money or other resources from the individuals, charity communities or state agencies.
- Fundraising is a efficient method in raising money in order to implement non-governmental organizations' activities.

Target groups— Donations and grants

- Individuals;
- Fondations;
- Charity communities;
- State agencies.

The methodology of fundraising

- Direct;
- Telephone;
- Email;
- Event meeting and etc.

Planning and financial diversification

- Planning of the budget and annual planning;
- Building of plan for raising funds;
- Planning annual fundraising activity;
- Diversification of revenues.

Exercise 1 - Fundraising

- Get into the groups and prepare the plan of project. You will present this project in the exhibition, where the donors will participate. The task is about raising donors for the implementation of the project from the first meeting.
- Time period for the group work is 15 minutes.

Raising funds— corporate partners and corporate social responsibility



Exercise 2 - Fundraising

- Get into the previous groups. Determine target markets and evaluate the target markets of the previous presented projects.
- Time period for group work is 15 minutes.

Raising funds – private donorlar





Thank you for attention!

Narmin Ibrahimova

Center for Economic and Social
Development

Email: narminibrahimova@cesd.az

URL: www.cesd.az