



**NGO**   

**FUNDRAISING**

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# INTRODUCTION

Non Profit Organizations (NPOs) play an important and unique role in the community by providing specific services that are part of their mission statement and vision. To be able to operate and achieve their objectives, most nonprofits rely upon the generosity of donors for their funding. Consequently, fundraising is an activity of major importance to the third sector.

## 1. Why does your organisation need funding?

- To cover organizational/administrative costs (also called “overhead costs” – what your organization needs to be able to implement your all your program activities in an efficient manner, e.g. administrative staff, accountant fees, rent for your main office headquarters, etc.).
- Program expenses (costs directly related to the implementation of your program activities, e.g. room rental and trainer’s fees for a workshop).
- Fundraising (costs associated to raising funds for the organization, marketing expenses, etc.).

## 2. Why are donors motivated to give?

- Sense of usefulness
- Satisfaction from giving
- Fulfillment of social goals
- Social recognition
- Support of a cause
- Personal benefits

## 3. Who would support your cause?

- People/organizations who share the same values and principles
- People/organizations who believe in the specific program
- People/organizations who aim to support the same target population or community as you



# THE FUNDRAISING ARGUMENT

Non-profit organizations are created in response to a human or social need. The very first step in successful fundraising is to define the goal of the organization or the project, to formulate it effectively and to offer these ideas to all who can help you to finance it.



Sometimes donors want to know why the organization needs these funds and ask questions like these:

Who is the organisation and what does it do?

Why does the organisation exist?

What is distinctive about the organization?

What is it that the organisation plans to accomplish?

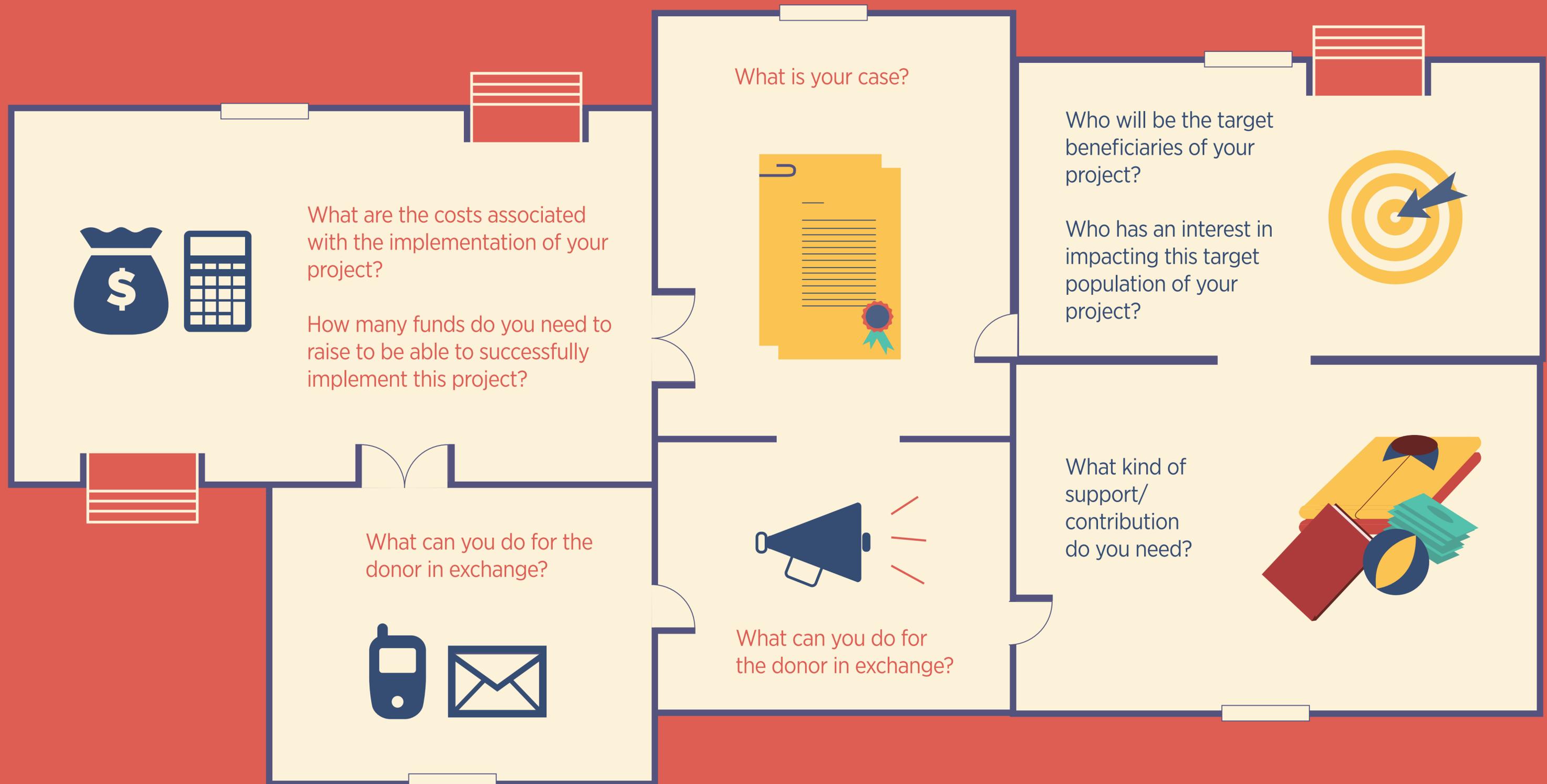
How will the fundraising appeal or campaign help accomplish this mission?

How can the donor become involved?

What's in it for the donor?

While formulating the answers to these questions try to be brief, comprehensive and positive. If you want to develop a strong fundraising argument, you should be ready to work hard and these questions can help you find the right way.

# DEVELOPING A FUNDRAISING PLAN



# TYPES OF DONORS

Potential donors exist everywhere. Their identification is an important part of fundraising. Donors' categories can technically be divided into the following

FOUNDATIONS



FOREIGN AGENCIES AND OTHER NON-PROFIT ORGANIZATIONS



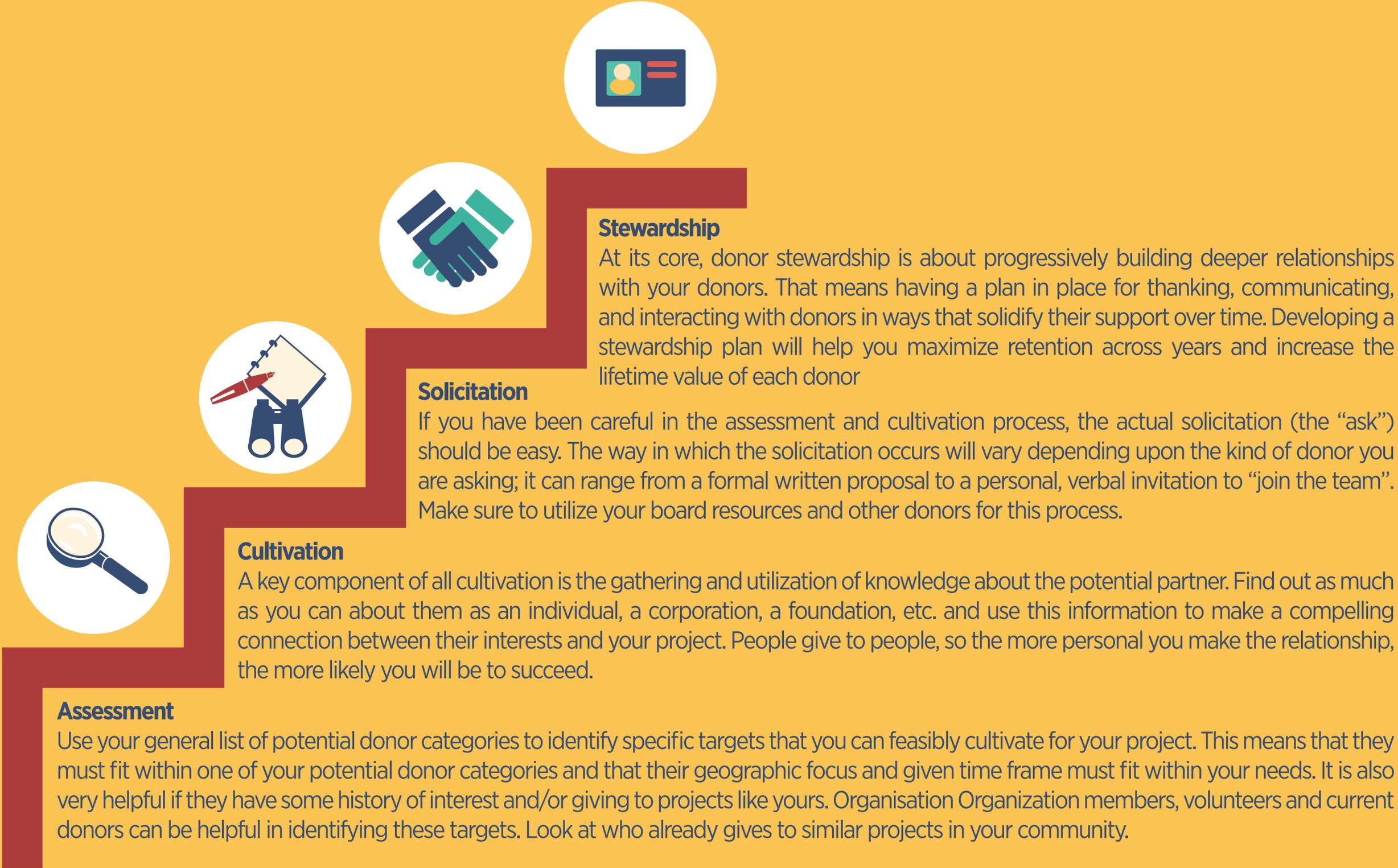
LOCAL AND INTERNATIONAL CORPORATIONS



INDIVIDUAL DONORS, MEMBERS, FANS, THE PUBLIC ETC



# FOUR BASIC STEPS OF FUNDRAISING



# SOLICITATION METHODS



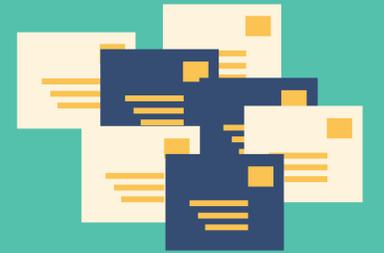
## Advertising

This is a one-way fundraising method, going out from your organisation to the public. Creativity, technology, and call to action are essential for this method to be successful.



## Events

Grant you a great chance to communicate with multiple people at once, but you must make sure you find a way to make every individual feel significant.



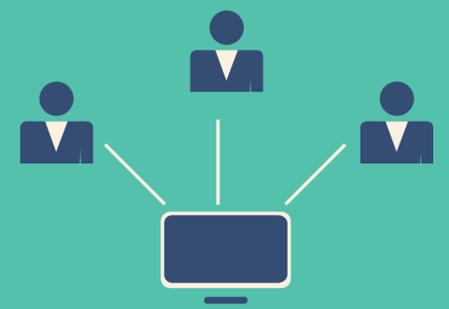
## Mailing

Even with a personalized letter, it is difficult to capture people's attention, especially with today's many distractions.



## Membership

Has a big advantage of a long-lasting relationship between the person and your organisation; however, it is crucial to constantly update and involve members in frequent activities.



## Crowd-Funding

Can replace the more formal and traditional fundraising techniques with a more casual, yet powerful, approach based on crowd participation. You need to mobilize your friends, family and constituents, and engage with niche communities online if you want to succeed (e.g. causes.com)



## Face-to-face

This method offers all the advantages of personal communication, requires great networking skills and donor knowledge. It is the most time consuming, as well as effective, method in comparison to those mentioned above.

# SOLICITATION TIPS

### Call for action

People love being told what to do. Most people don't read through your campaign page; they skim through it and look for a call to action. Make sure you tell them what change you are trying to achieve and how they can help.



### Be specific

You have very limited time to capture people's attention before they move on, so do not waste precious moments with a long and general introduction. Tell your donors exactly what you want, when you need it, and why. Don't say: "Let's make Kuwait a better place." Instead, say: "Help us build a community center for the elderly in every governorate by 2016". Set clear goals in term of donation amount and time.



### Tell a story

Donors give to people, not to organisations. Personal stories have more impact than general messages. People need to feel a connection. Bring the stories of your community support front and center. Share an endearing personal success story with your supporters, but make sure not to overwhelm them with stories and get to the call to action.



### Share campaign progress with your Supporters

Update them each time a substantial contribution comes in, or once you accomplish one of your objectives. Your main goal is to create a buzz for your campaign and keep it front and center.



# DONOR CARE/STEWARDSHIP TIPS

The key to developing and implementing a successful donor care/stewardship strategy is to

**Be committed** You have to believe in customer service. You have to want to do it. If you are not committed to giving your customers/donors the very best service and the very best impression you possibly can, move over and give the job to someone who is.

**Be properly resourced** You can't do customer service on the cheap. It needs adequate staff and appropriate materials. So budget for it. If it is well managed, customer service will pay for itself many, many times over.

**Be consistent** Donors and supporters should know what to expect, and be able to rely on it.

**Be quick** Don't let your customers wait, wondering what's happening. A prompt response is a response from someone who cares and vice versa.

**Be appropriate** Tailor your response to your donor. Use the clues in their correspondence to determine the right kind and level of response for each individual.

**Be personal** Use your customer service strategy to build relationships. Use your database to record personal information for future use. People, universally, like to be noticed, they like to be remembered.

**Be known** Advertise. It pays to advertise. So put your hotline numbers and contact addresses on all your publications. And show your people. Give them names and faces. People relate to people.

**Be meticulous** Keep good records. Always do what you say you will. Live up to your organization's ideals.

**Be there** Be there when needed. Let your supporters know when the best time to contact you is.

**Be open** If something has gone wrong or if you can't deliver as promised, admit it. Your supporters will love you for it, because you show you care, and because you are honest and trustworthy.



Proper reporting is also the key to building trust with your donor and demonstrating how professional your organization is.



NEWS  
TV

## FORMS OF REPORTING

1. Financial reports to ensure transparency and the responsible use of grant funds
2. Activity reports to let the donor know about your project's achievements
3. Final evaluation reports to ensure quality and suggest

Besides personal meetings and written reporting there are various ways to keep your donor committed to your cause

1. Have the same person keep contact with the donor to build personal relations between the two organizations
2. Update your donor about the current changes affecting your organization
3. Invite your donor to important events of your organization
4. Keep in mind important dates and anniversaries and send compliment cards
5. Offer help

DONOR CARE/STEWARDSHIP TIPS//DONOR CARE/STEWARDSHIP TIPS//DONOR CARE/STEWARDSHIP TIPS//DONOR CARE/STEWARDSHIP TIPS//



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