

Fundraising – a basic strategy

The Idea:

Your idea must be Innovative i.e. regarding the target group, the audience, view, concept, organisation, test, extension, etc.

When speaking about innovative there are various aspects of it, especially, usage of ICT regarding youth as targets groups and beneficiaries.

Remark:

If you think that other organizations have similar activities or similar mission, than you **MUST** explain what is the difference between you (your organization) and others (other organizations).

You must be able to explain your idea/concept very fast (Max. 2 pages) less than 2 minutes orally. (Try it on somebody you trust and might want to have on-board.)

Use following models:

KISS – (Keep it short and simple) or (Keep it short, stupid!)

AIDA – (Attention, Interest, Desire, Action)

SAPA- (Sender defines a problem, Acceptance from the receiver that the problem exists, Proof from the sender that he can solve the problem, Acceptance from the receiver that he believes in the sender) Simple as that!!

The Sales Bit:

Somebody desperately needs your idea/project! Your task is to find out who it is and then sell it to them!

Often the client, the recipient and the donor are different people, but they all need a bit of nursing and caring.

Be always ready!!!!!!

Have project proposal ready at least as concept. (If not on paper than in your head.)

When attending international gatherings target specific group of participants in order to get them acquainted with you idea, and maybe even persuade them about your proposal.

The Organisation:

Who are you going to develop your idea for, and not least with?

Who are they?

Define your target group

Are you alone? And for how long?

Team organising (Belbin and Adizes are good companions once you want to find out who you should play/team with and how to tackle people from within the organisation)

The Communication:

It is important to control your communication and your marketing of the Idea and later project.

Use the following basic model for your project:

SMART – (Specific, Measurable, Achievable, Realistic, Time-bound)

Use eventually already existing tools like: Microsoft Project or Logical Framework Approach (Both are software available on the Net or as software purchasable)

You must control the communication and Marketing process. Make sure your presentations follow the same concept – although you might have to use different channels and vary your language/style your presentation.

DO NOT try to “re-educate” potential donor what their perspectives and mission should be, but be ready to be flexible and have several backup plans or versions, or approaches and how to adopt them into your idea without changing it significantly.

The Audience:

People like to talk about themselves. Remember the two narcissists who met?

Use this. Let people tell how they can contribute.

Make sure you get somebody – preferably the right ones to like and launch your project. i.e. donors do not like to waist their time on hot air! Give them something to chew on! (KISS). (Whereas old ladies i.e. people in ministries have plenty of time.....)

Storytelling at its best!

The Point of no Return:

Now you have started you might as well finish – successfully! But you need to reason why.

You need to argue why exactly your project meet the need!

You must be able to convince – in the first place yourself and your nearest accomplished – why your thing will solve if not the worlds problems then at least what you have set-off to do!

Heard of self-fulfilling prophecies? To some extent and make use of this! There is a lesson there!

A bit like a puzzle where you take control and hide the essential brigs for the very last moment

The Budget:

Use the Activity Based Budget-Model. And be realistic!

Visualise your project:

Run through it in details. From A till Z. And then once again. (Once you have printed the figures it is very hard to renegotiate! (Often you will be asked to revise your budget 1, 2 or even three times!)

Gather your costs – in case there is no fixed formular – in two main areas:

Staff costs – development, management, training, administration, etc

Operational Costs – travel, transport, accommodation, office supply, communication, copying etc.

You might also have small investments

Your budget is another way to tell about and to illustrate your project.

Use spreadsheets again to make use of the KISS approach.

Make it easy for the donor and other people to understand how your project is composed. Be open about the figures

Now where the is the Money?

In the pocket. Go get them. They are longing for freedom and movement!!

Make use of all type of information. The one only in this case: The Net! That is both the question and the answer.

Fundraising

EU funds
European Agency for Reconstruction (in some of the European countries)
Council of Europe
Stability Pact
ETF (European Training Foundation)
European SchoolNet (Pan European projects that run in its framework)

Open Society Institute (SORROS Foundation)
World Bank
International organizations (no matter where they are based)
Regional Foundations
National Foundations
Other NGOs in the country/region/world wide
Embassies of foreign countries in your country
Business community in your town/city, region, country (banks especially)

Of course

FRIENDS FROM IEARN COMMUNITY.....

And many, many more

Last but not least:

- Use your imagination. Start in the small scale. Build a solid success. Donors tend to give to people who already have shown successful – be it ever so small!
- Use local organisations, companies, shops, restaurants etc. Involve them.
- Use social networks like Lions, Rotary, Y-Men, Sports etc. to raise awareness and hopefully a little cash
- Use more than one source. Combine (leverage) and show that you are creative even when it comes to financing!
- Be a strong and active partner. If you are pro-active towards somebody it pays – and often it is necessary in the strong competition that **WE** are facing!!
- You have got most of my tricks! The rest you will have to find out yourself.
- Now, **GO GET THE FUNDING!**

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