



Share4Rare

Resources

Fundraising

Purpose

A fundraising program is a document that organizes all of your fundraising activities over a certain period of time. This plan has to include the activities that you can develop with your community. Base your fundraising plan on how the donations are helping put your mission into action. It's your program, your mission.

Community and volunteers

Building and maintaining relationships with volunteers is very important! Volunteers make the non-profit world go around! A list of things that you have to do with your volunteers:

Do's

- Work to keep your volunteers engaged: keep them up-to-date on how they're making a difference in your organization, ask for and listen to their opinions and ideas. The more you engage with your volunteers, the stronger their emotional bond to your organization will become.
- Train your volunteers. Even though volunteers should probably not be used to run your day-to-day operations, they do still need to be trained to fill their assigned roles.

Don'ts

- Waste their time. People volunteer because they want to make a difference in the world. If they don't feel like they're making a difference, they won't continue to donate their time and energy.
- Forget to show some love.
- Forget to appreciate your volunteers: volunteers are donating their time and this is important.

National campaigns

When you're planning a campaign for your non-profit organization, there are two important aspects to take care of: you need to plan your communication and mobilize your community. For a fundraising campaign to be successful, people need to know about it and need to be involved. Specify the project that will be supported by the campaign and work on a clear and specific call-to action.

Communicate with your community using internal communication tools (close Facebook groups, MailChimp mailing list) and during face-to-face meetings. Use all your communication channels to involve the civil society: create a Facebook Donation Page branded to the campaign with your specific campaign logo and call-to-action and create specific materials to be shared (video and leaflets).

Share your campaign using different media (national and local): newspaper, TV, radio. Write various messages for various audiences and disseminate them, and ask people to share your messages. You can also involve institutions with a patronage, such as the pope is patronage of the World Duchenne Awareness Day. This not only creates a bigger awareness for your fundraiser, it also adds credibility.

Involve famous people to support the campaign sharing the call-to-action. They don't necessarily need to be celebrities, a well-known scientist from the field or a public speaker that is motivated to help you is sometimes even better, since they are more approachable.

Set up a matching period: having a donation-matching period is a great way to reignite interest in the middle of your campaign, when donations tend to slow down.

And last but not least: celebrate successes! Update your community on the campaign results when the fundraiser event has ended. Send out personalized thank-you notes and try to summarize your milestones in an infographic or another visual tool.

Event fundraising

Events are a popular form of fundraising. The success of events depends on careful planning that includes the following aspects:

- **Budget:** every fundraising event plan should contain a complete budget listing all of the expenses that will be required to hold the event. Your budget should consider your fundraising goal, ensuring that you raise that amount above and beyond all expenses.
- **Audience:** consider the target audience for your event.
- **Set up:** your staff should plan the event set-up well in advance.
- **Communication:** your event needs to be communicated and for this reason draw up an entire communication plan. Use your non-profit's fundraising network, mailed invitations, direct mail, word of mouth. Involve TV, radio, journalists. Set-up an online communication plan using your website and social media.
- **The team:** it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event.
- **Thank You:** make sure that the organization takes the time to send thank-you notes to everyone who is involved in your event.

Internet fundraising

More and more people are willing to donate or spend money online. Web-based fundraising can help you:

- Raise awareness of what you do, how you do it and your latest successes
- Process donations by credit card or PayPal, 24 hours a day
- Recruit supporters and volunteers, and share success stories with funders and other supporters

Crowdfunding

Thousands of causes have used this online idea successfully to raise funds, from a few hundred euros, to a few million euros! The most powerful way to use crowdfunding is to encourage supporters and individuals to fundraise/crowdfund with your charity as the beneficiary, through sponsored challenges, etc.

Email Fundraising

Online giving has boomed over the last 10 years, and one of the best ways to communicate, connect and then fundraise with supporters online, is via email. It's free, or generally inexpensive and provides some great ways to track effectiveness.

Social Media Fundraising

It helps build a presence for your cause online, where you can engage and connect with supporters and potential donors. Your social media accounts are the starting point of the fundraising funnel! Connect and engage with your supporters and drive them to your website where people are more likely to give. Social media is where you will drive the promotions of your campaigns.

Corporate fundraising

To be successful, ask yourself why the corporation you want money from would want to support your organization. You can submit a project to a foundation, company or other realities. A project proposal is unique to each project but the format is basically the same.

Find out as much as you can about the company, bank, foundation or institution you're approaching. Do they have other charitable interests or corporate social responsibility programs? If you are successful in persuading a company to make a charitable donation, think about what you are able to offer in return.

You could encourage companies to become involved in fundraising activities, such as:

- Annual charity events, challenges and competitions
- Volunteering with your organization
- Mentoring or skill sharing with your staff
- Offering skilled pro bono support to you or your beneficiaries,
- Contributing to or sponsoring policy discussions and briefings, hosted events and conferences, training courses

Checklist

- Explain the problem you're trying to solve
- Report how the project aligns with your organization's overall strategic goals
- Benefits
- Target
- Metrics that you will use to measure success
- Monitoring
- Expected results
- The timeframe/deadlines
- Project budget
- Risks and issues
- Project management team
- Communication and report

References & Resources

http://www.convio.com/files/Convio_FundraisingSuccessGuide.pdf

<https://topnonprofits.com/5-successful-fundraising-strategies-year-review/>

<https://www.theguardian.com/voluntary-sector-network/2014/jul/23/building-a-charity-fundraising-strategy>

