



# Fundraising Strategies for Small NGOs

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# Fundraising



- Initiatives and campaigns in finding sponsors or “donors” fall under the banner of fundraising →  
→ fundraising is the process of gathering money or other gifts in kind, by requesting donations from individuals, businesses, charitable foundations or governmental agencies<sup>1</sup>



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# Fundraising is Crucial

- Non-profit organizations live by donations from supporters.
- The work of NGOs is vital to millions of people



# ***“Basic Tips for Fund-raising”***

**by Jayne Cravens:**

## **3 Steps Toward Receiving Donations**

lay the groundwork for funding

prepare for making a funding request

find donors and make contracts

**Successful  
Fundraising**



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# Networking & Establishing Credibility

- Funders want to know that an NGO is credible before they will reply to an NGO's request for funding.
- Establishing credibility doesn't take money, it takes time, effort and personal attention.



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# Groundwork for Funding

## Networking:

- Formal and informal relationships
- Supported by local media, universities, associations, regional gov't offices
- Implies effective interaction

## On-line references:

- Clear and easy-to-use website
- Complete information about the organization
- Field of work, mission, objectives, project descriptions
- Last year's budget



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# Start Networking

- Local media outlets
- Local and regional government offices
- Embassies or consulates
- Large companies in your area
- Local offices of international NGOs with excellent reputation
- Local communities of faith
- Local universities
- Any associations in your area



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# Before a funding request...

## Prepare!!!

- Know all about your organization
- Know all about the potential donor
- Have a “thank you” plan already defined



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# Finding Donors, Making Contacts

## “Donor mapping”

- Search for organizations awarding grants
- Count on those who you have formal or informal relations with
- Contact organizations specifically about funding the NGO
- Respect the donor’s guidelines for submitting funding proposals



# Successful Fundraising

- Donors give money because they **want to**.
- Donors don't give unless they are **asked**.
- Donors give money to **people**, not programs.
- Donors give money to **opportunities**, not deficits.
- Donors give to **successful organizations**, not distressed ones.
- Donors give money to make a **change** for the better.



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# Motivations Differ

- Learn potential donors' interests
- Engage them with program
- Demonstrate accountability
- Build involvement and trust
- Offer opportunities to provide input and support



# VILNIUS EDUCATIONAL INFORMATION CENTER

Advising Center (1992)

Testing Center (1993)

*Prometric*; iBT TOEFL, PBT TOEFL,  
TOEIC, LSAT, SAT, ACT

Scholarships (2000)

CEU, OMI, DBU, Gb.R.St.



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# Vilnius Center

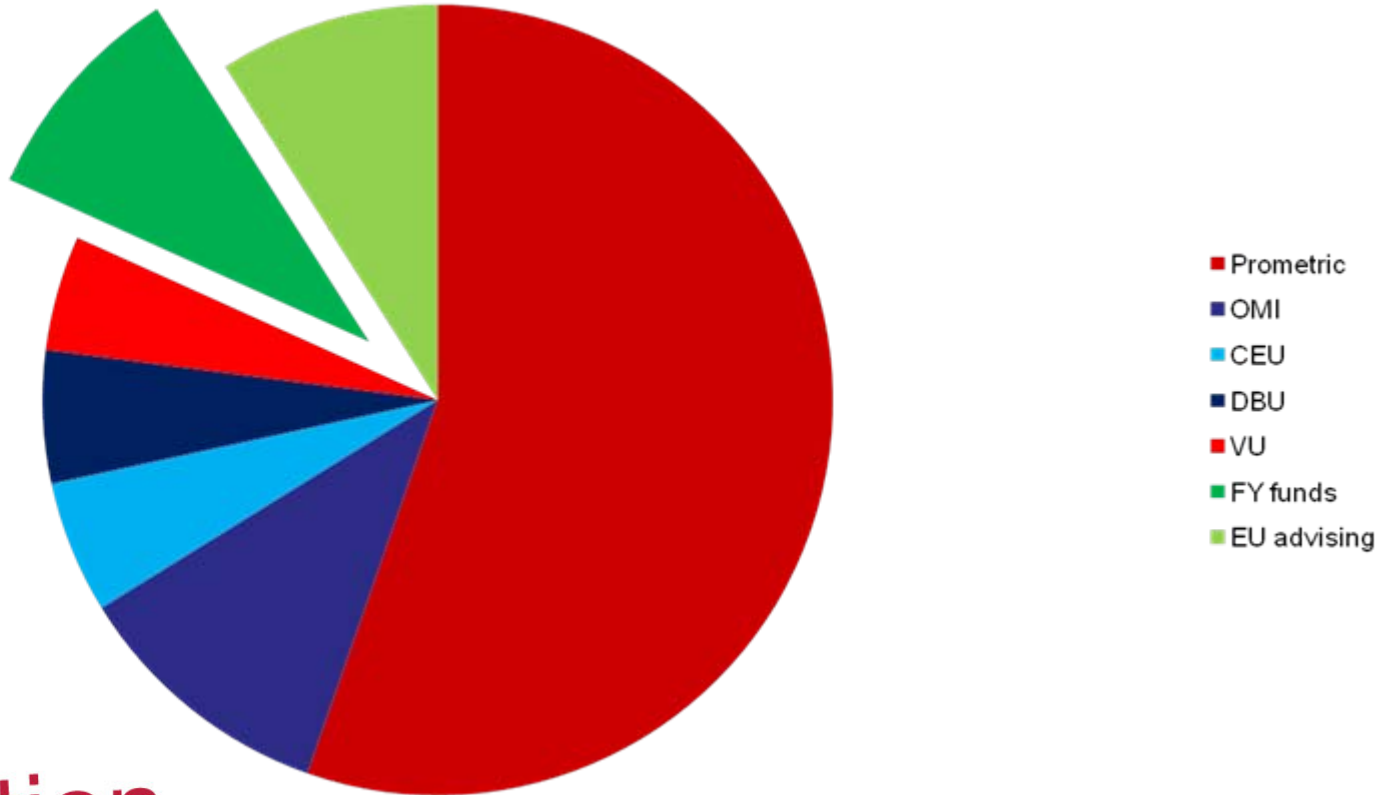
- NGO (very small)
- 2 advisers + 1 test administrator
- In 2009: more than 4,000 e-mails; more than 3,000 program participants (outreach); more than 1,000 phone calls; almost 1,000 test takers; almost 150,000 internet hits



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# Annual BUDGET



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# FUNDRAISING

*Time is money* 😊

- **Work:** testing, VU tasks
- **Almost fundraising:** CEU (?), DBU, OMI, Gb R ST (final year)
- **Funding:** volunteers, test prep courses, advising on EU, FY funds



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# VOLUNTEERS

When does it work?

Only if brings benefit:

- to Vilnius Educational Information Center
- to the volunteer



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# STUDENTS' MOTIVATION (from the questionnaire)

- Access to information resources: study abroad, scholarships
- Self-development: job experience; learn something new; international experience
- Communication and skills: network with international organizations; contacts with interesting people
- Staff benefits: discounts, recommendations



# 3 STEPS

1. Recruitment/competition
2. Management
3. Evaluation (achievements, improvements)



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# RECRUITMENT

**Clear job description:** requirements and tasks

## How to spread information about **COMPETITION:**

- C. mailing list
- C. Internet site
- Universities, student organizations, newspapers
- “friends bring more friends”



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# We recruit

- Web site manager
- Library administrator
- Assistant adviser
- Editor
- Public Relations manager

No test administrators. Why?



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# MANAGEMENT

**Selection**

**Job contract**

**Training**

**Reporting (weekly, monthly, project)**

**Evaluation**



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# SELECTION

**Requirements, application and deadline**

**Interviews**

**Job contract: job description, tasks, time line, benefits**



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# TRAINING

- Introduction: mission, structure and activities
- Individual task related training
- Mentoring (past years volunteer or adviser)
- Printed information package
- Team building activities



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# EVALUATION

- Office hours
- Planning and report to mentor (weekly)
- Joint meetings and public reports (monthly)
- Final report



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# BENEFITS

- Access to office facilities and resources
- Experience (CV, skills)
- Job evaluation
- Reference letters
- Discounts to services
- Parties
- Certificate of appreciation



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# Some findings

- REASON: future study abroad and/or job experience
- VOLUNTEER: students with some international education experience
- AD: mailing list and Internet
- TASK: more challenges – more attractive
- TRAINING: mentoring
- APPRECIATION: “thank you” (it really works 😊)



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# PREP. COURSES

- TOEFL (36 hours and 8 hours)
- GRE/GMAT (24 + 14 hours)
- SAT (24 +12 hours)



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# IMPORTANT

- Know your competitors
- Develop quality (select teachers, train, give recourses)
- Calculate your costs twice 😊



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# Advising on EU

- Brings some money
- Brings in-kind benefits
- Develops network of future supporters/ friends (IEW)



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# Last but not least

- Make the Advising Center visible
- Network, network, network
- Be active, support initiatives, participate in projects, make “others” look good
- Keep your eyes open

“Ne imei 100 rublei, a imei 100 druzei 😊”



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# Thank you!



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