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

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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.
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
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
Before a funding request…

Prepare!!!

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

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3 STEPS

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

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

No test administrators. Why?

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SELECTION

Requirements, application and deadline

Interviews

Job contract: job description, tasks, timeline, benefits
TRAINING

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

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

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

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

• Know your competitors
• Develop quality (select teachers, train, give resources)
• Calculate your costs twice 😊
Advising on EU

- Brings some money
- Brings in-kind benefits
- Develops network of future supporters/friends (IEW)
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 😊”
Thank you!