

WEBINAR SESSION FOCUS

Topic 1

DONOR
IDENTIFICATION
AND FINDING
OPPORTUNITIES

Topic 2

WRITING
SUCCESSFUL
GRANT
PROPOSALS

WEBINAR PROGRAM

By the end of the session participants will be able to:

- ✓ Understand and identify different types of fundraising
- ✓ Assess whether or not a potential donor is suitable for their organization

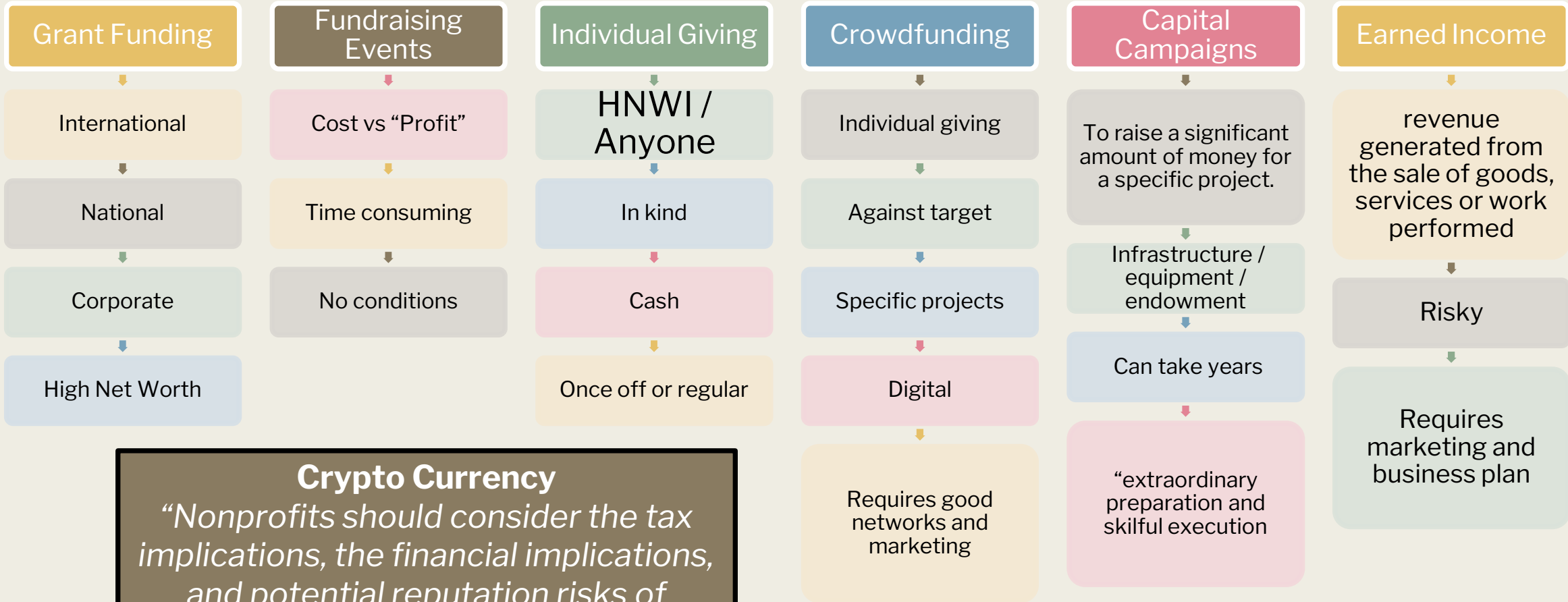
Time	Activity	Purpose
13:00	Opening and Welcome	<ul style="list-style-type: none"> • Purpose of the webinar • Introduction of participants (in chat)
13:05	Identifying donors and finding opportunities	<ul style="list-style-type: none"> • Understanding your donor landscape • Types of fundraising • Conducting donor mapping and research • Understanding a donor's funding strategy & requirements
13: 25	Questions and Discussion	
13: 35	Group work	<ul style="list-style-type: none"> • How do you stay abreast of funding trends? • How do you find out about funding opportunities? • What has worked well/ not work?
13: 45	Feedback & Discussion	
14: 00	PRACTICAL APPLICATION	Task: Conducting a mapping institutional donors to identify potential opportunities
14:40	Reflection and Feedback	<ul style="list-style-type: none"> • What are 3 things you will do differently to improve prospects to secure funds?
14:55	Evaluation & Closing	<ul style="list-style-type: none"> • What is one key takeaway from the webinar? • What did you learn that you didn't know before? • What 2 actions will you take forward?
15:00	End of webinar	



SESSION 1

IDENTIFYING DONORS AND FINDING OPPORTUNITIES

TYPES OF FUNDRAISING



Crypto Currency
“Nonprofits should consider the tax implications, the financial implications, and potential reputation risks of accepting cryptocurrency and any volatile or speculative gifts,”
Ettore Rossetti, Save the Children

SUCCESSFUL FUNDRAISING REQUIRES A FUNDRAISING CULTURE

LEADERSHIP

- Drive Strategy
- Institutionalise
- Build Accountability
- Clarify Roles

GOVERNANCE

- Board
- Registration
- Financials
- Impact
- Compliance
- Partnerships

PROCESSES & SYSTEMS

- Process Steps
- Systems
- Technology

RESOURCE MOBILISATION

- Research
- Donor Engagement
- Funding applications
- Understanding the Landscape

PLANNING & CO-ORDINATION

- Administration
- Co-ordinating
- Manage Process
- Project Management

SKILLS

- Relationship Building
- Grant Writing
- Finance
- Co-ordination
- Communications
- Marketing
- Research
- Funding Landscape

MARKETING & COMMUNICATIONS

- Build Visibility
- Share Impact
- Communication with Funders & Stakeholders
- Attract Funding & Partners

EFFECTIVE RESOURCE MOBILISATION STRATEGIES – INTERNAL + EXTERNAL

INTERNALLY

1. Rests on a solid organisation and strong programmes.
2. **You cannot look outside without first looking inside at:**
 - the systems and processes governing the roles and responsibilities of the Board and staff;
 - management of human, physical and financial resources;
 - strategic planning;
 - implementation of programs; and
 - effective and transparent stewardship of donor funds.

EXTERNALLY

Resource Mapping

- Identify where the organisation should focus its networking and resource mobilisation efforts.
- **3 key elements:**
 1. An understanding of the resources needed over time.
 2. Inventory of current and projected resources possessed or controlled by the organisation.
 3. An assessment of potential resources available in the funding landscape.



A sterling reputation and strong organisation are cornerstones of a resource mobilisation strategy.

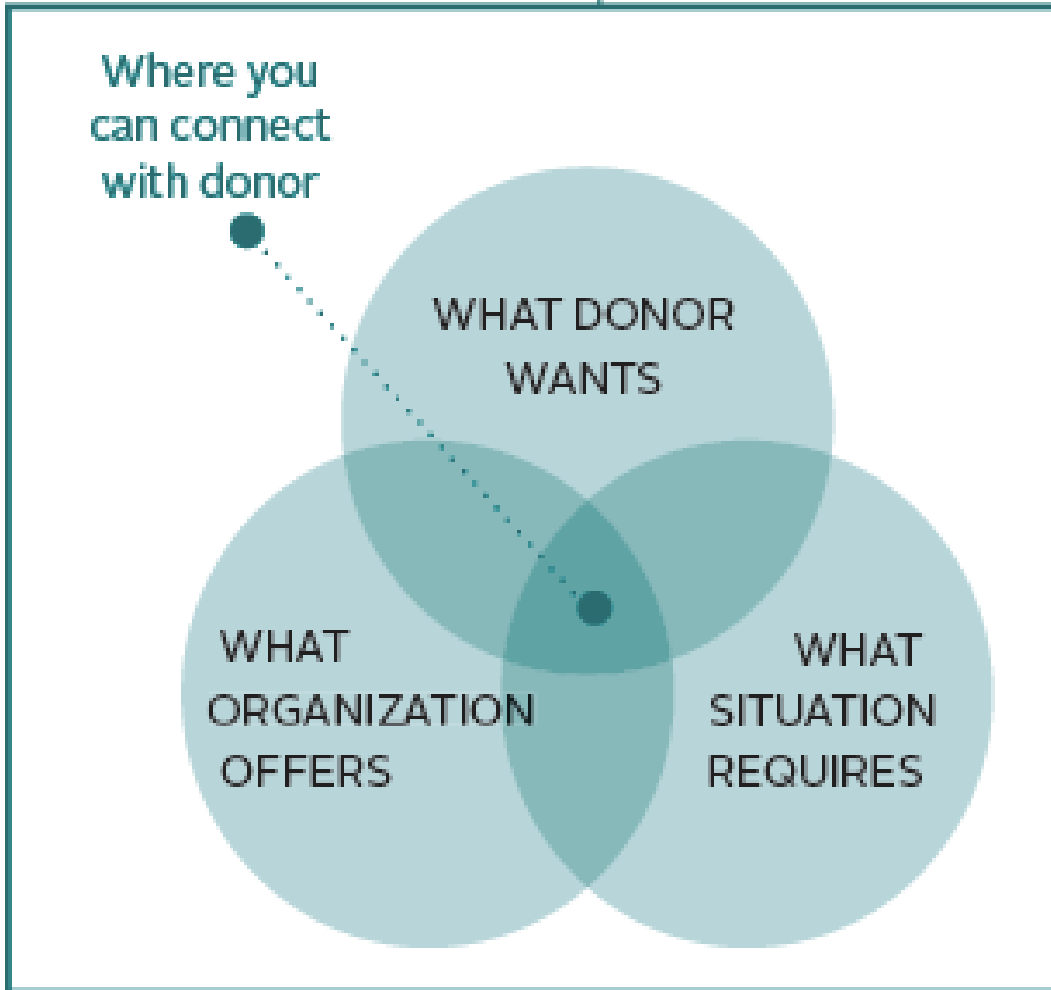
DONOR MAPPING

Donor mapping draws on the combined experience, awareness, and connections that staff (and other stakeholders) have regarding different donors by consolidating information in one location.

The information you compile in these exercises will change over time. As donors' fundraising strategies shift, leading to familiar donors funding ending and new donors entering the scene.



BASED ON WHAT YOU'VE HEARD SO FAR IS
THERE ANYTHING THAT STRIKES YOU OR
RESONATES OR IS NEW?



DONOR MAPPING

INTERSECTION OF DONOR, ORGANISATIONAL & SOCIETAL NEEDS

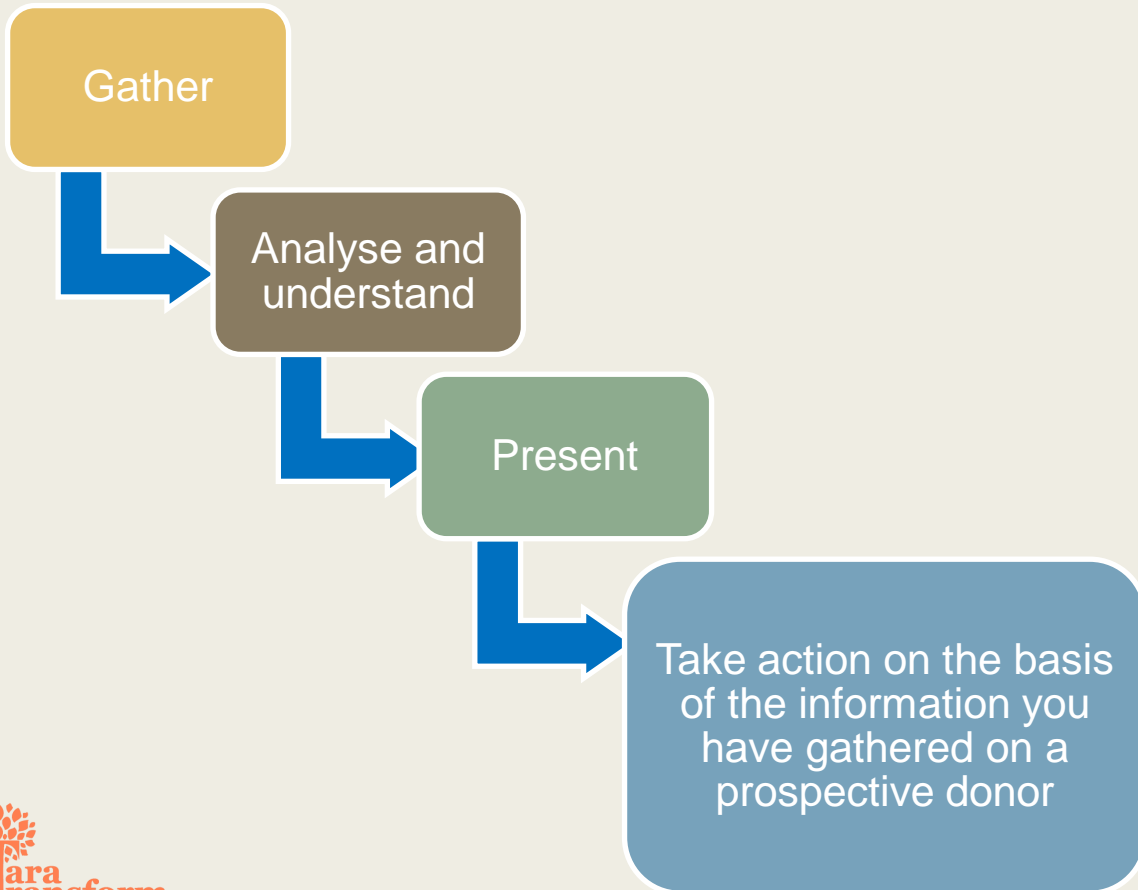
TYPES OF DONORS

National Government	Ministry of Health
Regional/Provincial Government	
Local Government	
Bilateral Development Partners/Donors	US Agency for International Development (USAID)—United States Canadian International Development Agency (CIDA)—Canada
Multilateral Development Partners/Donors	United Nations Agencies The World Bank African Development Bank (AfDB) Asian Development Bank (ADB)
Foundations	Bill & Melinda Gates Foundation (International) Mo Ibrahim Foundation (Regional) Coca-Cola Foundation (International) Stanbic Bank (Regional) The Asia Foundation (Regional)
International NGOs	FHI 360 Catholic Relief Services (CRS) CARE
National Corporations	
Local Businesses	
Faith-based	

- Which funders support your programmes?
- Who can you identify that aligns with your programmes and strategy?
- What value can they add? Not only money.
- Other considerations:
 - *Geography*
 - *Grant Amounts*
 - *Terms and conditions*
 - *Administrative burden*

WHAT IS DONOR (PROSPECT) RESEARCH?

Donor research is a process through which you:

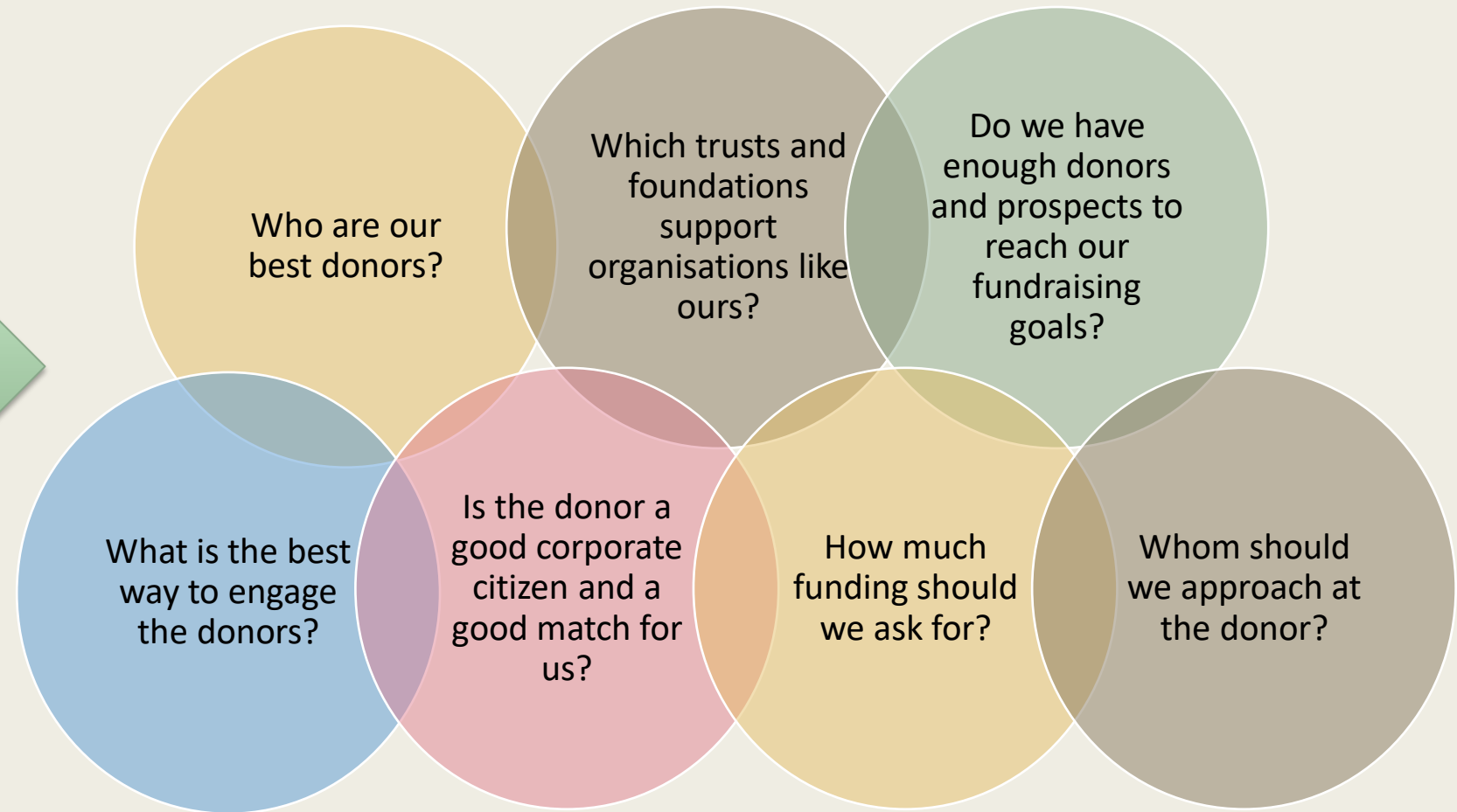


There are various tools you can use such as:

- Searching online/offline sources.
- Gathering info directly from donors/prospects.
- Searching a donor database.
- Creating mailing lists.
- Providing talking points for fundraising staff who engage donors.
- Creating systems to manage and prioritise donors.

WHY YOU SHOULD DO DONOR RESEARCH

Donor research **helps you make informed decisions** about where to focus your resources and **answers the following key fundraising questions:**



RESEARCHING DONORS: WHAT TO LOOK FOR

It is important to answer the following questions before you contact potential donors:

- What is their mission?
- What are their specific topics of interest?
- What type of support do they provide?
- Who are their primary target groups?
- What is their current funding strategy?
- How much do they donate?
- What programmes / organisations have they funded in the past?
- What is their application process?
- What connections do they have, if any, to your organization? (Are they a past or current donor? Do you or your staff have professional or personal contacts with Board members or staff?)
- Are they a past or current donor? (Do you or your staff have professional or personal contacts with donor Board members or staff?)

WHERE TO FIND DONOR INFORMATION

- Local media (newspapers, magazines, TV, radio)
- Google / search engines
- Donor / corporate websites
- Foundation Center (www.foundationcentre.org) - for USA based Foundations
- Charities Aid Foundation (www.cafonline.org / www.cafsouthernafrica.org)
- NGO Pulse (www.ngopulse.org)
- Peak proposals
- Philanthropic Publications
- European Foundation Centre (www.efc.be)
- Global Giving (www.globalgiving.com)
- FundsforNGOs
- Devex
- Equilo (women's rights)

WAYS TO CONNECT WITH A DONOR

You can connect with prospective donors to introduce your organisation, establish and strengthen personal connections, network, and ask specific questions.



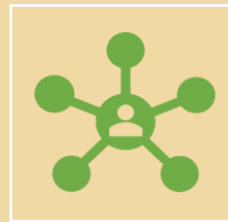
Email and Skype



Individual phone calls and/or group conference calls



In person meetings.



Existing and potential connections.



Conferences

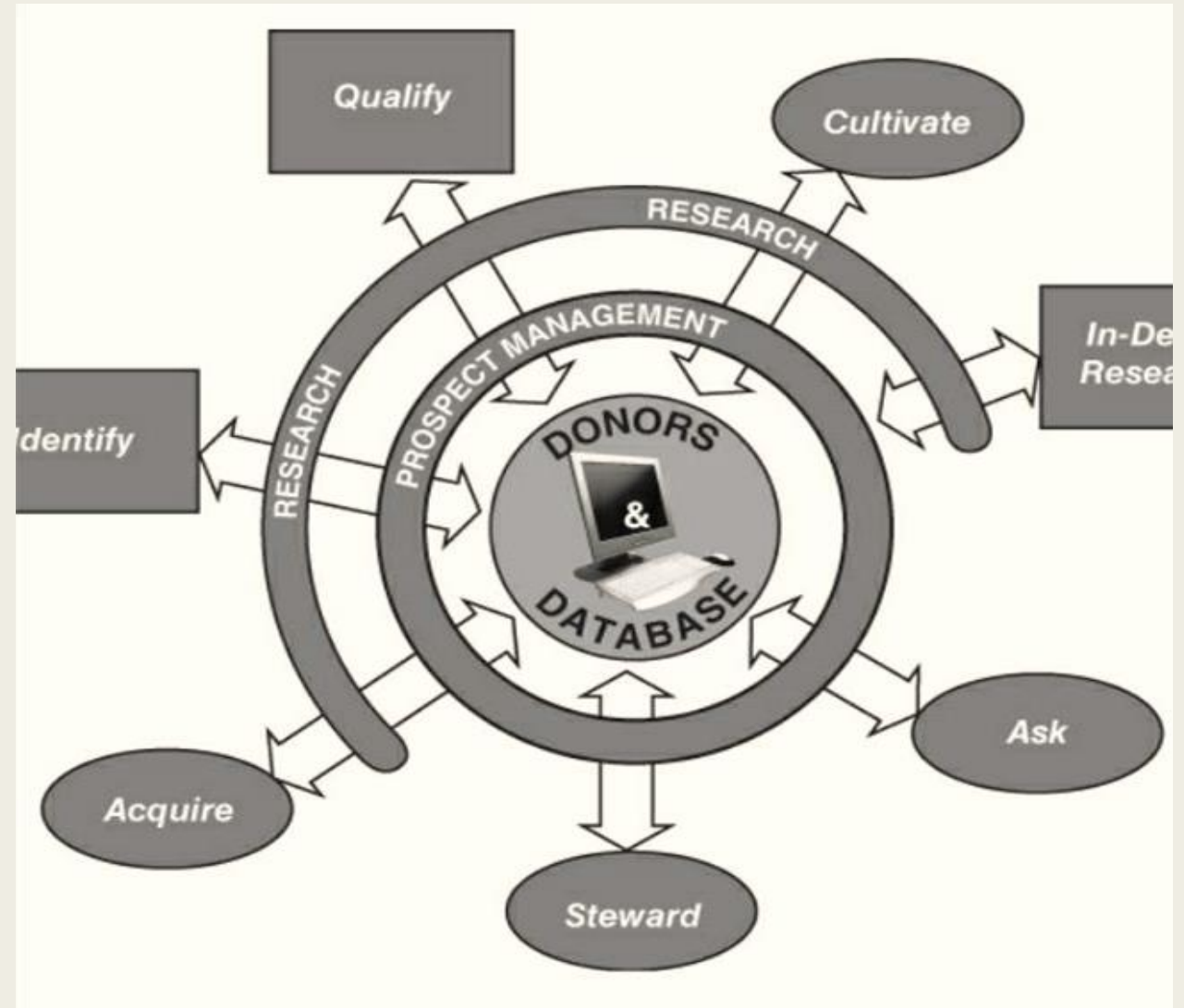


Coalition or task force meetings

FINDING THE RIGHT DONOR FOR YOU

Finding the right donor for your organisation involves:

- Finding donors.
- Understanding donors
- Creating a donor database.
- Qualify donors.
- Segment donors.
- Develop strategies for donor segments.
- Connect with donors.
- Implement & follow up.



THE TRUTH ABOUT SUCCESSFUL FUNDRAISING

- **NURTURE YOUR CURRENT DONORS**
- **PRIORITISE DONOR RELATIONSHIPS RATHER THAN RESPONDING TO CALLS FOR PROPOSALS.**
- **BE PROACTIVE & CONSISTENT**
 - **DO THE WORK**



QUESTIONS & DISCUSSION

GROUP WORK

IN YOUR GROUPS/ PAIRS, REFLECTION QUESTIONS:

- How do you stay abreast of funding trends?
- How do you find out about funding opportunities?
- What has worked well/ not work?

15 MINUTES.

GROUP FEEDBACK

EXERCISE: CONDUCTING AN INDIVIDUAL AND INSTITUTIONAL DONOR MAPPING

YOUR TASK

You will have 40 minutes to complete this task

- 1. Brainstorm all donors working and / or supporting work in and outside your country / region. List them on a flip chart or a shared electronic platform such as Zoom whiteboard or Mural.**
 - List all donors whether you have a link to the donor agency or not. Include major international NGOs.
 - List the donor regardless of the funding, technical, or programmatic area. Do not limit your thinking to only those donors funding your programme focus areas.
- 2. Choose one donor to begin with. Complete the worksheet with as much information as you can find on this donor.** This will help you and your colleagues to build an overall map of existing linkages with this donor. Link for the worksheet:
<https://1drv.ms/w/s!Aj4QGUihaPQ5lcxDwoqSMg6BIPj?e=sv01xs>
- 3. Complete one worksheet for each donor.** Try to do it for at least 2- 3 donors.



REFLECTION ON THE WEBINAR

1. What is one key takeaway from the webinar?
2. What was most useful?
3. Where do you think needs more support?

END OF WEBINAR