

# SGS Fundraising webinar

21 APRIL 2023

# INTRODUCTION & TECH INFO

- Welcome!
- Intros : Your Name, Your Role & What is your fundraising superpower?
- Please keep mic on mute.
- Please have video on (during discussion).
- Use raise hand feature to ask questions.
- Share thoughts and questions in the chat as the session continues.

**WARNING:** SLIDES CONTENT ALERT



# Tara Transform

## WHO WE ARE

Tara Transform works with clients to co-create, design and implement strategies that advance social justice gender equality and sustainability.

A deep understanding of the challenges and opportunities facing women globally.

Operating from a purpose of shared value and meaningful outcomes.

Building capability through capacity building, and a holistic approach to organisational effectiveness.

Mentoring and coaching to effect lasting change.

Transfer and retention of skills by clients.

Building long term partnerships with clients through co-creation and continued sharing of resources.

Tara Transform - Social Change, Sustainability, Self-care



# WEBINAR SESSION FOCUS

## Topic 1

DONOR  
IDENTIFICATION  
AND FINDING  
OPPORTUNITIES

## Topic 2

WRITING  
SUCCESSFUL  
GRANT  
PROPOSAL

# SESSION 2

## WRITING CLEAR, CONCISE AND SUCCESSFUL GRANT PROPOSALS

# WEBINAR PROGRAM

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

- ✓ Understand and apply the key elements for crafting an effective grant proposal

Time	Activity	Purpose
10:00	Opening and Welcome	<ul style="list-style-type: none"> <li>• Purpose of the webinar</li> <li>• Introduction of participants (in chat)</li> </ul>
10:05	Writing clear, concise and successful grant proposals	<ul style="list-style-type: none"> <li>• Identifying and clearly defining your target population</li> <li>• Clearly defining your project goals and objectives</li> <li>• Understanding the donor strategy and requirements</li> </ul>
10:30	Questions and Discussion	<p><b>Reflection Question:</b></p> <ul style="list-style-type: none"> <li>• What has been your biggest challenge in crafting effective and successful grant proposals?</li> <li>• How did you address this challenge?</li> </ul>
10:40	Group/Pair exercise	
10:50	Feedback from Groups	
11:00	PRACTICAL APPLICATION	<p><b>Task:</b> Participants will have time to practice writing some of the elements for an effective proposal (using the New Zealand High Commission Fund as an example).</p>
11:40	Reflection and Feedback	<ul style="list-style-type: none"> <li>• What are 3 things you will do differently to improve prospects to secure funds?</li> </ul>
11:55	Evaluation & Closing	<ul style="list-style-type: none"> <li>• What is one key takeaway from the webinar?</li> <li>• What was most useful?</li> </ul>



# WRITING PROPOSALS

## *What is required?*

Be an effective writer.

Create an outline first.

Follow the funder's outline.

Organise your material in advance.

Check your writing style.

Don't exaggerate.

Check your spelling & grammar.

Don't be personal "the" vs "we".

Prove it!

# SET OUT YOUR PROBLEM STATEMENT

- Outlines the problem you have identified

A problem statement includes the following information:

- Provides a macro and micro context of the need you have identified using statistics and demographics.
- Tells a compelling story that draws the reader in.
- States facts with emotion.
- Include results/feedback from previous activities/projects.



Your problem statement serves as your 'sales pitch' and encourages the prospective donor to continue reading your proposal.



# WHO IS YOUR TARGET POPULATION?

- Describe your target population.
- Current demographics of the target population you already serve.
- Why are they your target population?
- Show why they are “needier”.
- Use indicators such as income, education, age, employment status, crime etc.
- Demonstrate their role as stakeholders in your proposed programme.
- Show funders how the target population input impacts strategic planning.

# PROJECT GOALS

## WHAT ARE PROJECT GOALS?

The end towards the  
which effort is directed.  
Where you want your  
target population to be  
at the end of the project  
Measured through  
objectives.

## ■ EXAMPLES OF PROJECT GOALS

Example 1:

“Provide alcohol and tobacco abuse education programmes and academic tutoring for selected middle school students.”

Example 2:

“To educate children about fire safety issues so they can make safer decisions for themselves and others.”

# OBJECTIVES

## WHAT ARE PROJECT OBJECTIVES?

Outcomes expected.  
Concrete and specific.  
Smart.  
Informs the evaluation plan.

### ■ EXAMPLES OF PROJECT OBJECTIVES

“Objective 1a:

By the end of year 1, high risk, often truant middle school students will have attended 80% or more of intervention-based after-school sessions.”

“Objective 1b:

By the end of year 1, 70% or more of the middle school students completing the alcohol and tobacco abuse education components will have no in- or out-of-school suspensions related to drug sales or possession at school or in the community.”

# “PROVEN” STRATEGIES

Rationale for believing that you can achieve your goals and reach your measurable objectives:

- “According to research conducted...”
  - “Using a proven national leadership development model...”
    - “The project will expand and enhance a 2010 program...”
- ” The project is based on a needs assessment conducted in 2016 which found that...”

# UNDERSTANDING THE DONOR'S STRATEGY

## ABOUT

New Zealand Aid Programme's mission is: "sustainable development in developing countries, in order to reduce poverty and contribute to a more secure, equitable and prosperous world."

## PURPOSE

The Fund supports small scale, short-term community projects that contribute to wider community well-being. The projects must be in line with New Zealand Aid Programme's mission.

## TARGET

The Fund is aimed primarily at community groups and NGOs but other types of organisations e.g. schools, business associations may apply. Check with the (local/country) New Zealand High Commission.

## KEY MESSAGE

*Your case must demonstrate that (1) you understand the potential funders strategy and goals; (2) can add value to their strategy/ goals; and (3) they have an opportunity to advance their strategy/ goals through partnering with you*

# FUNDING NON-NEGOTIABLES

## PROJECT BUDGET AND DURATION

- The funding ceiling is NZ\$ 25,000.00 per project
- No individual project will be supported for longer than two years.
- However, it is possible for support to be given to different projects by the same partner over a longer duration.

**BE SURE YOU UNDERSTAND THE FUNDING NON-NEGOTIABLES!**

## FUNDING NON-NEGOTIABLES

- Political, religious or evangelical activities  
N.B. faith-based groups are not excluded where the proposed project is consistent with the purpose of the Fund, does not exclude followers of other religions, and the funds are not used to support proselytising.
- Site visits.
- Unsolicited donations.
- Individual student scholarships.
- International airfares/overseas conference attendance.
- On-going (recurrent) funding of recipients' operational/organisational costs such as wages and salaries, office items and communications.

# UNDERSTANDING THE APPLICATION REQUIREMENTS

There are 2 components of the application:



Organisation  
information



Project  
information

# PROJECT INFORMATION

- Project title.
- Start and completion date of the project.
- Project description.
- Consultations (who your organisation consulted when developing the idea for the project).
- Project objectives.
- Project objectives.
- Project sustainability (who will be responsible for the future cost of the project once the funding is complete).
- Amount requested.
- History of funding from the High Commission before.
- Description of funding for the project from other sources.
- Organisational contribution towards the project.
- Implementation plan with key tasks.
- Project management team.
- Summary of project budget.
- Project risk management.
- Health and safety.



# IMPROVING YOUR CHANCES

Improve your chances of securing funding making sure you:

- Institutionalise fundraising.
- Know your organisation.
- Sort your tax status.
- Do regular research.
- Review other funded proposals.
- Do you have a website?
- Update board information regularly.
- Get on mailing lists.
- Keep funders informed.

- ✓ Focus on the “right” opportunities.
- ✓ Prepare now!
- ✓ Give yourself enough time.
- ✓ Create a checklist.
- ✓ Think about sustainability.
- ✓ Get someone to proofread.
- ✓ If you do get funding, implement as agreed.
- ✓ Report well.

# REFLECTION & DISCUSSION

*What has been your biggest challenge in crafting effective and successful grant proposals?*

*How did you address this challenge?*

# EXERCISE: WRITING A CONCISE AND CLEAR GRANT PROPOSAL

# YOUR TASK

- YOU HAVE IDENTIFIED THE NEW ZEALAND EMBASSY DEVELOPMENT PROGRAM AS A POTENTIAL DONOR AND YOU HAVE DECIDED TO APPROACH THEM.
- **YOU WILL HAVE 20 MINUTES TO:**
  1. Write 1 concise paragraph describing what your problem is (use statistics).
  2. Describe your target population in 1 paragraphs (link to various indicators, statistics, and **how they inform your project and strategy**).
  3. Write your project objectives (what you want to achieve).
  4. Describe your project beneficiaries and how they will benefit (demographics)
  5. List the possible risks associated with the project and how the project will be managed.



# REFLECTION ON THE WEBINAR

- What is one key takeaway from the webinar?
  - What was most useful?

# END OF WEBINAR