



FUNDRAISING VOICE

ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

APRIL, MAY 2024 | ISSUE 27

Fundraising for NGOs is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, and skills in fundraising. It aims to build and strengthen the fundraising capacity of the local NGOs in Nepal. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). One can get access to unlimited global and national donors database, grants, sample proposals, useful resources, and tools for sustainable fundraising. Get yourself updated detailly from our different social media sites. The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

“Fundraising is the gentle art of teaching the joy of giving.”

-Hank Rosso

Recording

You are viewing Aziz Rahman's screen

View Options

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Norms setting - Agreements for Effective Learning

- Be fully present; notice what is going on in you and around you
- Take risks by participating and being willing to make mistakes
- HAVE FUN!!**
- Avoid Distractions
- Remain in Camera
- Silence is a choice
- Take responsibility for yourself; and be responsible to others

ToP

Participants:

- Ishu Subba, ICA, Nepal
- Swikriti Parajuli
- Ahad Nazir
- Ihtizaz Ahmad
- Shahzadi Rubab Zeb
- Aziz Rahman
- Muhammad Anwar
- Abdullah Khalid
- Saeed Ahmad
- Enusha Khadka
- Zafarullah Khan
- Kiran Shah Tawab
- Tatwa P. Timsina, ICA ...
- Kabita
- SADIA CLD
- Hina Tillat
- Zainab-SDPI

Unmute

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Participants

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Summary

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Reactions

Apps

Whiteboards

Notes

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Funding Information of the Month

We, Fundraising for NGOs in Nepal have been compiling and providing funding information for NGOs both locally and internationally, and here is some of the best and most selective funding information for June 2024, you wished to know sooner:

UN Women

Deadline: 19-June-2024

Grant Size: USD 140,000- 150,000.00

Thematic Area: Women and Gender



The UN Women is inviting submissions for the Disability Inclusive Development Programme to support women with disabilities from marginalized and underrepresented groups, and their OPDs, to strengthen their voice and agency to advocate for inclusion and meaningful participation, gender and disability responsive planning, programming and budgeting in line with SDGs at all levels, in particular at the local level.

For more Details: <https://www.unwomen.org/en>

Zero Project

Deadline: 16-June-2024

Grant Size: N/A

Thematic Area: Awards

The Zero Project Call for Nominations 2025 (#ZeroCall25) calls on innovative, impactful, and scalable solutions from around the world to submit their nominations for a Zero Project Award. #ZeroCall25 is centered around the topics of Employment and ICT. Becoming a Zero Project Awardee opens doors, opportunities, and promotional channels with the support of the global Zero Project Network of more than 10,000+ experts and through exclusive initiatives to advance innovations for disability inclusion.

For more details: <https://zeroproject.org/research/zero-project-call-for-nominations-2025>

Making Tracks

Deadline: 09-June-2024

Grant Size: N/A

Thematic Area: Others

The Making Tracks is an artist residency and tour based around the twin themes of musical traditions and the natural world. They select eight Fellows (exceptional emerging music professionals, and more experienced musicians deserving of wider recognition), usually annually, via their open call for artists. Relevance to one or both of their two themes is more significant than what genre of music you play.

For more Details: <https://makingtracksmusic.org/apply>

Deadline: 09-June-2024

Grant Size: \$10,000

Thematic Area: Research on Arts

The National Gallery of Canada is pleased to announce the Canadian War Art Research Fellowship which supports advanced research in Canadian and Indigenous Canadian war and military art. Research must relate to any aspect of Canadian war or military art, including painting, drawing, sculpture, photography, printmaking, and other media, and emphasize the use and investigation of the collections of the National Gallery of Canada, Canadian War Museum, and Library and Archives Canada.

For more details: <https://www.gallery.ca/research/fellowships/rodger-and-joann-mclennan-canadian-war-art-fellowship>

Numerix

Deadline: 14-June-2024

Grant Size: US\$20,000

Thematic Area: Others

Numerix is accepting applications for its Women in Finance Scholarship Program to encouraging and supporting talented women in the field of finance, particularly those pursuing careers in financial asset management, market risk management, fixed-income, and derivatives finance within the capital markets.

For more details: <https://fincad.com/about#women-in-finance>

Breakthrough Prize Foundation

Deadline: 25-June-2024

Grant Size: \$100,000 to \$250,000

Thematic Area: Science, Technology and Innovation

Applications are now open for the Breakthrough Junior Challenge an annual, global science video competition for high school students. The Breakthrough Junior Challenge is an annual global competition for students to inspire creative thinking about science. The Challenge is organized by the Breakthrough Prize Foundation and was founded by Julia and Yuri Milner as part of their Giving Pledge to support science and the communication of scientific ideas.

For more details: <https://breakthroughjuniorchallenge.org/>

Learn More about Fundraising Terms

SOME OF THE TREND OF GLOBAL FUNDRAISING PRIORITIES

Fundraising is the process of seeking and gathering financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. Fundraising does more than just raise funds, it benefits nonprofits working together towards a common goal, and motivates nonprofits towards organizations. Over time, due to the changing situation and modernization, the global trends for fundraising have opted for different measures. Some of them are stated below:

- Due to the pandemic, virtual participation in fundraising events has mandated a full transition for the first time in history which is widely used.
- Changing the way of asking to engage the next generation of donors, you need to change how you ask for funds which could be more effective.
- The donor-advised funds are growing more and more which allows tax benefits as soon as they contribute to the account
- As the COVID-19 pandemic continues to accelerate the move to online giving, organizations are quickly realizing the benefits of growing an online recurring giving program.
- Social media is becoming increasingly important to draw attention to social movements and community causes.
- Diversity, equity, and inclusion are becoming more central in philanthropy.
- Fundraising has experienced greater commitment and participation.
- Finding a new source of revenue has been a top priority in fundraising planning.
- Artificial Intelligence has been widely used such as automating data cleansing and generating summaries about supporters.
- Another trend in the nonprofit world is the growth in corporate giving which includes volunteer grants matching gifts programs, and corporate sponsorship

Some Interesting Fundraising Facts

- 72% of all charitable contributions are made by individuals, followed by foundations at 15%, bequests at 8%, and corporations at 5%.
- 75% of Americans think they donate more than average but in the reality, 72% contribute at a rate below the national average
- Matures and Baby Boomers donate most often to places of worship while Gen X and Millennials donate most often to children and youth development.
- Gen X donates more frequently than other generations.
- 17% of crowdfunding donations are made on mobile devices.
- Nearly 1/3 of all online donations are now a result of peer-to-peer fundraising.
- Text donors are most likely to be 49 to 59 years old, female, married, and a college graduate.
- Total giving to charitable organizations increased to \$390.05 billion in 2016.
- 12% of all giving happens in the last three days of the year, and 35% of all giving happens in the last three months of the year

Types of Fundraising

Over the years, there have been many practices about the type of fundraising campaigns by nonprofits. The vast amount of tips and guidelines makes sense only when you consider that nonprofits essentially rely on donations to fulfill their mission and keep their doors open. There are different types of fundraising and there is no one-size-fits-all approach. Every nonprofit organization is different. Before you get started, understand your donors, then you'll be able to connect to them in a meaningful and relevant way. To successfully raise funds, your nonprofit needs to set donor acquisition goals. Here are some types of funding methods:

- **Corporate Support:** Corporate support includes both philanthropic giving and business support for mutual gain, but primarily in support of the nonprofit's mission. They are usually initiated by nonprofit organizations and are expected to be sustainable. Corporate support includes corporate philanthropic support, corporate giving, corporate sponsorships, cause marketing, cause branding, and cause product sponsorship. The cost of a capital campaign can be daunting but if planned correctly the cost can be recouped within the first year of active gift solicitation. It can be achieved with a minimal budget – it's related to the personal connections that drive success, not an expensive solicitation or promotional materials.
- **Direct Mail:** Direct mail fundraising is a form of direct marketing used by nonprofit organizations to raise funds, recruit new donors or members, and inform, cultivate, re-engage, and upgrade donation levels. Donors using this method are usually older and prefer a more traditional giving method. There are still donors who feel more comfortable depositing checks over making an online donation. Direct mail gives donors a more personal feel, whereas online fundraising provides donors with an easy way to give. Direct mail and online fundraising are becoming integrated by many nonprofits, and using both can be a good combination.
- **Special Events:** Special events are a way for nonprofits to recognize and strengthen their relationships with current donors, recruit or introduce new donors to the organization, promote the organization and its mission, develop fundraising experience for your staff, directors, and volunteers, and raise money (though some studies and experts suggest that special events are not the most effective means to do this). Although special events often raise small net income and require a large amount of time and energy to plan and implement, they have different other values. Depending on the type of event, the money raised might come in different forms.
- **Online Donations:** Online fundraising is still up, and coming and it is here to stay. Nonprofits are still not using online fundraising to the extent expected. It serves many needs but does not replace many other types of successful fundraising. It should be viewed as only one strategy in a balanced portfolio of fundraising strategies. Digital online fundraising must be marketed by the nonprofit so donors know where to go and how to use it. Digital and online fundraising include donations processed through the organization's website, mobile donations, giving as a result of an email, social media campaigns, email campaigns, using fundraising websites that leverage social networks and online crowds, and processing credit cards.

- **E-Mail Marketing:** E-mail marketing at times has been criticized for being a thing of the past, but study after study shows that email marketing is the most effective way for nonprofits to build awareness, acquire leads, raise funds, and retain current donors. E-mail marketing services are generally free for small nonprofits. And even when the email list grows in size, e-mail marketing remains very cost-effective. E-mails are also easy to send, and its marketing tools have become so intuitive- with professionally designed templates, drag-and-drop features, and other easy-to-use editors that one doesn't need to know a line of code to use them. Compared to other types of fundraising techniques, e-mail marketing acquires customers, supporters, donors, and volunteers faster. E-mails are also easily customized/personalized, and it's very easy to track their effectiveness.
- **Door-to-door Solicitation:** Door-to-door fundraising has faded over time because of its resource-intensive nature. However, this form of fundraising technique continues to be successfully utilized by many organizations, especially political organizations. Door-to-door solicitation in general works best for campaigns or programs that directly affect the people being approached. Door-to-door can be targeted in terms of audience, which can result in lower donor attrition. Door-to-door canvassing enables a one-on-one, face-to-face interaction with potential donors/constituents that are unattainable through direct mail, e-mail, and the Internet.
- **Crowdfunding:** Crowdfunding is all about many individuals each giving a (usually) small donation. It has become a popular fundraising method among corporate organizations and nonprofits alike. To get the most out of donation-based crowdfunding, post regular updates, use compelling images and videos, offer incentives, share via e-mail, and on social media. The story is what fuels a crowdfunding campaign. Crowdfunding often helps an organization promote its campaign and its brand. It can help get a nonprofit known to potential donors who may not otherwise know about the organization. Crowdfunding allows organizations to leverage many small donations to raise a larger total amount. Also, a lot less time and money goes into generating donations and connecting with donors when compared to traditional fundraising.
- **Partnerships/Sponsorships/Grants:** Partnerships have always been an integral part of nonprofit fundraising. You can solicit more donations from partnering companies during matching gift programs, grants, and sponsorships, major donations. Nonprofits benefit from the resources companies have to offer, and companies benefit from being associated with a charitable cause. In recent years and under unusual circumstances, some grant funders have been willing to fund the operations of an organization rather than a new short-term project. Grants, sponsorships, and endowments can often amount to incredible sums of money that allow the execution of major projects that other types of fundraising might not have been able to fund. A single grant can ensure the foreseeable future of your nonprofit activities.
- **Peer-to-Peer Fundraising:** Peer-to-peer fundraising is a crowdfunding method that utilizes an organization's donors' existing networks. These types of fundraisers encourage supporters to reach out to their peers (friends, co-workers, and family members) and ask them to donate. With peer topeer fundraising, every individual supporter/fundraiser sets up a personal fundraising page where they accept donations. On these pages, fundraisers lend their voice to the nonprofit's mission, sharing with their networks why that specific cause matters to them. These donations are ultimately received by the nonprofit.

Introduction to Proposal Writing

A proposal is an essential marketing document that helps cultivate an initial professional relationship between an organization and a donor over a project to be implemented. The proposal outlines the plan of the implementing organization about the project, giving extensive information about the intention, for implementing it, the ways to manage it and the results to be delivered from it.



A proposal is a very important document. In some cases, a concept note precedes a proposal, briefing the basic facts of the project idea. However, the project idea faces a considerable challenge when it has to be presented in a framework. The proposal has a framework that establishes ideas formally for a clear understanding of the project for the donor. Besides, unless the ideas are not documented in writing, they do not exist. Hence, a proposal facilitates appropriate words for the conception of an idea. Proposals have recently become more sophisticated. This reflects the increased competitiveness and larger resources existing in the NGO sector. The trend of inviting proposals for contracting development programmes began with the allotment of substantial resources for development that triggered off the mushrooming of NGOs around the world.

Enormous opportunities existing in the sector have led to the trend of making proposal writing a profession. Proposal writing poses many challenges, especially for small and unskilled NGOs. Here, we discuss some basic and necessary information required for developing a proposal.

Proposal Assessment

Proposal Assessment is the process of accessing each proposal to establish a more comprehensive understanding of the author's intent. The assessment should focus on evaluating the stated goals of the proposal as well as identifying the need for additional qualitative written feedback if necessary. The person assessing the proposal must represent the views of the constituent group, not personal opinion. You may do this by sharing the proposals with your constituents and soliciting feedback. In doing so, you should distribute the rubric below and the introductory statements above to be used for assessment. When scoring, use the feedback you receive to guide scoring.

Proposal Assessment will provide scores on:

Outcomes: Does the proposal address a need that has been identified through outcomes assessment? Is that need clearly articulated and based on robust evidence?

Urgency: Does the proposal need to be implemented immediately or could it be delayed?

Student Impact: Does the proposal directly or indirectly affect the success of students?

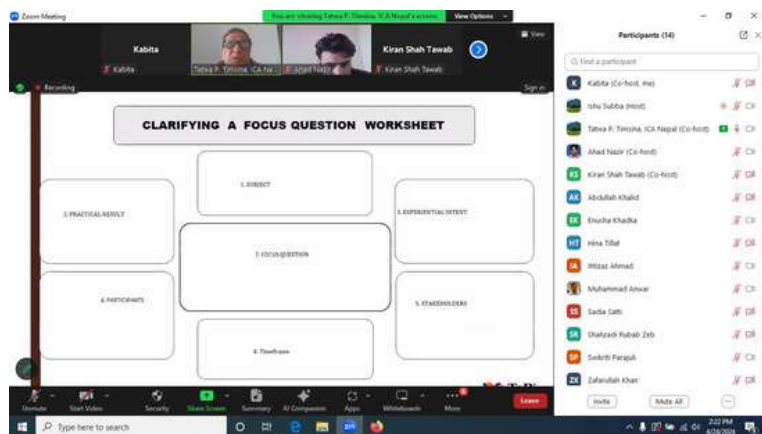
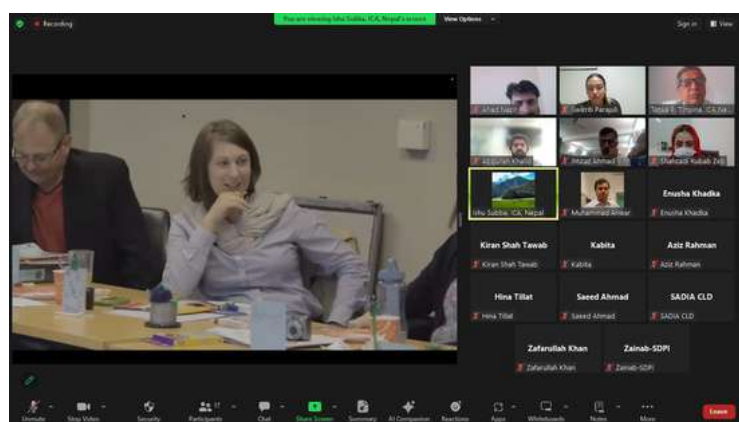
Financial Risk: Does the proposal represent a financial risk for the College?

Budget Accuracy: Does the proposed budget seem reasonable and accurate?

"The best way to find yourself is to lose yourself in the service of others."

-Mahatma Gandhi

Fundraising for NGOs Activities in Pictorial Form



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