



Fundraising  
For NGOs

# FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

SEPTEMBER 2021 | ISSUE 22

Fundraising for NGOs in Nepal works in fundraising capacity building of the local NGOs of Nepal. It is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, skills in fundraising. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). Get more details from our different social media sites. The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

**“Always have a willing hand to help someone, you might be the only one that does.”**

– Roy T. Bennett



# Need Assessment

A needs assessment is a systematic process for identifying and addressing needs, or "gaps" between current conditions and desired conditions or "wants". Need Assessment is considered as the first and most important term to be considered during the project proposal development. Needs assessments are only effective when they are ends-focused and provide concrete evidence that can be used to determine which of the possible means-to-the-ends are most effective and efficient in achieving the expected results. However, to assess needs, one must consider that if it is a problem

faced by the community, especially children (boys and girls), youth, men and women, target groups of men and women, or some other specific group of the population like people with special needs or the poorest groups only. Thus, to make it clear we must analyze the problems residing in the targeted community. Therefore, needs assessment becomes critical in the initial phase of the intervention, as it focuses on identifying the possible barriers to successful program intervention in a community and possibly finding solutions to these challenges.



## Why is need assessment important?

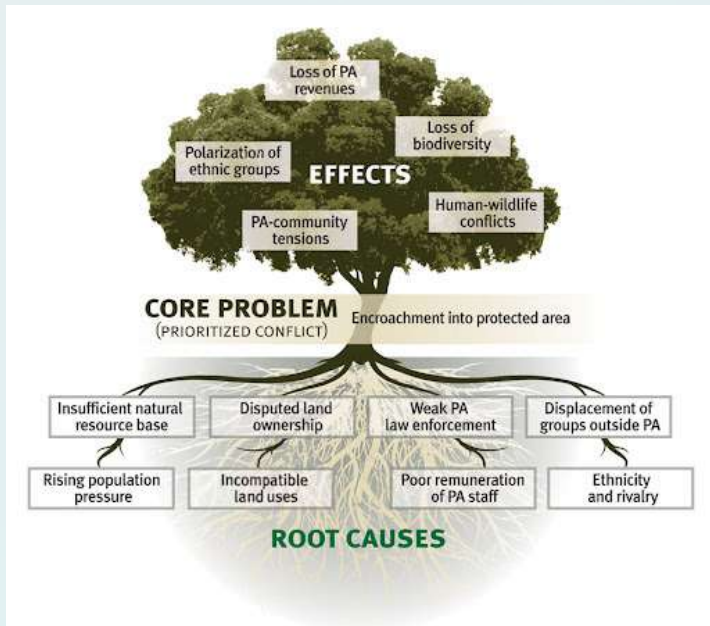
Needs assessment plays a vital role in project proposal writing because it helps organizations identify gaps that are preventing them from achieving desired goals. It helps speed up project design and ensure that all necessary information is obtained when the proposal is made. Whether in the context of crisis response or as ongoing planning work during a long-term crisis, there is a need to better assess and monitor the specific situations and conditions faced by the persons of concern that have triggered them. A great needs assessment is the foundation for a successful grant application. To achieve this transition, the objectives and methods must be expanded and used to determine how to reduce the apparent demand gap. These goals pertain to both the outcome of the project, as well as the minor objectives.

## Steps for Conducting Need Assessment

- 1. Plan and design-** This first step of Need assessment consists of identifying scope and objectives, engage with stakeholders, the definition of information needs, logistic operations, designing methodology, tools for data collection, and organize the analysis.
- 2. Implement-** The implementation includes collecting all relevant, existing data and reviewing the information provided. To collect data from the field, different steps should be followed such as enumerator training, data collection, and numerator debriefing.
- 3. Clean and process-** This step of need assessment consist of data entry, data cleaning, and data processing.
- 4. Analyze-** This step involves summarizing the key observations and findings, compare results and identify patterns, interpret and forecast developments and potential outcomes as well as ensure that all data are validated.
- 5. Share findings-** In this step, a report should be drafted and structured with the assessment objective and information needs in mind.



# Problem Tree



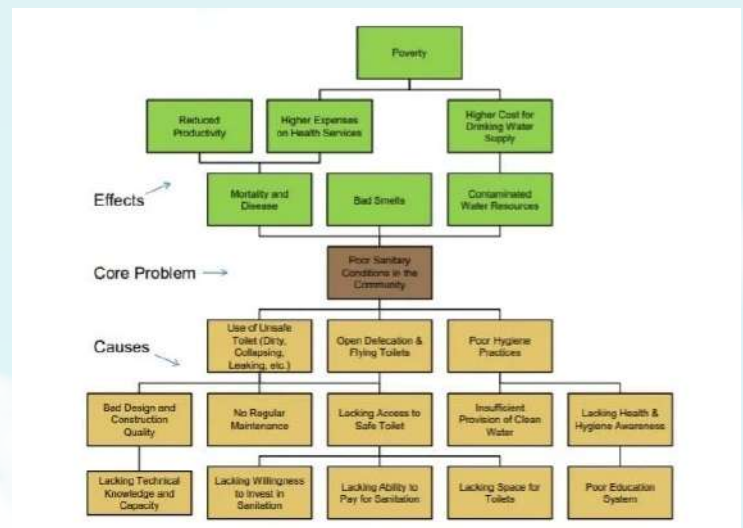
The Problem Tree is a graphical representation of existing problems and their causes and effects, aimed at gaining a clear and shared understanding of the issue. Problem tree analysis (also known as Situational Analysis or Problem Analysis for short) helps to find solutions by mapping out the anatomy of cause and effect around an issue in a way similar to mind maps, but with more structure. The problem tree, together with the objective tree and analysis of strategies, is a methodology of three steps for identifying main problems, along with their causes and effects, helping project planners to formulate clear and manageable objectives and the strategies of how to achieve them. Problem trees do more

than just identify the root causes of the problem. They provide a visual breakdown of problems into their symptoms as well as their causes and create a visual output that can be understood by anyone.

## STEP-BY-STEP PROCEDURE OF A PROBLEM TREE ANALYSIS

The problem hierarchy is formed following these main steps:

- Identify existing problems within the problem area/domain of interest (brainstorming). As the saying goes a problem is not the absence of a solution, but an existing negative state or situation where one should be able to distinguish between existing, impossible, imaginary, or future problems.
- Define the core problem (focal problem or central point of the overall problem).
- Formulate the causes of the core problem, and consider that the problems identified in step one can also be causes of the core problem.
- Formulate the effects (consequences) of the core problem. Consider that the problems identified in step one can also be effects of the core problem.
- Draw a diagram for the problem tree that represents cause-effect relationships (problem hierarchy). The focal problem is placed in the center of the diagram, forming the trunk of the tree, causes are placed below and effects above, in sub-dividing roots and branches (like a mind map). If possible, all causes/effects of a problem should be on the same horizontal level.



A problem tree provides an overview of all the known causes and effects of an identified problem, which is important in planning a community engagement or behavior change project as it establishes the context in which a project is to occur.

# Every Friday Learning Friday- Classified Talks

Fundraising for NGOs in Nepal has been organizing Classified Talks shows from experts on particular topics. Despite moving from the physical world to the virtual world, our FFN team never compromises on learning and sharing. Participants were also very contented to have a platform where they can solve their queries and learn new things. During the month of August, we organized classified talk shows on four different topics, which are as follows:



- Leading for Change: Opportunities for Youth & Youth Organization- Mr. Gaurav Kandel
- Saving Resources through Post Harvest Management- Mr. Dambar Khanal
- Mamaghar- The Fundraising Story- Mr. Arpan Parajuli
- Changing Lives- Changing Societies, Role of MicroGrants Support- Prof. Dr. Tatwa Timsina

Attendees have warmly appreciated the learning program. More and more audiences are attending this free webinar and improving their fundraising skills each Friday with FFNs.

## Micro-Grant Program and Awareness Training

Fundraising for NGOs in Nepal had launched a Micro-grant initiative on Community Development 2021 for its small grant program under STEM Education, Menstrual Hygiene Management (MHM), and Social Artistry Leadership Training. We also conducted 3-day awareness training based on these topics with great facilitators.

Prof. Dr. Tatwa Timsina presented his remarkable points on STEM Education and its importance. All the participants were very eager to know about this topic as many of them were still unknown about the situation. Many participants discussed the scenarios where differently-abled children were deprived of quality educations and raised the questionnaires regarding the future scope of STEM education.

The awareness training on MHM was also facilitated by the team of ICA Nepal, where different problems and the importance of Menstrual Hygiene Management were discussed. ICA Nepal has been maintaining a blog called Lets Talk Period and conducting different awareness programs in different regions of the country to spread knowledge, enhance safe menstrual practices, and eliminate menstrual taboos. We collectively aim to build a society in which adolescent girls are not ashamed to talk about their periods, but rather bleed with joy and pride.

The 3rd day of awareness training was conducted by Ms. Pramila KC on Social Artistry Leadership. Throughout the entire session, all the participants were energized as they were exploring and developing themselves for the better through Social Artistry.

All the participants were very grateful to the FFNs team for their micro-grants and the awareness session on the same sectors. At the end of August, we also released the result of Micro Grants for the holistic Community Development.



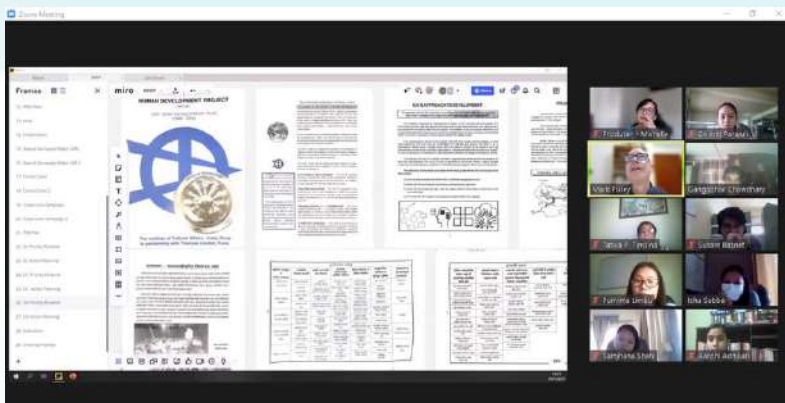
# TEACHER'S TRAINING ON STEM EDUCATION

In early August, we Fundraising for NGOs in Nepal team conducted an awareness-raising training program on STEM education for the teachers of the Sukute area, Sindhupalchok. The training session was held in Shree Sukute Higher Secondary School with 25 teachers from different schools present. The training was facilitated by Prof Dr. Tatwa Pd. Timsina, Binod Nepal, and Ashish Subedi along with the team of FFN. The session was held with the remarkable presentation of the facilitators with verbal and written presentations. It was found that the teachers present were quite oblivious to STEM education.



The majority of teachers found the topic new and interesting where many of them had little knowledge about STEM education. Further, they had lots of queries about the presentation and were discussing among the facilitators where they came up better understanding. We were really glad that we got the opportunity to interact and with the local teachers and interact with them. We also found that they practiced traditional teaching methods that could be monotonous and overbearing towards the students. Looking back at the program, the session was very productive and a wonderful experience for both the trainers and trainees. Additionally, we plan to do a follow-up program as this session was a very successful one and the attendees were satisfied with it. This experience has surely brought a positive change in the education sector of the Sukute Area.

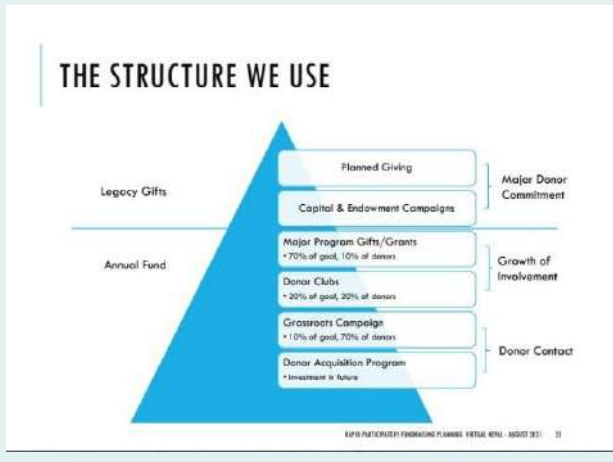
## Training Course on Rapid Participatory Fundraising



The Training Course on Rapid Fundraising was facilitated by Mark Pixely, Founder of Leadership Inc. an associate member of ICA. Mr. Pixely is an American currently based in China for 20+ years. Along with Mr. Mark, we also had Ms. Michelle, where they enlighten participants in new and improved ways of fundraising practices adopted worldwide. It was a 3hour long 2day training course which was strongly conducted to improve

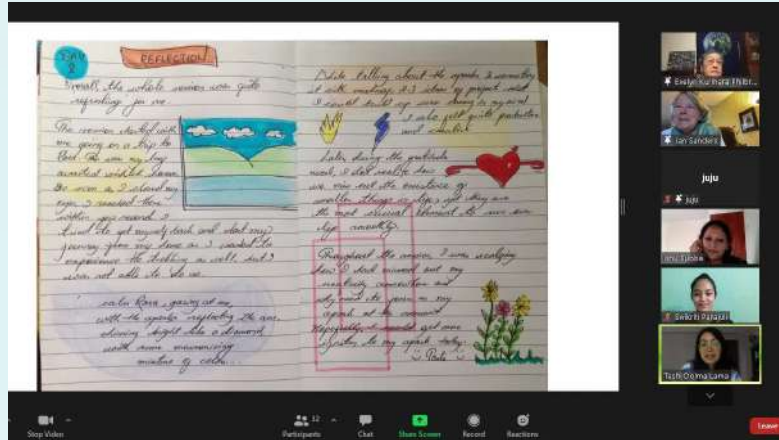
one's skills, particularly in fundraising. In the very session, we discussed some myths that people have been believing and how to eradicate them from the root. The facilitators provided deep and strong opinions on how fundraising is a responsibility of the whole team of the organization and some opinions on internal components of strong fundraising. Every participant was very eager to learn the trends and practices residing in Global fundraising practices. The facilitators also distributed the participants in three different teams such as Special Campaigns, Donor Club, and Grassroots. The three different groups presented their knowledge of who, why, and how to give along with some action plans, building the plan, tracking system.

After the session, all the participants came up with the new fundraising priorities, action plans, and how one can connect to the potential donors. Fundraising is a very essential thing required by every not-for-profit organization to sustain their organization and this session was very important and successful along with the enthusiastic participants and experienced facilitators. The attendees also came up with new and advanced methods required by the new fundraising world which was very helpful as it plays a great role with the proper guidance during the course.



However, the session was conducted with the help of different online applications, all the participants were very active and enthusiastic to learn and the session was very fruitful and effective to all the old and newbies in the NPO world with the acknowledgment to new practices in fundraising.

## Certificate Course on Social Artistry Leadership



The course on Social Artistry was basically focused on the members of Fundraising for NGOs in Nepal for youths between the age (18-30) with limited participants. The trainees were Ms. Janet, Ms. Evelyn, Mr. Amba, Mr. Tatwa, Ms. Akim, Ms. Pramila, which was facilitated by the whole team of FFNs. The session was 3day long in both Nepali and English. The session had a great positive influence on one's life and has successfully changed the way that people used to perceive

certain things. The entire session was very fascinating where everyone discussed the importance of yardstick of time and how one can achieve goals by persisting and adding sparks to their life. The session was filled with colorful mind mapping techniques, dancing, gratitude, imagination, and exploring our sense organs. We were all very unknown about the power that our imagination holds but after the session, we were all well known about the specialists we had. The participants were very active where they explored their creative nature and love towards the colorful life. Despite being away physically every attendee was together psychologically, the technology also equally amused the participants. On the 3rd day of the session, every participant was provided with the Spark project each. They were given 15 days time duration to complete their project in whatever they were passionate about along with NRs. 5,000 to each team. The session was new to the majority of people present at the session, they were all very happy and satisfied with the course and looking forward to attending these pieces of training more in near future.

Throughout the entire session, every participant was enjoying exploring and developing themselves. The attendees expressed their heartfelt gratitude to all the facilitators, and look forward to expressing these practices in their daily life as well. After the refreshing 3day session, everyone said goodbye to each other for the next 15 days and promised own selves to bring a change to the community through their Spark Project.





# Who are our Members?

Fundraising for NGOs in Nepal currently has 50 Premium Members and 18 exclusive members. We are very contented to introduce some of them in this edition.

## Conservation Nepal

Conservation Nepal is a non-profit and local non-government organization, founded by a group of conservationists and community development practitioners, aiming to improve livelihoods of women, youths, and people from marginalized groups through capacity building, community development, and enhancing climate resilience, and reducing water-induced disasters of the country, including Chure-Terai-Madhesh regions by implementing community-based integrated



natural resources management and watershed development activities. Conservation Nepal is constantly providing supports to strengthen the capacity of pro-poor women, youths, and underprivileged people of rural societies. It supports natural resources management, increased quantity of quality water, and productive soils for agricultural practices. It has developed Human Resources Policy, Financial Policy, Anti-corruption Policy, Child Protection Policy, Gender Policy, Monitoring Policy, Partnership Policy, etc. It has developed its Strategic Plan of Operation. It strongly believes in reducing poverty and enhancing the livelihoods of climate-vulnerable communities through community-based integrated watershed resources management and eco-friendly agricultural practices.

## NPO Nepal Volunteer Social Service



NPO Nepal Volunteer Social Service organization has been carrying out different activities to encourage and assist rural communities to make educational & health improvements & develop in the Himalayas of Nepal people. Nepal VSS believes that education is the key to positive development, they have been facilitating programs to encourage and provide education in the remote, high Himalayan areas. Nepal VSS has successfully carried out different relief programs to provide relief and quality

education to children. It collectively aims to assist orphans and marginalized groups as well as upgrade the living standard of the depressed community. The main focus of the organization is tourism, trekking, and mountaineering which paves the way to observe the needs for social services and economic development in all parts of Nepal, from the eastern frontier to the western frontier, from Tibet in the north to India in the south. Some citizens in rural communities have basic needs unfulfilled, fighting poverty, orphaned children, handicapped and disabled people, where the finances are also very difficult therefore the Nepal VSS aims to rehabilitated and destroy these problems from the root.

# Tips for Stewarding Donors Using a Strategic Communication Plan

Strategic communication planning is the foundation of successful and influential communication and marketing activities. The plan identifies your priority communication goals and your audience, and describes a framework for understanding and implementing one's communication strategy. Some of them are discussed below:

- **Pay special attention to first-time donors-** Cultivating and stewarding new donors is a critical donor stewardship strategy. Retaining donor support is much more cost-effective for your organization than constantly spending time and marketing dollars reaching out to new supporters. Your stewardship plan should include elements as a personalized welcome letter, opportunities to engage further, and frequent communication. Your new donors will take notice of the warm welcome and concentrated efforts to involve them in all of what your organization has to offer.
- **Take a multichannel approach-** Don't put all your fundraising eggs in one basket by communicating with donors over just one channel. By taking a multichannel approach, you ensure that you're marketing your organization effectively without overwhelming donors on just one platform. Consider implementing the channels in your donor communications plan such as social media, email, phone, direct email, etc. Donors will be more inclined to interact with your messages if they're unique, unexpected, or fun, and make your outreach materials more engaging and interesting.
- **Personalize donor outreach-** Personalized messages are much more compelling than generic communications that start with "Dear Donor" or "Dear Supporter". By including references to donors' history with your organization in your outreach materials, you prove to them that you see them as individuals and value their particular contributions.
- **Vary your messaging-** You'll sound like a broken record if you only reach out to supporters when you're looking for a fundraising boost. By varying your outreach content to include more opportunities than just fundraising, you can keep supporters interested and strengthen their connection with your cause. Donors will appreciate having a multitude of ways to get involved beyond just donating. And they are more likely to invite a friend to join them at a volunteering or advocacy opportunity, which can expand the size of your audience.
- **Craft a dedicated plan for high-volume fundraising periods-** As a nonprofit professional, you know that certain times of the year are more popular than others when it comes to fundraising, such as the end of the year. Your organization may also host a major fundraising event at the same time each year that generates a higher level of enthusiasm. While you should seek to optimize your communications strategy all year round, it's especially important to take a strategic approach to major fundraising periods.



-Source: keela



# Help us Build Houses for Dwarfs (Little People) of Nepal

My name is (Ms) Sundari Mishra. My height is just 47 inches. I represent the Dwarf community of Nepal. You may have never given a thought that the life of people with dwarfism is exhausting both physically and mentally. I face mockery and discrimination all day long. Because of my short stature, I face challenges in travelling, using public toilets, or even using my own kitchen. On the other hand, when I use infrastructure designed for regular stature, my health status deteriorates as the premature bones accelerate.

Due to limited opportunities in income generation, often, I have to struggle to meet my ends. I am just an example of thousands of Nepali dwarf brothers and sisters. There are many things that we, dwarf people, can work together and fulfil our needs independently. I am raising funds to establish a Learning Centre that will accommodate and provide training to people like me which would eventually help us to generate income for better living.

This center will typically be designed to meet the physical requirements of Dwarf people and will be friendly to us such as bathroom stall locks, kitchen slabs, stairs, etc. This Centre will be operated by a team of Dwarf people to train and accommodate the hundreds of Nepali Dwarf.

We, Creative Dwarf Women Association, are seeking generous hands to be part of this noble cause. I am very overwhelmed that the **Fundraising for NGOs in Nepal** has encouraged me to share this good cause with you all.

Your small help can help the dwarf people get access to unlimited equipment and basic human needs which now they can only wish for.



To donate, please follow the link

<https://www.gofundme.com/f/help-sundari-to-build-dwarf-learning-centre>

Your little support would make a huge difference in the lives of the Dwarf people of Nepal.

You may write to our President directly.

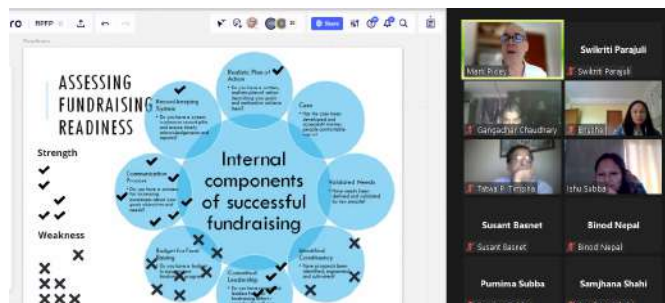
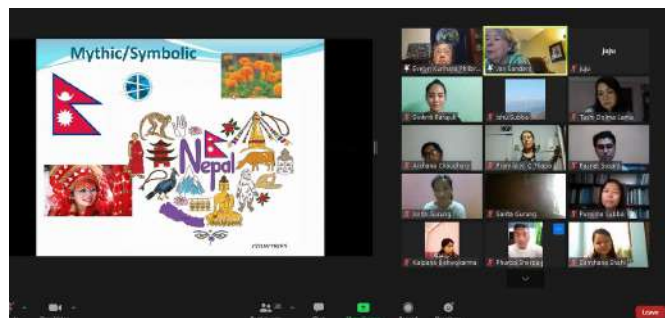
**Email him:** [sharada.dhital@gmail.com](mailto:sharada.dhital@gmail.com)



# Fundraising is a gentle art of teaching the joy of giving.

-Hank Rosso, The Fund Raising School

## Fundraising for NGOs Activities in Brief



### FUNDRAISING FOR NGOs IN NEPAL

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