



FUNDRAISING VOICE

ICA/IIQA Newsletter of Fundraising for NGOs in Nepal



MAY 2021 | ISSUE 21



Fundraising for NGOs in Nepal is exclusively designed to build the capacity of local NGOs of Nepal. 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, skills in fundraising. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA).

The newsletter will provide your glimpse of what we offer to our members, resources and knowledge of fundraising practices.

**'THINGS TURN OUT BEST FOR THE PEOPLE WHO MAKE THE
BEST OF THE WAY THINGS TURN OUT'**

John Wooden

In this edition

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What is a Concept Note?

In simple words, a concept is the shortest, the briefest expression of your project idea on a paper that is submitted to the donor. It gives an introduction to your project and your organization. One of the first things for fundraising is to develop a short note of your project. The Concept Note explains what is the project all about, what it is and why it is required.

The purpose of Concept Note can be different from the donor and fundraising organisation's perspective project. From the donor/funding agency's perspective, the purpose of a concept note is to help the applicant develop more competitive proposals and to save time by eliminating proposals that are not likely to be funded. Thus, the applicant's purpose in developing a concept paper is to capture the interest of the funding agency and demonstrate that the idea they are proposing is worthy of further consideration.

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Fundraising for NGOs in Nepal conducts a 12 hours training program in How to Write Concept Note? If you are interested, contact fundraisingforngos.com

- Do not overwhelm the reader with details, but avoid sounding vague or unsure about what you want to accomplish. Be Positive and definite.
- Consider your audience. In most cases, you will have to write different concept notes for different donors for the same issue. Only when your concept note fits into the framework of the donor, your request will have a chance
- Consider your language based on the evaluator.
- Only include budgetary information if it is specifically requested.
- Appearance is important. This concept paper represents you! Check for spelling errors before submission. Attention to details is important. Number all pages. Place your name and date in the header. Include your contact information with the concept paper.
- Identify a door opener especially if you are writing an unsolicited concept note.

Concept Note Sample

Project Title	
Context (needs/problems, evidences, community's contribution forming the project)	
Target Community (information of the beneficiaries group)	
Goal/objectives	
Strategy/Activities	
Expected Results	
M & E	
Project Management	
Capability: what value addition will be by the organization (the role)?	
Budget and Duration of the Project	
Lead Contact persons and Organization Contact Details	



Who are our Members?

Fundraising for NGOs in Nepal currently has 40 Premium Members and 13 exclusive members. In We are excited to introduce some in this edition.

Creative Women Dwarf Association

Creative Dwarf Women Association is an organization run by little people the uplifting the status of dwarf people in society. The association is working for advocacy for the availability of dwarf friendly services, employment and equal conduct to them. Fundraising for NGOs in Nepal is raising funds to establish a model village with facilities of 100 dwarf people.

So far, we have raised support from Dakshinkali Municipality, Rotary Club of Rudramati, Lions Club and individuals



BB Trust

We acknowledge the support from a number of individuals and organizations who have brought us to this position. The support of Dr. Tatwa P. Timsina, founder of ICA Nepal and former chairperson of ICA International is remarkable as he is motivating the network members by organizing empowering training and mentoring and also playing a facilitative role in capacity and skill development of BB Trust Network.

Entire Power for Social Action (EPSA)

EPSA Nepal is a social-help group established in 2004 with an aim to empower and assist physically disabled women. EPSA conducts a skill development training centre and provides accommodation, work to more than 30 physically disabled women at Goldhunga. EPSA makes felt items and generates operation cost.



Progressive Women Society

Progressive Women Society is established with an aim to empower local women through income generating activities. ICA Nepal/Fundraising for NGOs team regularly provides technical and other supports to Progressive Women Society.

Meet our Fundraising for NGOs Team



Fundraising for NGOs Team consists dynamic mixture of young, fresh development enthusiast and experienced fundraisers working from Nepal and abroad in gathering the information, resources for NGOs in Nepal.



Prof. Dr. Tatwa. P. Timsina, Initiator and Founding Chairperson

Initiator, Advisor, the man behind the initiation of Fundraising for NGOs in Nepal with more than 30 years of experience in fundraising, project development. training and facilitation. He has raised funds for more than 100 community development projects and generated investments for 200 starts ups.



Ishu Subba, Executive Director, ICA Nepal

With more than 15 years of experience in fundraising and project development, Ms. Subba has developed several projects on different themes and was able to get funding support from the Ministry of Foreign Affairs (MoFA) Japan, ICA Japan, ICA Australia, Rotary International, Misereor, Arynna Solution, Lantern, and many more. She holds extensive experience in crowdfunding, donor communication, donor management and donor retention. She has enabled 30 NGOs in fundraising through training and mentoring.



Enusha Khadka, Chief Executive Officer, IIQA

Ms. Enusha Khadka is a professional researcher in the field of fundraising and project development. She has experience working with several International and National NGOs as a consultant and a full-time staff. She is now focusing on innovating Nepalese products for global markets. Her area of expertise is fundraising, project implementation, quality assurance, environment management etc. She is a Lead Auditor for Quality Management System (ISO 9001), Environment Management System (ISO 14001) and Food Safety (ISO 22001).



Sarala Sharma, Chairperson, IIQA

Ms. Sarala Sharma is the Chair of IIQA and has been with ICA Nepal since its inception in 1998 and has been involved in project implementation and fundraising activities. She is actively involved in sanitary education in the communities. Ms. Sharma has encouraged hundreds of community women groups to be self-sustained through local-level initiatives.

Some Key Fundraising Terms

LYBUNT:	The terms used to describe the donors who contributed Last Year But Unfortunately Not This.
CFRE:	Chief Fundraising Executive
Appeal:	A fundraising or donation appeal asks supporters to contribute money to your cause. Typically, the ask is part of a fundraising campaign. It can be delivered via letter, email, social media, or online campaign page or a combination of these methods.
Crowdfunding:	Raising funding for a project or venture by soliciting many small donations from a large number of people, generally online.
Endowment:	An investment fund established by a foundation or nonprofit that makes consistent withdrawals from the invested capital. The principal investment amount is generally kept intact and grows over time, while the investment income is used as a revenue stream to support programs and operations. Building an endowment can be key to long-term sustainability.
Fair Market Value:	Fair market value (FMV) is the price that a property would sell for on the open market. It is an estimate of the value of an item and, if your nonprofit is selling items or event tickets to raise money, should be subtracted from the total donation amount to determine the tax-deductible amount.
GivingTuesday:	Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, GivingTuesday is an online giving day that kicks off the charitable season.
Planned (or Legacy) Gift:	A planned gift (or legacy gift) is a significant charitable gift that is arranged in the present and allocated at a future date, generally through a will or trust. The process of making these arrangements is called planned or legacy giving.

Donor Retention Strategy

Some key Donor Retention Strategies:

- Send donors a personalized thank you after each donation.
- Provide your donors up with volunteer opportunities.
- Learn about your donors, including their philanthropic passions, family, and employment.
- Regularly share your results with donors.
- Connect with them through social media, or ask them to sign up for your newsletter.
- Schedule donor-centric events such as networking opportunities or appreciation luncheons.
- Make your donor feel irreplaceable. Continue to let them know that you can't do your work without their support.
- Have automation programs to communicate with card declines, card cancellations and lost cards before those donors lapse
- Run a journey or automation to convert new cash donors into regular givers – as they have a better lifetime values

<https://www.causevox.com/blog/donor-retention-statistics/>

Grab the opportunity!



NGO Micro Grant Initiatives on Community Development - 2021

Fundraising for NGOs in Nepal invites application on Micro Grant Initiatives on Menstrual Hygiene Management, Promotion of STEM Education and Social Artistry Leadership Training
Last date of submission: 30 June 2021

For more details, visit [Application Link](#)

We conduct a regular webinar on Fundraising for NGOs in Nepal every Tuesday at 2 pm and on Friday Q & A session at 11 am and Classified Talks at 2 pm | Zoom ID: 9841883077, Passcode: ngofund

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

Hank Rosso, The Fund Raising School



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