



Fundraising
For NGOs



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

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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 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.

“It’s not how much we give but how much love we put into giving.”

- Mother Teresa



Crowd-Funding

Crowdfunding refers to any effort to raise money with donations from a large number of people, in modern times typically via the Internet. Crowdfunding was first used by entrepreneurs as a way to attract small-sized investments to for-profit ventures. Now, crowdfunding is projected to become a \$90-96 billion dollar industry by 2025 and is being touted as a valuable tool for fundraising for charitable nonprofits. The largest crowdfunding effort in the US, as of August 2018, raised \$41.6 million to assist people affected by Hurricane Harvey. Crowdfunding can reach a much more diverse audience than a nonprofit's regular audience.



In connection with nonprofits, crowdfunding happens through websites tailored to showcase specific projects or causes and accept donations, or in-person, arranged around high-energy, community-building events. Large groups of people pool together small individual investments to provide the capital needed to get a company or project off the ground. Individuals, charities, or companies can create a campaign for specific causes and anyone can contribute. A crowdfunded project's online presence can be shared easily via social media platforms and links to giving portals. Live crowdfunding, on the other hand, features live events where spokespeople for the nonprofit pitch their cause to those gathered. Audience members pledge donations in an auction-like setting.

Types of Crowd-Funding

Crowdfunding is a method of raising capital through the collective efforts of a large number of individual investors. It is done primarily online via social media and websites. There are three main types of crowdfunding. Namely;

- **Donation-based Crowdfunding-** Donation-based crowdfunding is when people give money to a campaign, company, or individual for free. This is a way to raise money for a project by asking many donors to donate small amounts at a time without any expectation of return. This type of funding is done primarily for social causes and nothing is expected in return for such funding. Common initiatives for such financing are Natural disasters, disaster relief, charities, and medical expenses.
- **Equity-Based Crowdfunding-** Equity crowdfunding allows contributors to become shareholders of a company by trading capital for shares. Shareholders receive monetary profits in proportion to their contributions (profit sharing in the form of dividends or distributions). This is the most popular form of crowdfunding. While other crowdfunding campaigns don't allow supporters to own a portion of the business they support, equity-based crowdfunding allows small businesses and start-ups to give away a part of their business in exchange for funding. These donations are a type of investment that acquires shares in the company based on the amount brought in by the participants.
- **Reward-Based Crowdfunding-** Reward-based crowdfunding involves individuals contributing to a business in exchange for something in return for their donations typically a form of the product or service which the company offers. The rewards vary by the size of the donation, which incentivizes higher contributions. Participants may receive T-shirts, products, or services depending on the amount they donate to the campaign. It is often offered at a discounted price. For this type of funding, the distance between the creator and investor does not matter. Many features of reward-based crowdfunding are known as non-equity crowdfunding. This type of funding is used in many cases like; funding for free software development, motion picture promotion, scientific research, civic projects, and new inventions, etc.

Best Practices to Crowdfund Successfully for NGOs

Crowdfunding practices have become a valuable part of today's nonprofit fundraising toolkit, hence here are six best practices that every Non-profit needs to follow to crowdfund successfully for your nonprofit:

- 1. Keep it SMART-** Just like any fundraising campaign, it's important to start with a well-defined goal. You may start with a monetary amount and a deadline, but that's not all. Remember to create goals using SMART methods (Specific, Measurable, Attainable, Relevant, Time-based). This formula helps you build focused, campaign-specific, impact-driven goals based on your financial goals. Select the amount in dollars and time duration (such as one month) along with a precise definition of where the raised funds will go and exactly who will benefit.
- 2. Choose the Right Tool for the Job-** With so many platforms to choose from, selecting the right one can be confusing. One can search the big names that have been around a while first, and then check if they've run nonprofit campaigns. Investigate what other nonprofits are using, and how as well as check out the testimonials or success stories section of a platform's website and then pore over campaigns that are similar to what you want to run to see if the platform has all the capabilities you need. Pay close attention to how they charge for their services. Play around with the interface of current campaigns and ask yourself if your supporters would easily be able to navigate it and make a donation.
- 3. Tell Your Story-** The organization we see is most successful after sharing its vision, mission, or purpose in a prominent place. There may be only one way to tell a story to a potential donor. Therefore, make sure you understand it correctly. This is one of the most important parts of any fundraising campaign, but it's particularly crucial for crowdfunding since many potential donors won't have heard of your organization. Although, choosing a crowdfunding platform is important, but if you write a flat, non-stimulating story on your home page, you won't be able to do the job. The most important way to understand the value of a crowdfunding campaign is to have lots of photos, videos, and testimonies about the impact of your organization and how donations can help perform better. It can also help reassure donors that their money is in safe hands by proving your organization is legal and not fraudulent.
- 4. Keep Donations and works Posted-** Keeping your supporters updated is key to the success of your crowdfunding campaign. Adding notes about the progress of your cause, and what the money donated has contributed so far will make new donors more motivated and incentivize past donors to share your campaign again. One way to do this is by adding testimonials in the words of people who've benefited from your work. This gives donors a first-hand look at where the donation is heading and the impact they make. Another way you could do this is by adding an 'impact meter' on your website to indicate where you are on your fundraising journey.
- 5. Give an Extra Reason to Give-** Most donors are attracted to crowdfunding because they want to give back-but giving them a little something extra never hurts. The essence of crowdfunding is often accompanied by the return on investment of donors, especially when funding entrepreneurs. Even the most altruistic people appreciate getting something for good deeds. Organizations can consider offering incentives for donating different amounts and making donors feel like stars.
- 6. Following up on the donors-** It's easy to donate to a crowdfunding campaign, but that ease can also be a double-edged sword. If you're not building a relationship with those donors, they're likely to forget about your organization. Although part of this can be accomplished by keeping your page updated, never underestimate the power of a nice thank-you note (or email) to build relationships. Following up with other opportunities for engagement, or simple updates on your organization can allow donors who didn't know very much about your organization to stay engaged and keep them coming back.

Certificate Course on Social Artistry Leadership

In memorial of Late Richard Sims, Fundraising for NGOs in Nepal launched Certificate Course on Social Artistry in August 2021. The session was highly dedicated to youths and personalities between the 18-30 age group. The sessions were facilitated by Janet Sanders, Evelyn Philbrook, Tatwa P. Timsina, Amba Datta Bhatta, Ishu Subba, Pramila KC, and the Social Artistry team of Nepal. The first batch was conducted during August and September. The sessions for the second batch were held in early October and November. It is designed as a five-day session. During the first three days, participants work



together to understand the tools and methods of Social Artistry and develop Spark Projects. Afterward, they are all given a time of 15 days to implement their Spark Project with the help of their mentor. The training was participated by 25 youths from diverse geography and background. The participants were divided into four teams and each team was assigned with a mentor along with Rs. 5000 each as a grant. The work of Social Artistry strives to provide a dynamic balance between inner understanding and outward expression to enable the same "focus, perspective, skill training, tireless dedication and fresh vision of the artist to the social arena. On days IV and V, participants share their learning and achievement after they have successfully implemented their Spark Project.



In early November, during Day IV and V, all the participants came back with great stories and learnings from the Spark Project they carried out between the time duration. Every participant presented remarkable reports regarding their projects aiming at community development. FFN believes that we all have a spark within ourselves but we need someone's motivation and care to carry it out. This project also worked as a refreshment among the attendees during the pandemic, getting them engaged in the things they loved and had always wished for. Our FFN team was also very contented after seeing the remarkable works they all did. The session brought a lot of changes among the participants, as we also wished to take out their creativeness. The participants got a chance to engage themselves in deepest imagination, mind-mapping, the yardstick of time, how one can be forever grateful, and how to achieve everything by staying optimistic in life.

At last, every attendee had tears of joy in their eyes, visualizing their achievement. After the very successful 2day long session they all promised own selves to keep these works going and aim their Spark. Every participant warmly appreciated the training session and expressed their deepest gratitude to the mentors. They also look forward to attending these training in the near successive future aiming at individual and community development.

Every Friday Learning Friday- Classified Talks

Fundraising for NGOs in Nepal has been organizing different Classified Talks shows on relevant topics residing in the community through experts on its Every Friday, Learning Friday program. Despite moving from the physical world to the virtual world, our FFN team never compromises on learning and sharing.

During the month of November, we organized classified talk shows on three different relevant topics, which are as follows:

- Talk on Menstruation and Travel- Ms. Gaurie Malakar and Ms. Moon Shrestha
- Identifying, Collecting, and Managing Resources- Mr. Himmat Singh Lekali.
- Teaching Factory: Competency in Skill Development- Ms. Akim Malakar Shrestha.



Talk on
श्रोत पहिचान, संकलन र व्यवस्थापन
Friday, 19 November at 3 PM

Date: 19 November Friday
Q & A on Fundraising: 2:30 - 3 PM
Talk by Mr. Himmat Singh Lekali: 3-4 PM
Webinar on Fundraising: 4-5 PM



Mr. Himmat Singh Lekali
Training Specialist/Motivational
Speaker/Activist/Campaigner

Zoom Id: 9841883077
Passcode: ngofund

For more details, please contact:
9851143545 / 9869664773/9841883077 or
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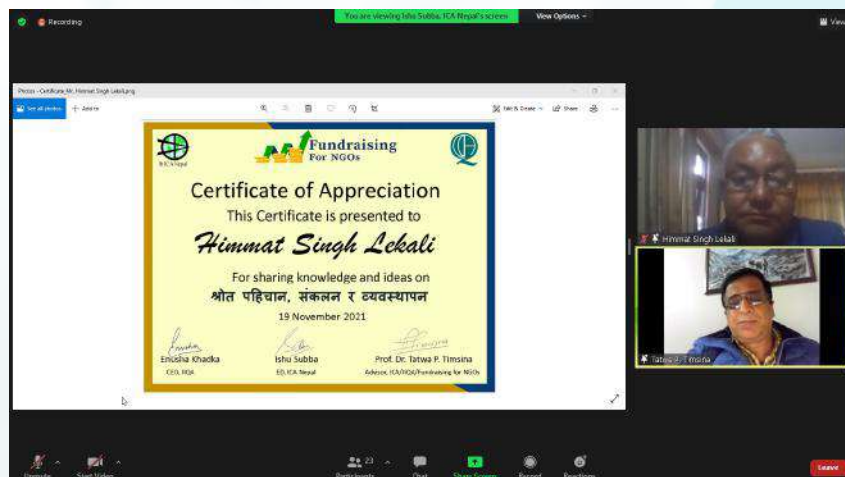


We have collectively aimed to let people know more about NGOs, their funding, NGO support, and its measures adopted worldwide. We believe that people should be nurtured with awareness and opportunities to learn and grow which also helps to pave a beautiful way for a more secured future and developed nation. And we collectively have been organizing different talk shows where people can join from all around the globe and learn.

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 from all around Nepal. Participants were also very grateful to have a platform where they can solve their queries and learn new things. The expert and facilitators present during the session establish great insights regarding the particular field, helping people solve their queries without feeling mocked or unaware.

We also express our gratitude to the experts through our Certificate of Appreciation. We are very thankful for all the great insights and new things they provide attendees with, in every session.

We collectively aim to conduct more of these informative sessions in the near future and despite the pandemic, we aim to foster and spread knowledge breaking the stereotypes.





UN Climate Change Conference of the Parties (COP26)

Ms. Enusha Khadka, CEO of the Institute of Innovation and Quality Assurance attended the 26th UN Climate Change Conference of the Parties (COP26) in Glasgow on 31 October – 13 November 2021 hosted by the UK. The main motto of the conference was "Together for Our Planet".

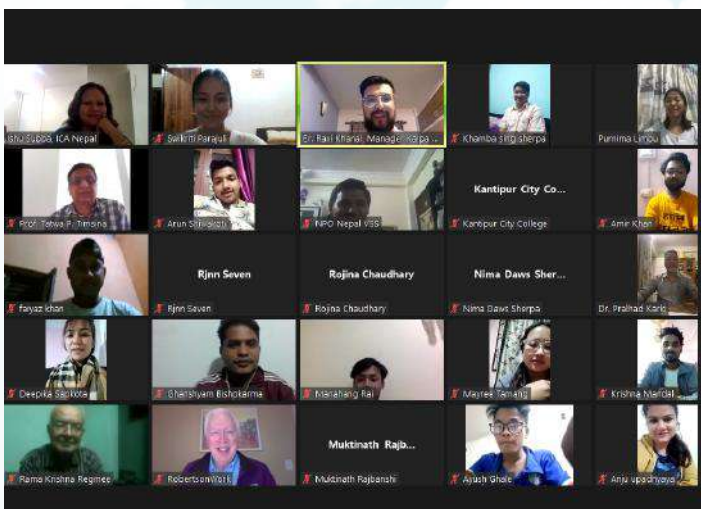
Colposcopy Machine to Manmohan Memorial Hospital

Fundraising for NGOs in Nepal has been conducting different aid-related programs for Manmohan Memorial Hospital. This month they received Colposcopy Machine from FFN. They further informed us that they successfully installed the machine and thanked us for our help.



Fundraising beyond the Borders

Fundraising for NGOs in Nepal has been conducting different back-to-back meetings with organizations from Africa, Bangladesh, India, and Sri Lanka where we have been helping them to get to know more relevant grant opportunities. Additionally, we initiated and introduced different training sessions with our professionals.



SDGs Ambassador through Youth Facilitative Leadership

ICA Nepal in coordination with Kalpa Academy launched Sustainable Development Goals (SDGs), Ambassador, through Youth Facilitative Leadership Programme intending to engage youths in activities through imparting knowledge about Sustainable Development Goals (SDG) and build skills on project design and implementation. Currently, we have been interviewing different local youths and working on the very training.

FFN on Events during November



FFN during International Students Day with the theme "Consistent Study, Secured Future". International Students' Day is an international observance of the student community, held annually on 17th November.

WORLD TOILET DAY

19 November



FFN during World Toilet Day with the theme "Valuing Toilets". World Toilet Day is celebrated annually on 19 November to inspire action to tackle the global sanitation crisis and help achieve SDG 6, which promises sanitation for all by 2030.



FFN during Children's Day with the theme "A Better Future for Every Child". World Children's Day is celebrated annually on 20th November. Its goal is to improve child welfare worldwide, and celebrate children's rights and promote togetherness and awareness amongst all children.

INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN

Violence Against Women Key facts



- *Violence against women is a major public health problem and a violation of human rights.
- *Lack of access to education and opportunity, and low social status in communities are linked to violence against women.
- *Violence by an intimate partner is one of the most common forms of violence against women.
- *Many women do not seek help or report violence when it occurs.

ICA NEPAL STANDS FOR ALL THE WONDERFUL WOMEN

Let's Put smile in the face of every women in our lives.

25 November 2021

FFN during International Day for the Elimination of Violence against Women on 25 Nov. We are committed to building a strong society by acting together against gender-based violence.

Funding Information of the Month

We Fundraising for NGOs in Nepal has been collecting relevant funding information for NPOs based on Nepal, and here are some of the best and selective funding information for December 2021, you wished to know sooner:

1. GROW

Post Date/ Deadline: 18-Nov-2021/ 03-Jan-2022

Grant Size: \$100K

Thematic Area: Agriculture, Food & Nutrition



The applications are open for GROW Impact Accelerator Programme, a unique opportunity for startups operating in new frontiers of food tech and agtech to supercharge their growth. It is an intensive five-month accelerator delivered virtually (until international travel resumes) to help you sharpen your growth strategy through bespoke coaching, mentor support, and customer validation, scale aggressively into new markets with customer acquisition, pilot project launches, and resource matching, and successfully raise funding to fuel your growth and deliver impact where most needed in the world.

For more Details: <https://www.gogrow.co/the-grow-accelerator>

2. One Young World

Post Date/ Deadline: 24-Nov-2021/ 10-Jan-2022

Grant Size: \$50,000

Thematic Area: Disability, Employment & Labor

The One Young World has launched the applications for the Closing the Disability Employment Gap Challenge that aims to identify solutions that contribute towards reducing the disability employment gap, focused on solutions that address awareness campaigns, education, recruitment and retention programs, improved policies and practices, technological or policy inequalities and/or inaccessibility.

For more Details: <https://www.oneyoungworld.com/lead2030/21-22/challenge-sdg8-santen>

3. UN Trust Fund

Post Date/ Deadline: 25-Nov-2021/ 06-Jan-2022

Grant Size: \$50,000 to \$150,000

Thematic Area: Women & Gender

The 25th grant cycle of the UN Trust Fund to End Violence against Women (UN Trust Fund) is now open. The UN Trust Fund is seeking proposals for civil society-led, demand-driven initiatives to end violence against marginalized women and girls and those experiencing intersecting forms of discrimination. They are seeking young innovators who are leading sustainable, market-ready, and scalable solutions which have demonstrated meaningful impact on the employability of people with disabilities.

For more Details: <https://untf.unwomen.org/en/grant-giving/call-for-proposals/application-guidelines>

4. Google

Post Date/ Deadline: 23-Nov-2021/ 10-Dec-2021

Grant Size: \$1,000

Thematic Area: Education

Google is inviting applications for Generation Google Scholarship: Women in computer science to help students pursuing computer science degrees excel in technology and become leaders in the field. Generation Google Scholarship: for Women in computer science will be awarded based on the strength of each candidate's commitment to diversity, equity and inclusion, innovation, and academic performance. The program is open to students who meet all the minimum qualifications and they strongly encourage women interested in computer science to apply.

For more Details: <https://buildyourfuture.withgoogle.com/scholarships/generation-google-scholarship-apac/>

5. Microsoft

Post Date/ Deadline: 22-Nov-2021/ 17-Dec-2021

Grant Size: \$50,000

Thematic Area: Disability, Employment & Labor

The applications for Microsoft AI for Accessibility Program are now open to advance equitable access to assistive technology for people with disabilities, especially in low- and middle-income communities. They accept applications from any country or region and this round is particularly focused on innovations that will empower people with disabilities outside of the US. Empower your work through grants, investments of technology, and expertise. They work with partners in four important areas of focus as Education, Employment, Community, and Home.

For more Details: <https://www.microsoft.com/en-us/ai/ai-for-accessibility-grants>

6. Grand Challenges

Post Date/ Deadline: 18-Nov-2021/ 13-Jan-2022

Grant Size: \$250,000

Thematic Area: Health, Information Technology

The Grand Challenges is offering grants to Strengthen Data Science Capacity and the Ecosystem: Enabling Data-Centered Public Health Interventions. The objectives of the challenge will be to develop and improve foundational tools, standards, and protocols that enable data-centered health research, interventions, and health surveillance, improve access to curated and linked datasets for research and training purposes, enable South-South data-centered collaborations and build on and strengthen existing initiatives and ecosystems, and so on.

For more Details: <https://gcgh.grandchallenges.org/challenge/strengthening-data-science-capacity-and-ecosystem-enable-data-centered-public-health>

Nonprofit Email Techniques

When it comes to non-profit email marketing, organizations face many unique challenges as constantly creating new messages, not coming off as desperate, and avoiding inbox blindness where donors skip over emails. Nonprofits must do everything in their power to encourage readers to convert into donors. Hence, here are some of the best email techniques that every NPO should know about, including:

- **Welcome Emails-** When you get new email subscribers, it is imperative to warmly welcome them. Welcome emails not only help you do your best but also increase your chances of receiving a full donation nearly. The welcome emails may include a variety of positive tones along with expectations for what subscribers can look forward to in the future by emphasizing the value of the organization.
- **Storytelling Emails-** No matter what your cause might be, the stories are an emotional attraction to your readers, so it's a central part of your non-profit email marketing strategy. With this approach, people tend to donate more psychologically. Don't just imagine a textual story. You can also use photos to tell a compelling and emotional story. Make sure you are personal with your content, whether it's a personal anecdote from the founder or a real-world story.
- **“Thank You” and Update Emails-** Simple “thank you”s and updates are great tools to help improve donor retention. By opting into your emails, subscribers signal that they want to stay up to date. By providing updates, these supporters will stay connected with the organization and return for donations. It was also estimated that “thank you” received twice the clickthrough rate of other types of messages.
- **Holiday Emails-** The majority of charitable giving is made during the holidays, and email is not just a fantastic way to capitalize on that—it's necessary. Instead of giving material gifts, people tend to make donations to honor others. People expect to answer the phone and are ready, so don't be afraid to ask for donations during the holidays.
- **Number and Statistic-Based Emails-** Attracting attention in the subscriber's inbox can be a daunting battle, but subject numbers and statistics are one way to get the attention of others right away. Here are some examples as there are 844 million people without access to clean water worldwide, One in five children lacks proper access to food annually in the United States. Another way to both educate and attract attention to your readers is by including an infographic within your email.
- **Question and Survey Emails-** When you're competing with the likes of social media and chatbots, anything you can do to open the lines of communication and make your emails interactive is a major plus. Hence, surveys and question-based messages are such a wise move leading to a detailed questionnaire, these sorts of emails do double-duty as you learn more about your subscribers and better segment your list. In addition, vivid surveys help nonprofits achieve the coveted sense of personalization to deliver the right news.
- **The Minimalist Email-** Not all emails need to be major productions. The idea of "less, more" in a non-profit email marketing strategy not only requires less work on your part but is easier for your readers. Short single-copy emails tend to have higher conversion rates than long ones because they lose fewer points or lose the reader's attention.
- **“Success Story” Emails-** Last but not least, don't forget the need to provide your donors with stories of your organization's success and how they've contributed. Highlighting specific success stories or instances of someone benefiting from your nonprofit provide concrete proof of your organization's impact. According to the principle of "show rather than speak", social proof has been shown to increase email engagement. Whether it's a testimony, a smile, or a statistic about a funding goal, showcase the broader community that has contributed to your cause and make your reader feel proud to be a part of it.

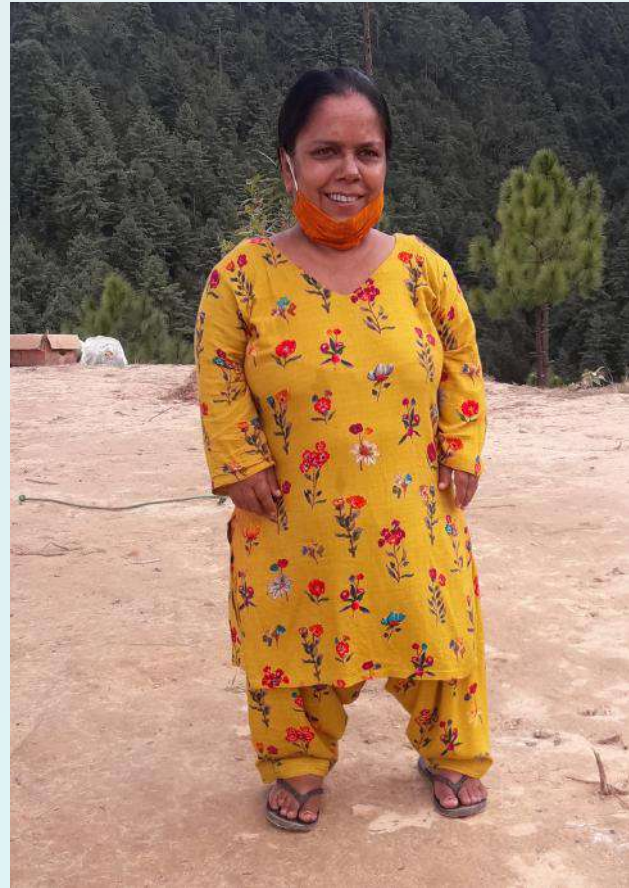
Help us Build Houses for Dwarfs (Little People) of Nepal

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 traveling, using public toilets, or even using my 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 fulfill our needs independently. I am raising funds collectively for these good deeds along with different organizations 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 Dwarfs.

We, Creative Dwarf Women Association, are seeking generous hands to be part of this noble cause. I am very overwhelmed that the **ICA 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.

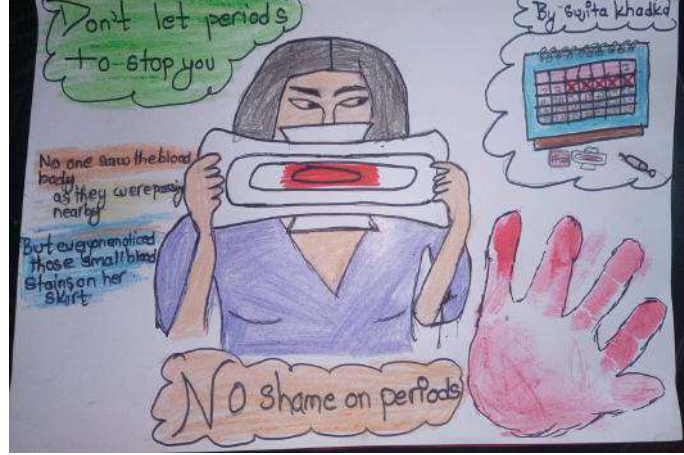
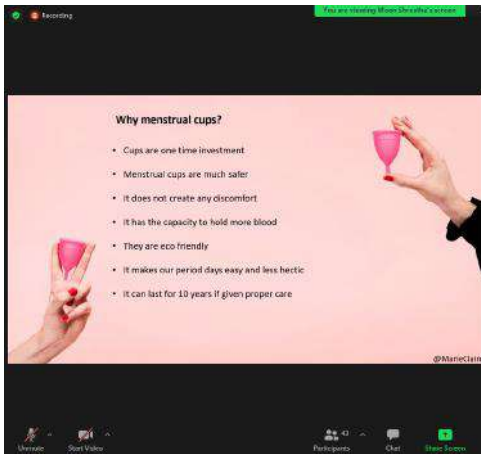
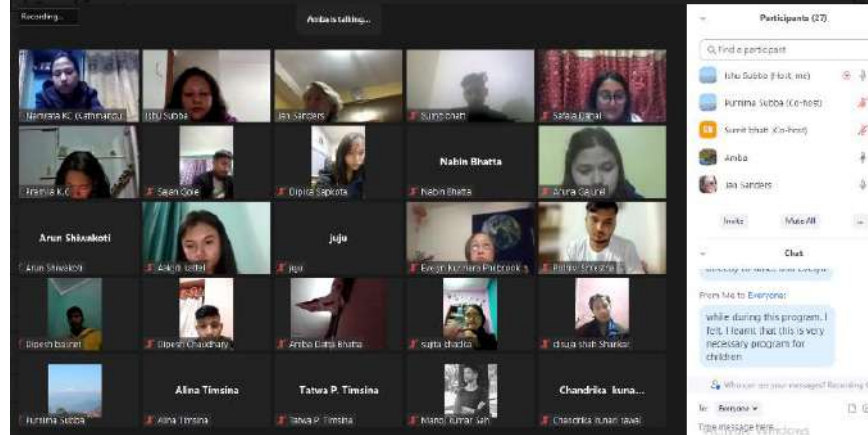
You may write to our President directly.

Email him: sharada.dhital@gmail.com

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

Koteshwor- 32, Kathmandu Nepal

Phone no: +977-01-5147215 | 9841883077

P.O.BOX No. 20771

fundraisingforngos@gmail.com

www.fundraisingforngos.com



Editorial Board

Ms. Purnima Subba

Ms. Karuna Mahat

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