

Armenia Presentations Fundraising General

What is fundraising?

Fund – money, raising – obtaining

People give to people

Emotions and reason

People give because they are asked to

Bear in mind the needs of the donor

Why donors give? Motivation

- When they have an important and urgent reason
- If they are personally connected to someone or the result
- See others give as well
- Which they know from media/social networks

That means:

- **Volunteer can turn into a donor**
- **Importance of visibility and PR + work on good name (accountability, transparency) and work with media/social networks**
- **Importance of work with contacts – database, regular info, ...**
- **Importance of work with key people - ambassadors**

Donor lifecycle (internet)

<https://www.slideshare.net/blackbaud/the-constituent-lifecycle-a-complete-guide-to-the-donor-experience>

Thank you video MSF

<https://www.youtube.com/watch?v=1MRVVJLNi4>

Types of fundraising:

- **Institutional – grants and subsidies**
- **Own income – sale of goods and services – expert services**
- **Fundraising from private sector – individuals and businesses**

From the point of view of sustainability it is important not to depend on one resource.

Summary – Key words

- **Contacts and network creation**

- **Raise not only money – contacts, information dissemination, voluntary work, ...**
- **Be ready to react to donations – reward donor with Thank you!, offer a service in return...**

Target groups

Do you know your target groups?

Who are your target groups?

- **member organisations**
- **government on different levels**
- **expert public**
- **non-member organisations**
- **partner organisations**
- **clients of member organisations**
- **media**
- ...

Who are your target groups for fundraising?

- 1. Who needs your work**
- 2. Who is able to give you money?**