

FUNDRAISING

How to master fundraising for your organisation

ALL LEVELS

→ SECURING FUNDS IS ESSENTIAL FOR YOUR ORGANISATION'S SUCCESS. THIS GUIDE WILL HELP YOU EFFECTIVELY RAISE FUNDS, BUILD LASTING RELATIONSHIPS, AND SUSTAIN YOUR MISSION.

OBJECTIVES:

- **Organise fundraising efforts:** strategically raise funds to support your projects and initiatives.
- **Ensure stability:** Secure long-term financial health.
- **Engage stakeholders:** Build meaningful partnerships with funders.

ADVANTAGES:

- **Financial support:** It provides essential funding for programs, operations, and initiatives, allowing the organisation to achieve its mission effectively.
- **Increased visibility:** Fundraising events and campaigns can enhance the organisation's profile, attracting media attention and new supporters.
- **Donor relationships:** Engaging with donors can lead to lasting relationships, encouraging repeat donations and advocacy for the organisation.
- **Awareness:** Fundraising can also raise awareness, helping to educate the public about the organisation's cause.

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STEP BY STEP:

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IDENTIFY YOUR FUNDING NEEDS

- **Define what you need funding for:** specific projects, events, special initiatives, or general operations.
- Ensure your goals are clearly defined and align with your strategic plan / strategic objectives and long-term mission.
- Understand **how your mission matches potential funders' interests** to help you prioritise which funder to approach and increase your chances of support.

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RESEARCH FUNDING OPPORTUNITIES

- **Corporate sponsors:** look for **pharmaceutical companies, industry giants, or large corporations** with Corporate Social Responsibility (CSR) programs aligned with your cause.
- **Grants opportunities:** government, foundation, or corporate.
- **Individual donors.**
- **Crowdfunding platforms.**

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BUILD A FUNDER DATABASE

- **Track potential funders,** their contact information, past interactions, and the status of ongoing opportunities in a simple database. Start with this Excel template [here](#).

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STEP BY STEP:

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ENSURE LEGAL COMPLIANCE TO PROTECT YOUR ORGANISATION

- **Follow legal requirements:** Ensure you meet all legal requirements when securing and processing funds. This includes understanding regulations related to the protection of your independent decision-making, accepting donations, reporting, and tax exemptions.
- **Maintain transparency:** Develop a policy for accepting and using funds that reflects your values and complies with legal requirements. See IPOPI's policy [here](#) for guidance.
- **Build Trust:** Transparency fosters trust with stakeholders, ensuring long-term support.

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APPROACH FUNDERS

- **Informal approach:** Engage funders at conferences, networking events, or community gatherings with the aim to follow up with a more formal approach.
- **Formal approach:** Schedule meetings or send formal funding requests.
- In either option, **be prepared:** Research the funder, identify common goals, deliver a brief and engaging pitch, and how the funder will be recognised. Learn more about [how to do an impactful pitch here](#).

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WRITE A WINNING PROPOSAL

- **Be clear and concise:** Focus on how the funder's contribution will make a difference. Use this proposal template [here](#) to guide you.
- **Tailor the proposal:** Customise to match the specific funder's interest, and in the case of a grant opportunity, make sure to include all the items requested.

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STEP BY STEP:

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FOLLOW UP

- **Finalise the agreement:** After a successful proposal, ensure a **sponsorship agreement** or other contract is signed to confirm the sponsorship details.
- **Stay connected:** Send a thank-you note and provide regular updates on your project's progress to keep the funder engaged.

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RECOGNISE CONTRIBUTIONS

- **Send an outcomes report:** Always provide funders with a report on how their funds were used and the outcomes achieved, using data, stories, and visuals. Check out an easy template [here](#).
- **Thank the support:** Send personalised thank-you notes or calls to show appreciation.
- **Public acknowledgment:** Recognise funders per your agreement, via logos, press releases, social media, or event mentions.
- **Cultivate relationships:** Build lasting relationships: treat fundraising as ongoing, not one-time. Engage funders by inviting them to events, sharing updates, and offering future opportunities.

TIPS

- **Be authentic:** Genuine enthusiasm and a clear, heartfelt presentation will resonate more with potential funders.
- **Be persistent but polite:** Building relationships and securing funding takes time. Follow up consistently but respect the funder's timeline and preferences.
- **Leverage success stories:** Share real-life examples of past funding that has made a difference, to motivate potential funders.
- **Personalise the approach:** Treat donors as individuals, not just sources of funds.