



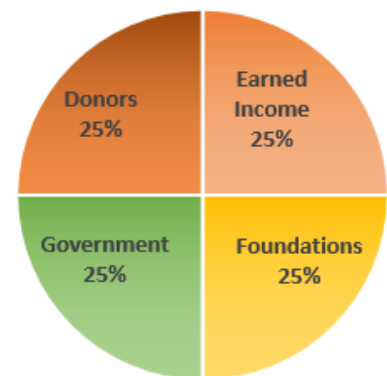
# Veni Apwann

Come and learn...come and teach

## Quick Start Guide to Fund Development Planning

All civil society organisations (CSOs) need money and most are accustomed having events/sales to raise funds for operations as well as special projects. Fund development is a more structured and sustainable way to raise funds. It emerges from the strategic plan and therefore is usually done after the strategic plan is in place.

Before you begin to plan, look at your funding mix. One major funder suggests that the ideal mix should include earned income, government, foundations and other donors in equal proportions.



**Here are some steps that can guide you on the way**

- 1. Mission statement:** This is the basis of your plan, so make sure it has appeal. In other words, will your potential donors think this is so important they would support it financially?
- 2. Goals, objectives: how much you need and for what?** Your overall funding need should be quantified and broken down into smaller portions. For example, \$500 will teach one child to read.
- 3. Research: Gather facts and statistics on past achievements that will yield good success stories. Gather lists of potential donors.** One possible resource is Citizen Security Programme's donor database (available through Veni Apwann's office). You might want to do a readiness survey where you interview potential donors to determine if they will support your cause and to get from them other names of those they think would also support you. You can use this feedback to improve or adjust your case.
- 4. Develop a structure (committee) and ensure that your key leaders are committed to the process.** When you recruit a board member, do you clearly outline what is expected? Do you provide training for the tasks ahead? As you plan, work out what resources you will need in terms of number of volunteers, promotional items, other expenses.
- 5. Develop your strategy and systems.** Use this as an opportunity for friend-raising, not just fund raising. Telling your story is as important as getting the funds. Work out your systems and communicate to everyone. For example, will you be using internet or planned giving or will this be strictly cash or cheques. Think about monthly giving, salary deductions etc. Systems will include record keeping, methods of communicating and motivating your staff and volunteers.
- 6. Plan to say 'Thank you'.** Keep your CSO in the donor's face by saying thanks in a variety of ways. Think about thank you cards, public advertisement of donors' names, newsletters, birthdays, greetings at Christmas or special times of the year, announcement of next campaign dates, invitations to special events.



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## Helpful Tips

Here are some tips to help you plan:

- Have a well-known person endorse or adopt your cause
- Create a structure, with clear roles and responsibilities
- Prepare your case: brochure, video
- Recruit and train your team
- Face to face solicitation of gifts has been proven to yield the best results
- Build a relationship with your donors and their families

### **Points to consider:**

**Make your own gift first. It makes asking others easier.**

**Telling your story is as important as getting the donation.**

**Think friend raising rather than fund raising: if you do this right, you have a lifelong donor for your CSO.**

**Build every year's campaign on the previous year. No donor's name ever comes off the list. After they pass on, speak to their children/heirs.**

**Suggest donors (after they have given for about five years) put your CSO into their will as a beneficiary.**

**Ask for advice from those who have done this before.**