

There is money out there somewhere

A Guide to Local Fundraising for an Advocacy Campaign

Techniques of Resource Mobilization

Steps in developing an event

- Discuss proposed event with potential funding agencies/sources
- Contact local mayors, physicians, and other relevant related stakeholders/authorities and advocate with them to support advocacy issue/campaign
- Set dates and places in agreement with partners and potential funding sources

An example of budget allocation: the budget allocations of a \$5,000 small grant for a most grandiose advocacy campaign were:

- * 10 planning meetings of an NGO network of about 10 NGOs, snacks/refreshments, communications costs, and office supplies for the planning meetings and preparation of PowerPoint presentations for decision makers;
 - * 10 meetings with 5+ local authorities (in order to involve them in the decision-making process about the organization of the event) + snacks/refreshments and supplies for presentation folders;
 - * 28 local meetings (at least 3 per the 8 urban/rural areas where caravans were organized) to prep local authorities and RH service providers for the event, to carry samples of separately made and paid advocacy, social marketing, and IEC materials (for another \$ 5,000);
 - * 5 meetings with urban/rural print and audiovisual media representatives to prep them and organize radio/TV contests on RH topics prior to the event, so we could give the winners prizes during the event (I fundraised with national and international pharmaceutical and cosmetics companies to offer prizes; they even sent representatives to take part); all the media contacted organized media campaigns pre-, intra-, and post- the event at no cost; they also attended and broadcast live;
 - * 4 special events organized for young people in discos;
 - * Snacks/refreshments for the over 70 people who participated in the one day event in 8 different places, attended by about 600 locals;
 - * Nice folders for the first lady, the minister of health, and women parliamentarians who attended;
 - * Snacks/refreshments for evaluation meeting at the end of the day for 100 people (organizers, VIPs, media);
 - * Travel/local transportation costs, renting 16 vans.
- No salaries, no office rent, no venue rent, no bribes.

Examples: a mayor offered the venue, prizes, called the media and the audience. We only paid for transportation and my presentation energized local RH experts to organize a health fair, where they offered their own health info and local providers brought their stethoscopes and blood pressure kits and gave people free tests. Everybody was happy some health services were really free of charge for the first time. All taboos vanished when it came to connecting providers and clients directly. We had a children's choir and lots of music and contests. A business woman donated children's clothing and I managed to fundraise with Feed the Children, who brought dozens of boxes of clothes from England.

Examples of funding sources

- Coca Cola or other similar
- Hotel management (to donate a weekend's worth for the winner of a contest)
- Pharmaceutical and cosmetics companies
- Media consortiums (women's magazines to write articles and produce advocacy events)
- Local public administration officials (to support event by securing venue)
- MPs (to attend event and go public)
- Local government officials (to attend event and go public)
- Advertising companies (to help produce info pack/bag)
- Women's clothing/other items factories (to sponsor talks and info distribution to women workers at the factory site)

- International agencies that produce contraceptives as part of social marketing campaigns to sponsor by donating condoms and contributing manpower (e.g, PSI)
- International agencies that can donate clothes to the poor
- The First Lady (to attend event and go public)
- Local Funding Sources

Ideas: Special Fundraising Campaigns

- **The Event-in-a-Box concept:** develop an event template that outlines the steps to run the event and materials that are needed, and put everything into a box. The box eventually should contain everything from a "How To" manual, banners, balloons, and disposable cameras, to press releases, recognition materials for participants. Develop a theme for the box. (source: [Canadian FundRaiser](#))
- **Fundraising by Telephone:** Like a good direct mail letter or personal visit, the well-conceived *Tele-Fundraising* campaign is designed to (1) thank the donor or member for previous support; (2) convey information about an immediate and pressing need; (3) ask specifically for a gift and, (4) thank the donor again.

When it comes to the cultivation and direct solicitation of donors, *Tele-Fundraising* is the next best thing to being there. The telephone-like the direct mail letter itself-is but an extension of the individual. The instrument through which your organization's case for support can be clearly and effectively stated. *Tele-Fundraising* gives you an advantage over mail alone. In its simplest form you can personally say "thank you" to thousands of new donors. In more sophisticated applications the person-to-person approach of *Tele-Fundraising* enables your organization to personally answer questions, emphasize current developments and solicit support in ways not possible by mail alone. The creative and appropriate members of your organization should develop the most persuasive, factually accurate message to be used in the test.

- **Fundraising on line:** Many organizations are experimenting with cyberspace fundraising. Email solicitations are increasingly popular, especially as year-end appeals. The key is to limit your online soliciting to those individuals who have already expressed an interest in your work, by becoming a member, joining a list service, or participating in an action or event that your organization sponsored.

Many organizations have set up membership forms on their Web sites. These efforts range from "bare bones" efforts that provide a postal address and encourage readers to send in a check, or sophisticated secure servers that enable the donor to use a credit card.

Some groups raise money by online sales of buttons, bumper stickers, T-shirts, publications, or other items. Others offer donors a technology-oriented gift. Examples range from simple items such as mouse pads, to fairly sophisticated screen saver software that the donor can download in exchange for a contribution.

The information below has been adapted from ***A Women's Fundraising Handbook*** produced by The Global Fund for Women.

- Empower yourself! You can gain access to available resources for a cause in which you truly believe.
- Be able to articulate your cause clearly and effectively.
- Demonstrate accountability and responsibility, donors will want to know that you are able to manage your money well.
- Be prepared to contribute to your own cause, however little, if you truly believe in it and want to demonstrate credibility.
- Try to include your donors in your cause- give them as many details as possible, share your vision and get them involved.
- Diversify your fundraising strategy; look for resources in your community as well as requesting funds from organizations and agencies outside of your community.
- Below you will find a list of ideas of international and regional organizations that can be approached for funds.

Possible funders include **governmental organizations** such as your own federal/provincial/city government agencies, local embassies (self-help fund/small project assistance programs), and the EEC (European Economic Community).

Consider approaching the following **government development organizations** including: AIDAB (Australia), CIDA (Canada), DANIDA (Denmark), DFID (UK), FINIDA (Finland), NORAD (Norway), SIDA (Sweden), USAID (US).

There are also numerous **UN and Related Agencies** may provide funding for your participation at the Forum including: OSCE (Organization for Security and Cooperation in Europe), PAHO (Pan-American Health Organization), UNICEF (Children's Fund) UNDP (Development Programme), UNFPA (Fund for Population Activities) UNESCO (Educational, Scientific & Cultural Organization), UNIFEM (UN Development Fund for Women), WHO (World Health Organization).

You may also receive funding from other **organizations that occasionally fund women's groups**. Examples of possible organizations are as follows: Avina Ford, Commonwealth Foundation, Global Fund for Women, IWHC (International Women's Health Coalition), Inter American Parliament Group, Red Banner, Social Development Fund, Social Investment Fund, World Association Christian Committee, African Women's Development Fund.

Although sometimes overlooked, often the best way to raise funds is to look for resources in your own community. Not only is this an effective way of fundraising, but also has the advantage of educating those around you about your activities and issues of concern. To help get you started, below is a list of ideas of how individuals and organizations around the world have raised money.

Many of the following **community organizations/institutions** give funding such as: The organization that you work or volunteer for, other local organizations, universities, community centers, schools, local religious centers, local/national charities, local/national businesses and corporations (ask for money as well as Service/product discounts or donations or to match the funds you raise), local women's groups, local service organizations (Kiwans, Rotary, Soroptimists). Also, ask for free airline tickets

In addition to receiving larger sums from community organizations, you can also hold **fundraising events within your community** including: auctions, book luncheon/sale, jumble sales, arts & craft sale, bazaars, co-hosting/sponsoring events, concerts, selling tickets for dances/dinners/theater/film, harambee (women joining together to help each other/themselves), raffles/lotteries, street fairs/carnivals, consult/charge a fee for service Consult (get paid for your expertise), write/sell publications, sub-contract for the government or others, charge workshop fees, write for a fee (articles etc.).

Another way of raising funds is to directly ask for money or in-kind donations from individuals such as: friends, colleagues, people who have given in the past, politicians, family members, business people, people you have worked with.

Helpful Hints

Whether you are requesting funds from an international agency or your family members, the basic principle of your request remains the same. Your proposal should be well articulated, tailored to the event that you are requesting funds for and the impact of your participation must be clear. Your proposal or request for funding should cover the following:

- Why should you attend the Forum? Let donors know that the Forum is a wonderful skills and capacity-building opportunity, a chance to network with key funders and have the issues facing your community heard and acted upon in an international fora.
- What kind of preparation is being made to attend? Give details on who else is contributing to your participation, what efforts have gone into preparation.
- How will your participation affect your organization's capacity to achieve its goals? Explain what expertise and contacts you will bring back to your organization after the Forum.
- How will follow-up be undertaken to ensure an impact is made? Who will do this? Let donors know what you and your organization will contribute back to the community on your return. You can plan to document what you learn, give workshops and presentations and share your experiences with your colleagues and larger community.

Remember, there is no "magic" to obtaining money from funding sources; often it involves hard and steady work as well as clarity about your activities and purposes.

Fundraising Template

The letter below can be adapted for any donor or organization to seek financial assistance.

Put the letter on your organization's or personal letterhead if available

[Date]
[Name of donor/organization]
[Name of contact (if available)]
[Address (if available) or fax (if faxing)]

Dear **[insert name of contact (of title of the position is the name is not available)]**,

I am writing to your organization to request financial assistance in the amount of \$ **[enter total from below]** to I sincerely hope that **[Insert Donor's/Organization's Name]** can assist us in this endeavor.

The **[insert name of event]** is.....

It provides an unparalleled opportunity to(e.g.: develop strategies, share ideas, build skills and provide support - all to advance gender equality and social justice. The past **[events]**, have attracted as many as ## policy makers, practitioners, researchers, grass roots activists, policy makers, students and business people from **[city/region/country]**.

Dozens/Hundreds of leaders, scholars, and practitioners will gather in **[place]** from **[dates]** to **[name the purpose]** (e.g.:consider not only the economic, but also the political, social, ecological and cultural implications of abortion restrictions). Together they will strategize for viable alternatives to **[name it]**. During workshops, plenaries, skills-building sessions and debates, women and men will

analyze current approaches to [abortion legislation] and strategize on how to ensure their ideas are translated into concrete actions in the years to come.

As participants in the [event], we will:

- **[Add goals and objectives]** for eg. What do you hope to gain from [the event]? Let donors know that [the event] is a wonderful opportunity, a chance to network with key funders, forward local campaigns, have the issues facing your community heard and acted upon etc.
- **[Add strategic benefits]** How will your funders' participation affect your organization's capacity to achieve its goals? How will it advance the rights of women and social justice in your community or country? What expertise and contacts you will bring back to your organization after [the event]
- **[Add benefits appropriate to the interests of the funder]** for example, funders may be especially interested in supporting women or in promoting certain issues (operationalize abortion-related policies), do your research and make the connections with your individual situation
- **[Add future outcomes]** How will follow-up be undertaken to ensure an impact is made? Who will do this? Let donors know what you and your organization will contribute to the community.
- **[Add benefits appropriate to the conditions of your country, organization, community, special interest group, sex, age group, income level, etc.]**

[Describe the Event and its benefits] eg.:

The Event will help all participants do the following:

- Share, analyze, and develop solutions for(e.g.:gender equality and justice
- Network and build strategic alliances (intergenerational, development/human rights, policy makers/researchers/activists etc.)
- Make linkages between issues and sectors towards an integrated approach for **[issue]**
- Place new issues on the development and human rights agenda
- Forge action plans for policy change

The estimated cost is as follows:

ITEM	AMOUNT	REQUESTING
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TOTAL

[Describe the state of your planning and fundraising] What kind of preparation is being made to attend? Give details on who else is contributing to your participation, what efforts have gone into fundraising.

Thank you very much for considering my request. I am looking forward to hearing from you. If you would like additional information on **[the event]**, you can refer to

Please contact me at **[Enter contact details- e-mail/Fax if available, address if not]** if you have any questions.

Sincerely,

[Your name]

[Your title (if applicable)]