



BULLETIN FUNDRAISING PRACTICES



“Life is made up of small and large gestures of goodwill by other people.”

Mo Farah - The power of ambition. Autobiography



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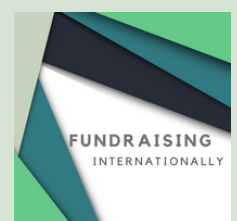
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WHAT IS FUNDRAISING AND WHY IS IT IMPORTANT FOR NON-PROFIT ORGANIZATIONS?

Fundraising is the process of raising funds by establishing cooperation with companies, charitable foundations or government institutions and with individuals. Non-profit organizations such as foundations, charities, and community organizations work for community and social causes, and fundraising is one way to raise funds to accomplish their mission.



WHAT IS FUNDRAISING AND WHY IS IT IMPORTANT FOR NON-PROFIT ORGANIZATIONS?

FUNDRAISING IS IMPORTANT FOR NON-PROFIT ORGANIZATIONS FOR SEVERAL REASONS:

1. Financing activities - Fundraising enables non-profit organizations to obtain funds that are necessary to finance activities, such as implementing social programs, conducting research, organizing events, or helping those in need.

2. Organization development - Through fundraising, non-profit organizations can develop their activities and increase their influence, which allows them to achieve a greater scale and reach of their mission.

5.



WHAT IS FUNDRAISING AND WHY IS IT IMPORTANT FOR NON-PROFIT ORGANIZATIONS?

3. Promotion of the organization - Fundraising can help promote the organization and its mission, which allows you to attract more people to support their activities and increase public awareness of their goals.

4. Building relationships - Fundraising enables non-profit organizations to build lasting relationships with donors, partners and the community, which allows for increased involvement and support in their activities.

All in all, fundraising is essential for non-profit organizations as it helps in raising funds for their ideas, projects, missions and goals, as well as building relationships and promoting their activities in the community.

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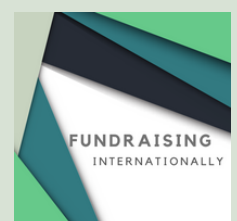
WHAT ARE THE GOALS AND BENEFITS?

The goals and benefits of fundraising are varied and depend on the organization and the specific activities it undertakes. However, in general, we can distinguish several key goals and benefits of fundraising.

FUNDRAISING GOALS:

1. Raising funds for the organization's activities - Fundraising allows you to raise funds for the implementation of social programs and projects that are a priority for the organization.

2. Building a donor base - Thanks to fundraising, non-profit organizations have a chance to attract new donors,



WHAT ARE THE GOALS AND BENEFITS?

who can support the organization not only financially, but also through active participation in its activities.

3. Increasing social awareness - Fundraising can help build the image of the organization and increase public awareness of its goals and mission.

4. Organization development - Fundraising enables NGOs to develop their activities by raising funds for new projects, programs and initiatives.



WHAT ARE THE GOALS AND BENEFITS?

FUNDRAISING BENEFITS:

1. Increasing the influence of the organization -

Raising funds through fundraising allows you to increase the influence of the organization on the community and to achieve its goals and mission.

2. Building relationships - Fundraising enables non-profit organizations to build lasting relationships with donors, partners and the community, which allows for increased involvement and support in their activities.

3. Improving the image of the organization -

An effective fundraising campaign can help improve the image of the organization in the eyes of the community and contribute to increasing its credibility.



WHAT ARE THE GOALS AND BENEFITS?

4. Social development - By raising funds for the activities of organizations, fundraising can contribute to social development by funding social programs, research and other activities that improve people's quality of life.

All in all, the goals and benefits of fundraising are very diverse and depend on the specifics of the organization and the specific activities it undertakes. However, in general, fundraising enables NGOs to raise funds to achieve their missions and goals, as well as to build relationships with donors and the community.

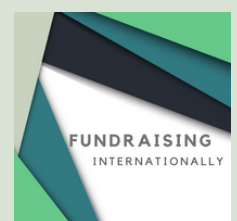


TYPES OF FUNDRAISING

Fundraising is a broad concept, covering various types of activities aimed at raising funds for the implementation of the goals of non-governmental organizations. Below are some of the most popular types of fundraising:

1. Public collections - They consist in collecting money from people who want to support a specific social initiative or non-profit organization. Public collections may take the form of collecting donations in piggy banks or organizing charity events such as concerts, auctions or sweepstakes.

2. Crowdfunding campaigns - These are campaigns where non-profit organizations or individuals ask for financial support for a specific project -

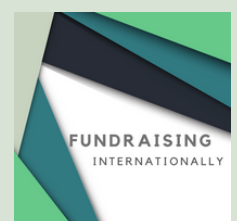


TYPES OF FUNDRAISING

goal through an online crowdfunding platform. Funds are usually raised through online donations from many people.

3. Grants - These are financial grants given to non-profit organizations by foundations, corporations or governments. Grants are intended for the implementation of specific social projects or programs and may cover both operational and programming costs of the organization.

4. Sponsored events - Organize events such as runs, concerts or exhibitions that are sponsored by companies or individuals.

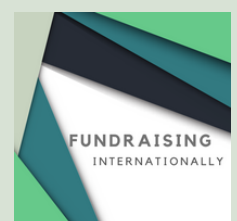


TYPES OF FUNDRAISING

In exchange for sponsorship, sponsors receive the opportunity to participate in the event or benefits in the form of advertising, displaying their logo or increasing the reach of the brand.

5. Individual donors - These are people who decide to make regular or one-off payments to non-profit organizations. Individual donors are one of the most important sources of funding for NGOs. They can make donations online, by mail, or directly at the organization's office.

6. Business partnerships - These are agreements between non-profit organizations and companies that commit to financial support



TYPES OF FUNDRAISING

or substantive for non-profit organizations. Business partnerships can take many forms, such as sponsorship, employee volunteering, offering products or services at a discount, or sharing expertise.

Fundraising is an extremely important element for the development of non-profit organizations and can help raise funds for the implementation of their mission and goals. The choice of a specific type of fundraising depends on the specifics of the organization, its goals and the market in which it operates.



HOW TO PLAN AND PREPARE AN EFFECTIVE FUNDRAISING CAMPAIGN?

Planning and preparing an effective fundraising campaign requires taking into account several important steps. Here are some basic tips:

As an NGO, ask yourself:

“What are the long-term goals of my organization, and what are the goals for the next 12 months...?”

The answer will help you plan your fundraising effectively.



HOW TO PLAN AND PREPARE AN EFFECTIVE FUNDRAISING CAMPAIGN?

1. Define the goal and action plan - The first step is to define the goal of the fundraising campaign and the action plan to achieve this goal. The plan should include dates and types of activities, costs, channels of communication with donors, as well as the responsibility of individual persons for the implementation of individual activities.

2. Identify your target audience - It is important to identify the target audience of your fundraising campaign and know their needs and expectations. This can help tailor activities and communications to your specific needs and interests.



HOW TO PLAN AND PREPARE AN EFFECTIVE FUNDRAISING CAMPAIGN?

3. Prepare promotional materials - A successful fundraising campaign requires good promotional materials such as leaflets, posters, brochures or graphic visuals. The materials should be aesthetically designed and contain clear information about the campaign's purpose and ways of supporting it.

4. Use different communication channels - It is important to use different communication channels such as social media, website, mailing or events to reach as many donors as possible.



HOW TO PLAN AND PREPARE AN EFFECTIVE FUNDRAISING CAMPAIGN?

5. Encourage participation - In a fundraising campaign, it is important to effectively encourage participation and support. This can be done by organizing competitions, auctions, or offering prizes for support.

6. Align strategy with results - A fundraising campaign should be regularly monitored and analyzed for results. In the absence of the expected results, it is worth making adjustments and adapting the strategy to the results obtained.



HOW TO PLAN AND PREPARE AN EFFECTIVE FUNDRAISING CAMPAIGN?

7. Thank for support - It is worth remembering to thank donors for supporting non-profit organizations. This can be done, among others, by sending a thank you letter, e-mail or invitation to a special event.

To sum up, an effective fundraising campaign requires planning, preparation of appropriate promotional materials and the use of various communication channels. It's also important to encourage participation, monitor results, and thank you for your support.



WHAT ARE THE BEST PRACTICES AND STRATEGIES FOR FUNDRAISING SUCCESS?

Success in fundraising depends on many factors, such as the level of team involvement, clear goals and strategies, the ability to build relationships with donors, and effective communication. Below are some best practices and strategies that can help you succeed in fundraising:

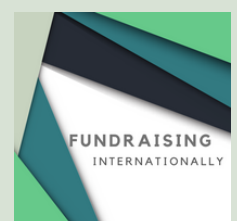
1. Be clear about your goals - The most important step in successful fundraising is to be clear about what you want to achieve. Goals should be specific, measurable, achievable, realistic and time-bound (S.M.A.R.T.).



WHAT ARE THE BEST PRACTICES AND STRATEGIES FOR FUNDRAISING SUCCESS?

2. Create relationships - Building relationships with donors is crucial in fundraising. It must be taken into account that this is not just a one-time transaction, but a long-term cooperation. Accepting donations is not only accepting money, but also barter, establishing relationships with the donor and using the creative potential of others.

3. Personalize communication - Effective communication with donors must be personalized and tailored to the needs and preferences of donors. Keep in mind that every donor is different and may have different expectations.

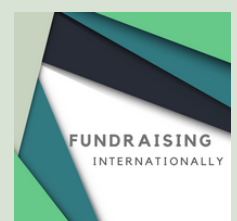


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4. Use different channels - It's important to use different communication channels such as social media, website, mailing or events to reach as many donors as possible.

5. Be transparent - Donors want to make sure that their money is used transparently and in line with the goals of the non-profit organization. It is important to ensure transparency and openness in the activities of the organization.

6. Implement various forms of fundraising - It is important to use various forms of fundraising, such as public collections, crowdfunding campaigns, grants, sponsored events, etc.

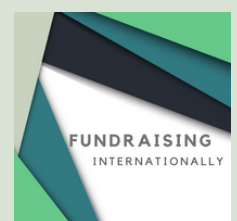


WHAT ARE THE BEST PRACTICES AND STRATEGIES FOR FUNDRAISING SUCCESS?

Thanks to this, the organization can reach various groups of donors.

7. Express gratitude for support - It is important to remember to thank donors for their support to the organization. This can be done in person or by sending a thank you letter, e-mail or invitation to a special event.

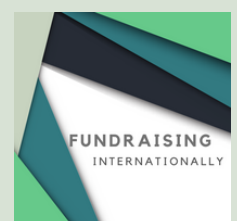
To sum up, the best practices and strategies for success in fundraising are clear definition of goals and strategies, building relationships with donors, personalization of communication, use of various channels, transparency in activities.



HOW TO EVALUATE AND MEASURE THE EFFECTIVENESS OF A FUNDRAISING CAMPAIGN?

Evaluating and measuring the effectiveness of a fundraising campaign is essential to verify that the campaign's goals have been achieved and to adjust the strategy and activities of the non-profit organization in the future. Here are some ways to evaluate and measure the effectiveness of your fundraising campaign:

1. Analyzing the metrics - The easiest way to measure the effectiveness of a fundraising campaign is to analyze metrics such as the amount of funds raised, the number of donors, the average value of the donation, etc. These metrics allow you to evaluate the overall result of the fundraising campaign and compare it to previous campaigns.

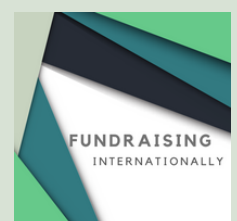


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2. Comparison with goals - It is important to compare the results of the fundraising campaign with the goals that were set at the beginning.

In this way, you can determine whether the campaign met its goals, and if not, what factors contributed to this result.

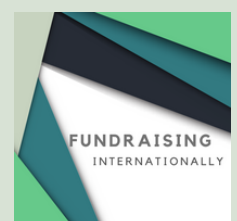
3. Feedback from donors - It is important to get feedback from donors who have supported the fundraising campaign. Thanks to this, you can get to know donors' opinions about the campaign, their expectations and preferences. This can be done through surveys, conversations or meetings.



HOW TO EVALUATE AND MEASURE THE EFFECTIVENESS OF A FUNDRAISING CAMPAIGN?

4. Action analysis - It is important to carefully analyze the actions taken as part of the fundraising campaign. Check which actions have yielded the best results and which should be changed or adapted in the future.

5. Analysis of external factors - The effectiveness of a fundraising campaign can be affected by external factors, such as the economic situation or trends at a given time. It's important to consider these factors when analyzing campaign performance.



In conclusion, evaluating and measuring the effectiveness of a fundraising campaign is essential to understand the results of the campaign, adjust the strategy and plan for the future. Indicator analysis, comparison with goals, feedback from donors, analysis of activities and external factors are useful in measuring the effectiveness of the fundraising campaign and drawing conclusions for the future, in one sentence:

Fundraising is planned activities, you need to know your goal, know how to achieve it by reaching people who will understand and support it!

