FUNDRAISING
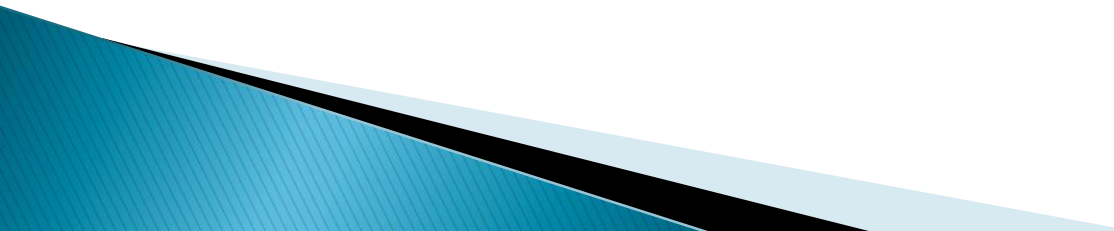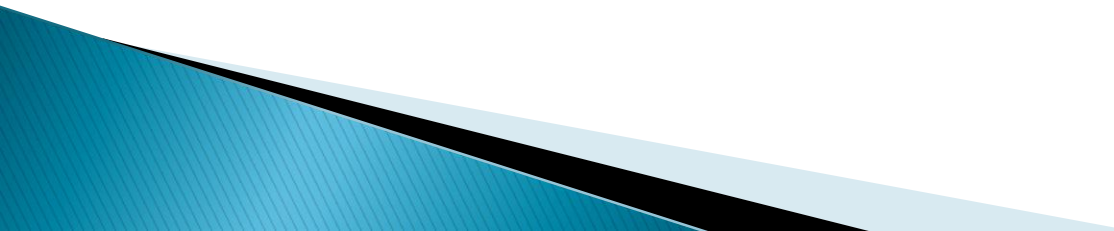
Name: Kulusum Hasakya

Position: Director of Fundraising

Date: 2/10/2019
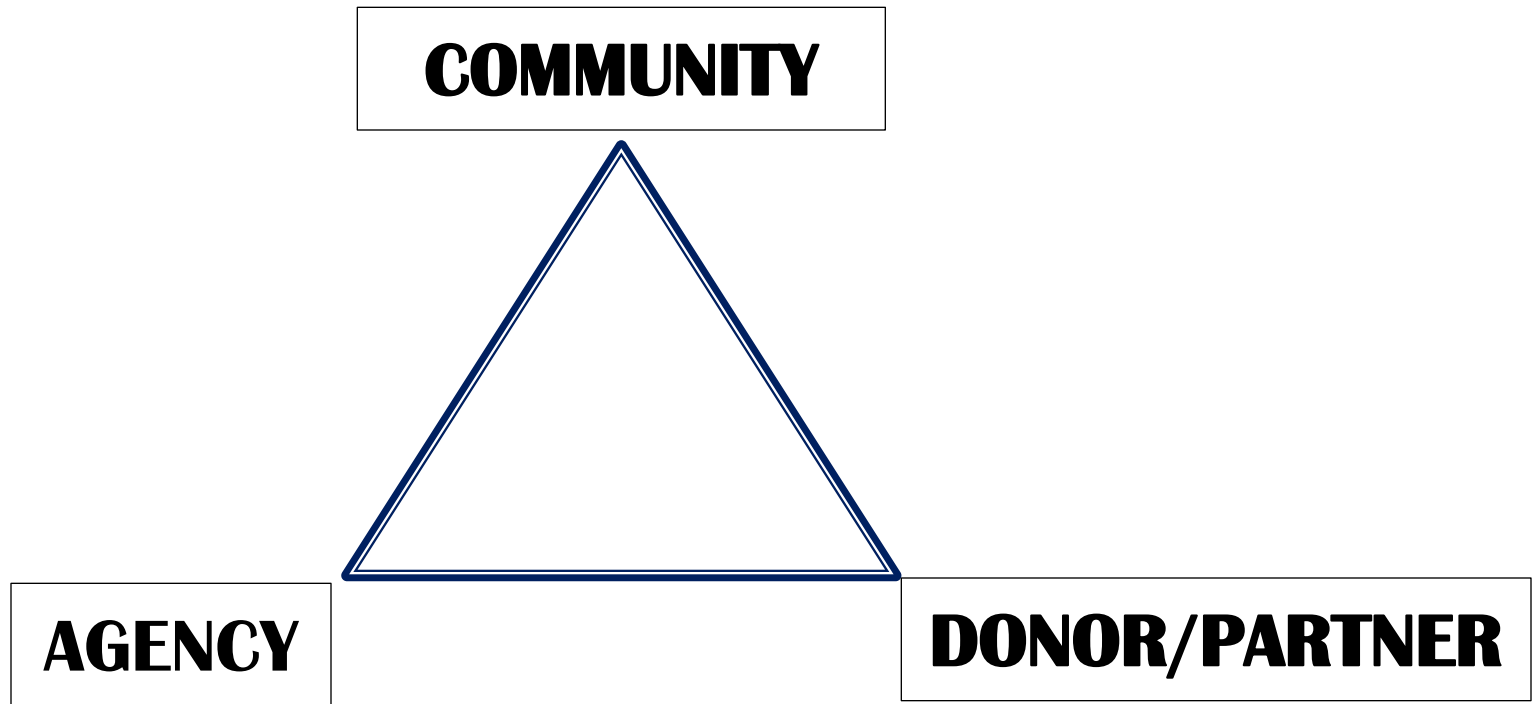
PRESENTATION

- Fundraising
- Pattern and Process
- Fundraising at URDT/ARU
- Roles
- Truth/myths about fundraising
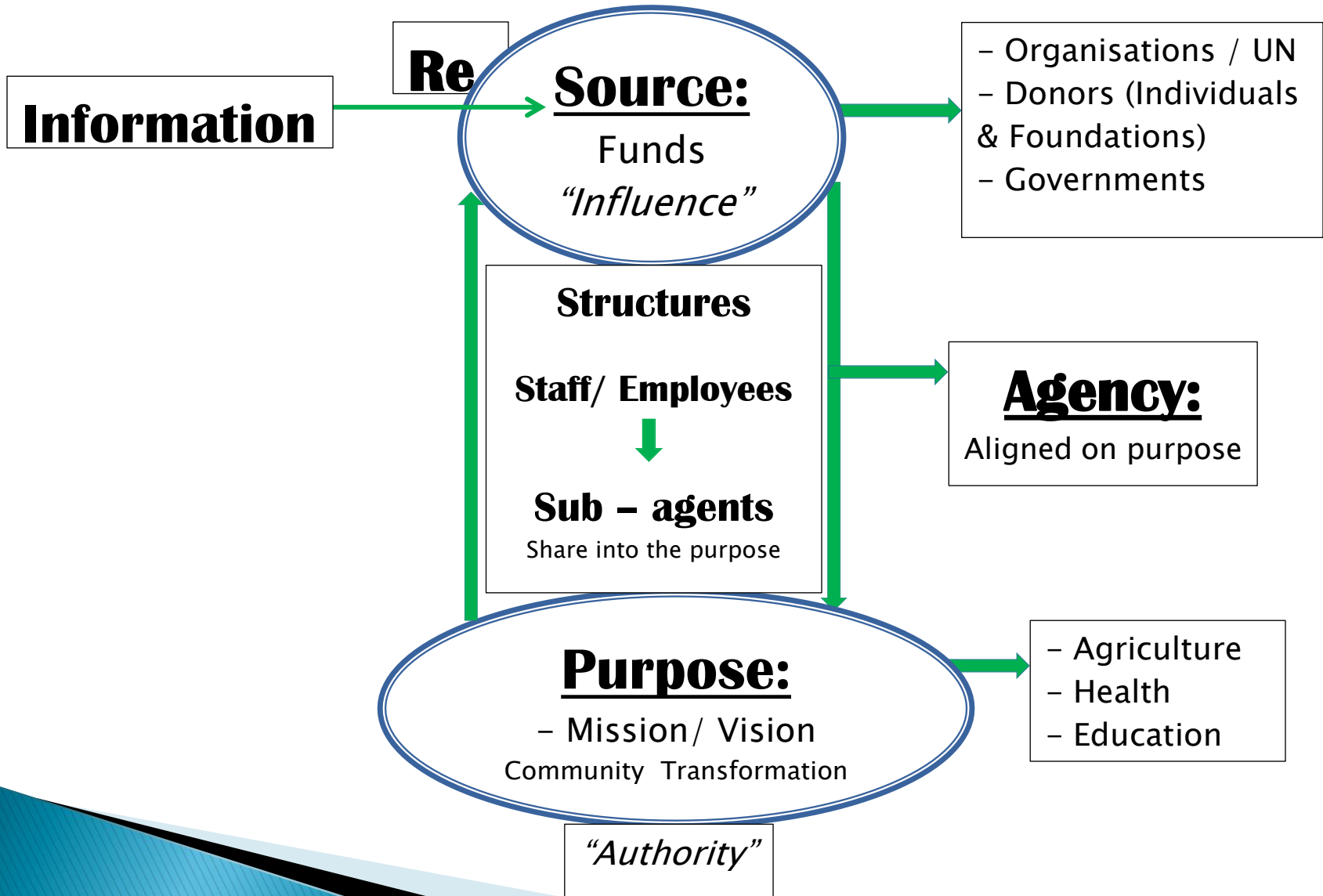- Conclusion
- Discussion

FUNDRAISING

This is the **PROCESS** where an individual/ organisation **SOLICITS AND GATHERS** voluntary **CONTRIBUTIONS** as money or other resources, by requesting for donations from individuals, businesses, charitable foundations or government agencies.

PATTERN

PROCESS

Information → **Re**

Source:
Funds
"Influence"

→ – Organisations / UN
– Donors (Individuals & Foundations)
– Governments

Structures

Staff/ Employees

↓

Sub – agents
Share into the purpose

→ **Agency:**
Aligned on purpose

Purpose:
– Mission/ Vision
Community Transformation

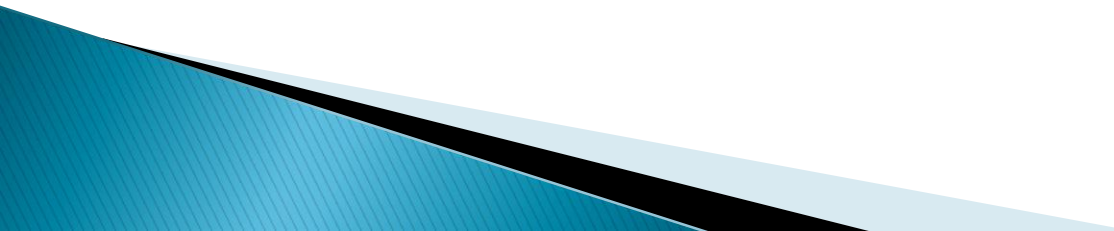→ – Agriculture
– Health
– Education

"Authority"

URDT/ARU

4 Categories:

- **Work**
  - Education
  - Epicenter Strategy
  - KKCR and MEPE

- **Documentation**

- **Marketing**

- **Raise and keep funders**

ROLES

- **Document the URDT/ARU story**
- **Tell the URDT/ARU Story**
  - ◦ Reports, updates and clips
  - ◦ Website
  - ◦ Fundraising materials
- **Raise resources**
  - ◦ Proposals and concept notes
  - ◦ Fundraising events
- **Nurture partnerships**
- **Database and profiles**

TRUTH/MYTHS

1. TRUTH
Fundraising is more than getting cash – in kind donations

1. MYTH
Fundraising is only about getting cash

2. TRUTH

Raising money is finding support as much as you can

2. MYTH

Raising money is all about knowing rich people

3. TRUTH

Fundraising is a transaction in which both sides receive something

3. MYTH

In fundraising, one person gives & the other receives

4. TRUTH

Listening to donors is often more important than lecturing to them

4. MYTH

You should always try to tell your partner as much as possible

5. TRUTH

Stories often matter more than just statistics to catch people's attention

5. MYTH

Statistics & facts are the only things that matter while making a case

6. TRUTH

Successful fundraising is a team effort

6. MYTH

A great fundraiser is an individual superstar: works mostly alone in achieving the success

7. TRUTH

Traditions for in-person fundraising still matter in e-fundraising

7. MYTH

The internet has completely changed how fundraising is done

CONCLUSION

- **Let us interest ourselves**
  - Learn more about fundraising
  - Check our orientation
  - Have the spirit
- **Each person has a role to play**
- **Participate actively/ consciously**
- **Always remember the basics**
  - Implementing
  - Documenting
  - Meeting partners

DISCUSSION

END