



# FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

AUGUST, 2023 | ISSUE 20

Fundraising for NGOs is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, and skills in fundraising. It aims to build and strengthen the fundraising capacity of the local NGOs in Nepal. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). One can get access to unlimited global and national donors database, grants, sample proposals, useful resources, and tools for sustainable fundraising. Get yourself updated detailly from our different social media sites. The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

“Charity begins at home but should not end there”

- Thomas Fuller



# Successful Fundraising Story

## Plastic Free School

### Follow-Up on Plastic-Free School

The Environment Team of ICA Nepal received a Global Seed Grant funded by the Korea SHE Foundation. In regards to the Workshop on Plastic Free School, the ICA Nepal Environment Team conducted a follow-up program at Prabhat Secondary School on 03 August 2023. The follow-up program highlighted the discussion on changes and commitment adherence after the workshop. The students shared their changes through effective storytelling and writing.

The program included video presentations on plastic pollution, microplastics, the history and disadvantages of plastic pollution with the consumption and its degradation pattern across the globe along with the highlight of the Green School Guideline designed by the Ministry of Education Science and Technology, Nepal in 2018. Further, the students committed to making their classroom a single-use plastic-free zone and maintaining a journal for a month. Further, the ICA Nepal Environment Team intends to hold a final follow-up program to make plans and activities for the Eco-Club.



### Workshop on Plastic-Free School

On 23rd August, ICA Nepal conducted a Workshop on Plastic Free School at MaryBert School. The workshop was participated by a total of 23 students from grades 3 to 5 with age groups ranging from 9 to 13. Through the session, we intended to aware the students aware and minimize single-use plastic. The workshop comprised Video sessions, Group activities, an Introduction to Climate Change and 3R Practices, Commitment to Depalstify Earth, Group activities, Reflections through ORID as well as various other Q&A rounds.

The workshop covered the consequences of plastic on the food chain, the Japanese Itai-itai disease case, floods caused by plastic getting stuck on river canals, and the effect of plastic on living beings with various pertinent examples. The team further aims to conduct a follow-up session for 2 consecutive months after the workshop. The news was also featured in Online Bahas, a local newspaper.



Moreover, ICA Nepal has been sharing various facts and tips to promote Plastic Free Earth every Friday.

# Strategic Plan Meeting

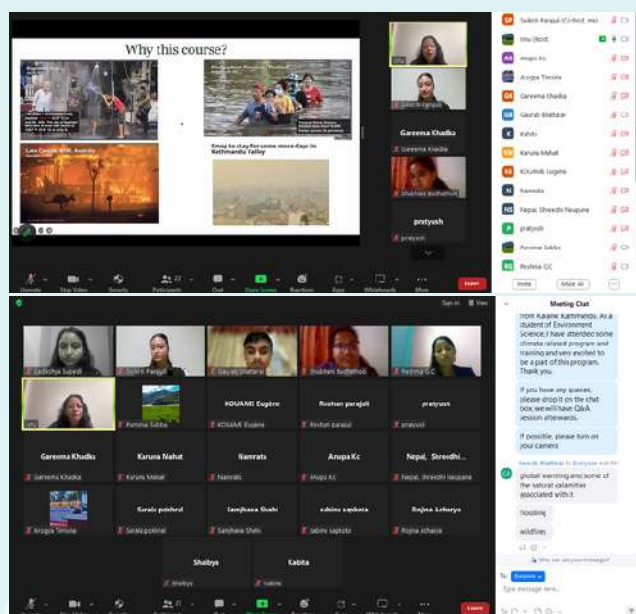
On 9th August 2023, Fundraising for NGOs in Nepal conducted a Strategic Plan Meeting for one of the exclusive members, Samagra Nepal on 9th August 2023. The major objectives of the workshop was to review the strategic plan draft of Samagra Nepal and explore the possible projects and mechanisms for fundraising. The meeting was attended by the Board Members and staff of Samagra Nepal along with the FFN team. The meeting highlighted the expertise areas, weaknesses, and possible project identification along with the formulation of the 5-Year Strategic Plan for Samagra Nepal.



## Orientation on Youth Course on Climate Change

ICA Nepal in coordination with Common Earth, Canada is offering a Youth Course on Climate Crisis. The orientation was conducted on 25th August, where we summarized the overall course program and selected passionate youths.

The Youth course is a 20-week virtual program that will commence on 15 September 2023. The primary course themes include The Climate Crisis, Systems Thinking, The Journey of the Universe, The Human Experience, and The Wisdom of Nature. The youths are committed to joining on a journey of reflection, knowledge, and insight to leverage positive environmental change and ensure a healthy planet now and for future generations.



## Envisioning Nepal for the 21st Century

FFN has been supporting Imagine Nepal to conduct a Monthly Talk Series on the first Friday of every month. In August, FFN collaborated to conduct the session on समृद्धिको हुटहुटि (The Rush of Prosperity) by Mr. Ashbin Kumar Pudasaini. Mr. Pudasaini shared 101 tips surrounding Prosperity along with the launch of his new book “समृद्धिको हुटहुटि”.

This initiative also aims at youths to promote and share INNOVATION and START-UP Ideas and get support for their Dream Projects. The program consists of a series of sharing sessions, talk shows as well and dialog discussions for the future.



# Opportunity for Participation

The Institute of Cultural Affairs invites interested organizations and individuals to attend the Asia Pacific Regional Seminar on Participatory Engagement from 5 - 7 Dec. 2023 in Pune, India.



## THE INSTITUTE OF CULTURAL AFFAIRS



### Asia Pacific Regional Seminar on Participatory Engagement Pune, India, 5 - 7 Dec., 2023

*Members of ICA, I/NGOs, Organizations and Individuals are invited to join us. We will be exploring on the following themes:*

- Theme 1: Environment & Climate Change
- Theme 2: Youth as Facilitative Leadership
- Theme 3: Community Development
- Theme 4: Participatory Leadership & Management

#### KEY EVENTS

- 3 - 4 Dec. 2023 - Regional ICA Meeting (only for ICA people)
- 5 - 6 Dec. 2023 - Regional Seminar on Participatory Engagement (Including a one-day study tour)
- 7 - 11 Dec. 2023 - Training

- Participatory Strategic Planning
- Facilitative Client Collaboration
- Meeting that works/Face- face Meeting

*Organized by ICA India in association with ICA Nepal.*

Venue: Talegaon, Pune, India

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# Learn More about Fundraising Terms

## Lapsed Donors

A lapsed donor is a donor who used to contribute to an organization but who has not donated within a specified amount of time. Usually, that time period is twelve months. However, some organizations consider a donor lapsed after two or three years. The time period is usually informed by a nonprofit's fundraising plan and the key metrics they track. By identifying lapsed donors, your nonprofit can brainstorm ways to reactivate their support.



### Why Do Donors Lapse?

According to the 2018 Fundraising Effectiveness Report, 99 contributors were lost for every 100 donors obtained in 2017. The first step in minimizing donor lapse is recognizing its possibility and formulating a plan to win it back or at least prevent more donors from lapsing in the future.

There are several reasons why contributors become lapsed; some are under your control and some are not. For instance, donors' financial situations change. They also move and find local causes to support in their new hometowns. Other top reasons donors lapse include finding causes they find "more worthy," not receiving recognition for their gift, not understanding how their gift is being used, and feeling offended by your donor communication (or lack thereof).

No matter the reason, organizations are bound to see some donor attrition. The crucial thing is to be aware of lapsed donors so you can identify ways to prevent other donors from doing the same.

### How Can Nonprofits Prevent Donor Lapse?

Lapsed donors are valuable. Unlike potential new donors, they have supported you before. And they believe in your cause enough to have sent you a gift. Understanding why your donors stopped giving will be key to learning how to win them back. You may want to start by sending a survey and collecting feedback from donors to better understand where your organization missed the mark. You can ask questions like, "How was your donation experience?" and "What feedback can you provide about our level of communication following your donation?"

Once organizations have identified a donor as lapsed, they have many options for ways to re-engage them. Organizations can consider making things personal and winning back their support with a sincere appeal letter from your heart to theirs. A lapsed donor letter, or recovery letter, encourages past supporters to give again through compelling and personal language.

A lapsed donor letter encourages former donors to give again by making them feel important and reminding the positive impact their generosity had on the community. Donors are more likely to give when they have a reason and can see the impact their donation will have.

## 7 tips for writing an effective lapsed donor letter

**1. Write to one person:** The first step in a lapsed donor appeal is to identify the recipient. Pull your organization's data about lapsed donors and decide which donors should receive a letter, focus your efforts on high-value lapsed donors. Then, get personal. Donors can tell when an organization sends out a mass appeal. Instead of beginning your letter with a generic salutation like "Dear valued donor," address them directly, make reference to your previous involvement with them, and adjust your gift request to reflect their average giving amount. A sincere letter can drive meaningful support to your cause.

**2. Tell Them You Miss Them:** A lapsed donor letter should communicate that you miss the donor more than their donations. Let them know that your nonprofit has noticed their absence and show your concern for the person. Donors give for a variety of reasons, but there's also an underlying force that supports their giving habits: the need to feel needed by your organization or how it makes one feel valued and appreciated. Share a story about one of the beneficiaries who rely on your programs or services and ask your lapsed donors to rejoin you in your mission to help them.

**3. Customize your donation appeal:** Some of your lapsed donors may have given once and then never again while others might have given faithfully for months. Each donor demands a different letter. The more faithful your donor has been, the more that donor requires a personalized letter with a personalized ask amount. For example, if you know from your database that a donor made an annual gift at any specific time of the year or any specific area, and cause mention that. Donors who connect with your letter are more likely to recommit to your cause.

**4. Match your language to the length of donor lapse:** Statistically, the longer your nonprofit waits for a gift, the less likely it is to receive one. That implies you should divide your donors into groups based on the length of their inactivity and send each group a slightly different appeal. Be casual with recently lapsed donors and more persistent with donors who haven't given in two or more years.

**5. Share a story of impact and need:** When possible, center your lapsed donor letter around creating a sense of need. Start with an impact story that sparks emotion and shows how your nonprofit relies on donations to make a difference. Sharing these stories will allow you to connect with lapsed donors and demonstrate why your organization is worthy of their renewed support.

**6. Invite the donor back:** Provide a clear path for lapsed donors to reconnect with your cause by giving them actionable next steps. Just remember to tailor the opportunities to each donor's interests and preferences. Lapsed donors might need a few more interactions with your organization before they recommit. That's why it's important to diversify your engagement opportunities in the hopes that one of them will pique their interest.

**7. Win back their hearts and minds:** The last thing your lapsed donor letter needs to accomplish is to emphasize the emotional impact of your cause and back it with rationale. A final call to action does just that. Conclude your letter with projects that empower and help your audience understand that they have a critical role to fill, but it also motivates them to take action.

Reactivating lapsed contributors may appear to be a daunting task. But remember, you won their support before. With the right letter, you can do it again.

## Funding Information of the Month

We, Fundraising for NGOs in Nepal have been compiling and providing funding information for NGOs both locally and internationally, and here is some of the best and most selective funding information of August 2023, you wished to know sooner:

### Youth Climate Justice Fund

**Deadline:** 17-Sep-2023

**Grant Size:** \$10,000

**Thematic Area:** Youth, Climate Change, Capacity Building



The Youth Climate Justice Fund is seeking applications to support climate justice young leaders with trust-based funding, resources, and youth-to-youth capacity development, enabling them to amplify their voices and to keep their vision and influence alive. The Youth Climate Justice Fund works to strengthen existing organizing efforts and support emerging youth movements with a focus on bridging funders and organizers to enable flexible and impactful support.

**For more Details:** <https://ycjf.org/how-to-apply>

### Primate Conservation, Incorporated

**Deadline:** 20-Sep-2023

**Grant Size:** \$2,500 to \$5,000

**Thematic Area:** Animals & Wildlife, Environment, Research

The Primate Conservation, Incorporated is accepting applications for its grant Program. Primate Conservation, Incorporated (PCI) is a not-for-profit foundation founded to fund field research that supports conservation programs for wild populations of primates. The intent is to provide support for original research that can be used to formulate and to implement conservation plans for the species studied.

**For more details:** [http://www.primate.org/grant\\_in.htm](http://www.primate.org/grant_in.htm)

### Wildlife Conservation Nepal (WCN)

**Deadline:** 20-Sep-2023

**Grant Size:** NPR 50,000

**Thematic Area:** Research, Environment, Community Development

Wildlife Conservation Nepal (WCN) invites students in their final year of master's degree in Natural Resources Management (NRM), Environmental Science, or any other related courses to apply for the "Prem Conservation Grant" to support their thesis completion. The Research Grant focuses on encouraging young scientists who have the potential to become leaders in their discipline and provide solutions to environmental problems for a larger community.

**For more Details:** <https://wcn.org.np/prem-conservation-grant-for-wcn/14/?>

## Good Food Institute (GFI)

**Deadline:** 21-Sep-2023

**Grant Size:** \$250,000 to \$350,000

**Thematic Area:** Agriculture Food & Nutrition, Research, Information Technology

The Good Food Institute (GFI) is excited to announce the release of the 2023 RFP for research projects in the field of alternative protein development. With the support of several generous donors, GFI's Research Grant Program is advancing this foundational, open-access research and creating a thriving ecosystem around this game-changing field. Since launching in 2018, GFI's Research Grant Program has provided yearly opportunities for researchers to apply for rapidly-deployed funding.

**For more details:** <https://gfi.org/researchgrants/>

## Illumina

**Deadline:** 30-Sep-2023

**Grant Size:** N/A

**Thematic Area:** Agriculture Food & Nutrition, Poverty Alleviation, Community Development

Submissions are now open for the 2024 Agricultural Greater Good Initiative grant to help identify measures that can increase crop yields and improve livestock welfare and productivity to alleviate poverty and hunger in the developing world. Through the Agricultural Greater Good Initiative, Illumina is collaborating with the agricultural community to support research into enabling a more sustainable, nutritious food supply. This program spurs critically needed research that will increase the sustainability, productivity, and nutritional density of agriculturally important crop and livestock species.

**For more details:** <https://www.illumina.com/areas-of-interest/agrigenomics/community.html>

## Azimuth World Foundation

**Deadline:** 30-Sep-2023

**Grant Size:** \$25,000 to \$15,000

**Thematic Area:** Health, Water & Sanitation, Environment

The Azimuth World Foundation is currently accepting applications for its grant program to raise awareness about the problems affecting the communities served. Azimuth World Foundation is dedicated to funding projects by grassroots Indigenous Peoples and Local Communities-led organizations aiming to improve access to healthy and safe Water and preserve territorial sovereignty and traditional ways of living in harmony with Nature for their own communities. The preference is to support projects that can be fully implemented within a timeframe of approximately one year.

**For more details:** <https://azimuthworldfoundation.org/grants.html>



# Some Trends of the Global Fundraising and Social Media

Fundraising is the process of seeking and gathering financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. Fundraising does more than just raise funds, it benefits nonprofits working together towards a common goal and motivates nonprofits towards organizations. Over time, due to the changing situation and modernization, the global trends for fundraising have opted for different measures. Everything quickly moved to the digital world in the peak years of email, online fundraising, and social media. Some of the Must-Know Stats About Online Fundraising and Social Media are stated below:



- In 2021, giving grew by 4%, even with challenging economic conditions.
- 45% of donors are donating to crowdfunding campaigns that benefit nonprofits.
- Most donors are more inspired to give when email marketing or social media is the communication medium (26% and 25% respectively). Meanwhile, other media generate 12% of donations.
- On average, nonprofits increased digital advertising budgets by 19% in 2021 to reach new and existing audiences.
- Nonprofit email list growth is on the rise. Email list sizes increased by 7% in 2021, compared with 4% and 2% in the previous two years.
- Nonprofits invested 19% more in digital advertising in 2021 compared to 2020.
- The average cost per click sits at \$2.99 for social media ads, up to \$3.68 for video, and \$3.72 for search advertising.
- 48% of social media platform donors give on Facebook. That's double the impact of Instagram (24%), and other platforms at less than 10% each.
- Donors between the ages of 18 and 29 increased the amount they donated during the COVID-19 pandemic. Of these donors, one in four wants social media communication from nonprofits.
- Mobile apps, Facebook, social media, and text messages are the most popular ways for Gen Z and Gen X to donate.
- Donors like to give through social media fundraising tools too. 32% have donated through Facebook Fundraising Tools and 89% of those say they'll do it again.
- The number one reason Gen X may choose not to donate to an org is an outdated website.
- Users on desktop devices donate 76% of total revenue and perform 65% of total transactions.
- 55% prefer to donate online using their credit or debit cards – a cue that digital marketing is important.
- 43% attend or participate in charitable events in their community because of social media.
- Social media and constant communication won't work for every age group. Boomers and Gen Xers prefer quarterly or yearly communication to monthly or weekly.
- Gen Z prefers to donate via Facebook, social media, texting, or mobile apps, meanwhile, millennials prefer texting or app-based donations.

# 7 Reasons Why People Donate & How to Appeal to Their Motives

**1. Donors are mission-driven:** Donating to charity feels good and motivates people to practice unselfish concern for others. In fact, research demonstrates that generosity stimulates dopamine, which assures pleasure and reward in the brain. For your organization to effectively tap into this innate generosity, your organization must prove that you do meaningful work, offer a variety of giving opportunities, and demonstrate how your cause benefits the local community.

**2. Donors trust your organization:** Donors come to your nonprofit because they believe in your vision and feel satisfied after giving. The key to building long-lasting relationships with donors is transparency, when you say you're going to do something, be true to your word. Fostering trust can be as simple as thanking donors promptly, remaining upfront about your nonprofit's financial status, and showing how a donor's money is being used.

**3. Donors understand their impact:** Donors appreciate seeing the impact of their generosity. Communicating what you've accomplished gives donors the confidence they need to continue lending their support. Show donors how they're making a difference with strategies such as sending monthly or quarterly campaign updates, featuring testimonials in your newsletter, posting photo and video reports on social media, etc. When donors know that their gift has a direct impact on improving a situation, they will feel empowered and more connected to your organization.

**4. Donors have a personal connection to your cause:** For many donors, charitable giving is highly personal. Donors who give because they have firsthand experience with your cause are incredible advocates. But if you aren't asking donors why they give, you risk missing out on their stories, which with their consent can be turned into opportunities to spread the word about your cause. Send donor surveys using your fundraising program, then employ the information to create highly personalized messages that reference the details and stories your donors have shared with you.

**5. Donors want to be part of something meaningful:** Donors want to feel like they are a part of something meaningful and significant. Convince people that donating to your organization is a worthwhile act by adding personal stories, providing first-hand experiences, making your outreach efforts donor-centric, tapping into the audience's emotions, and inviting them to take a closer look at your organization, so they can connect with your work on a personal level.

**6. Donors are engaged:** Giving donors a wide choice of engagement possibilities, such as Donor appreciation events, Volunteer opportunities, Social media campaigns, Membership programs, and Recurring gift options, is crucial to generating long-term support for your nonprofit. By including donors in various facets of your organization, you prove that your relationship extends far beyond a financial transaction.

**7. Donors want tax benefits:** Some donors value the financial incentive of giving. When you donate to a 501(c)(3) public charity, you may be eligible for certain tax deductions. If your donors express interest in receiving tax benefits, appeal to them by sharing annual giving letters, offering a matching gifts program, and sending donation receipts. Although tax exemption is a perk for donors, we know that altruism is the driving force behind why people donate.

# Fundraising is a gentle art of teaching the joy of giving.

-Hank Rosso, The Fund Raising School

## Fundraising for NGOs Activities in Pictorial Form



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