



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

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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.

“We make a living by what we get, but we make a life by what we give.”

-Winston Churchill



Successful Fundraising Story

Women Waste Workers Advocacy

ICA Nepal Youth Wing has successfully received a grant from the Steelworkers Humanity Fund, Canada.

In December, ICA Nepal massively conducted various programs for Women Waste Workers as a part of its Occupational Health and Safety program, shedding light on significant challenges faced by women in the workforce. The program aimed to empower and equip women waste workers with essential knowledge and tools to enhance their safety in the workplace. Occupational safety is a critical aspect of ensuring a healthy and secure work environment, and this initiative strives to address the unique challenges that women encounter in their roles.

The initiative witnessed the participation of a total of 100 dedicated waste workers from Kathmandu Valley. The session is facilitated by Ms. Anupa K.C., Ms. Kabita Yadav, and Ms. Rojina Acharya with the technical assistance of Ms. Meena Acharya and Mr. Sugam Magar. The dedicated programs covered key areas such as:

Occupational Health and Safety: Equipping them with the knowledge and tools for a safer workplace. Together, let's prioritize the well-being of those who keep our environment clean.

Social Protection Measures: Raising awareness on essential social protection measures, including Health Insurance, Paid Leave Schemes, and Maternity Leave Schemes. Ensuring that our women waste workers are well-informed and protected.

Leadership Management and Governance Training: Empowering participants with insights into effective leadership in the informal sector. Exploring paths for achieving social security schemes and fostering a community committed to overall well-being.

The training sessions also encouraged workers to recognize their potential to influence positive change and contribute to climate preservation. The program concluded on a note of gratitude, with the waste workers expressing heartfelt appreciation to the ICA Nepal team for acknowledging their concerns and understanding their working conditions.



Asia Pacific Regional Conference (APRC)

Institute of Cultural Affairs (ICAs) from all over the Asia Pacific Region gathered for the Annual Regional Meeting in Talegaon, Pune, India from 3rd- 6th December 2023. The Asia Pacific Regional Conference (APRC) was hosted at the Environmental Education Center/ ICA India Training Hall. The conference was participated by ICAs from Australasia, India, Japan, Nepal, Taiwan, and others, as well as ToP practitioners, facilitators, I/NGOs, organizations, and Individuals. The main purpose of the conference was to understand, explore innovations, and share the experience of each ICAI National and Associate member on the themes of Environment and Climate Change, Youth as Facilitative Leadership and Social Discourse.

The Conference included in-depth sharing of the Country Report, both face-to-face and virtual presentations, Current Projects, and Future Vision along with a series of reflections, Q&A sessions, and discussions. The Specific Objectives of the seminar were to empower individuals, organizations, and networks about ICA Methodologies and Philosophy; collaborate work on advancing our Peer to Peer Programs/Projects; update each other about current projects, challenges, and future prospects and introduce and collaborate on Projects, Activities, and Funding Resources.

Though ICAs have been interacting regularly via the Internet, the face-to-face meeting will enable us to move to another level of exchanging ideas and collaboration for human development. The participants discussed the processes for CToPF Certification of both ICA Australasia and ICA Taiwan and its alternative IAF Certification. The meeting also held a small group activity and reflection on their organization with the Organization's Sustainability Framework. The conference comprised various pre-seminar activities, meetings, and training sessions. Post-conference training on Effective Meeting Intensive, Client Care and Design, and PSP was also conducted.

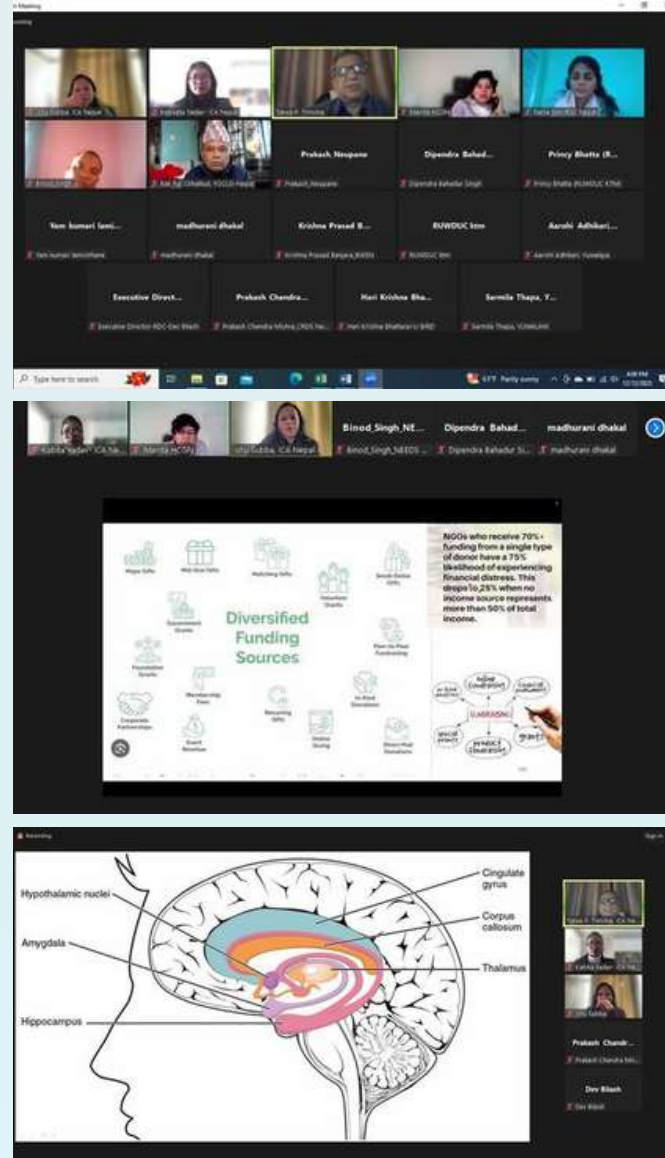
Thus, the Asia Pacific Regional Conference (APRC) aims to create an opportunity, a venue, and a momentum for all of us to come and work together. Overall, the event was a great success in learning, sharing, and promoting the use of ToP for positive change.



Training on Fundraising

FFN conducted a Training on Fundraising for its new partner organizations from 12 December to 14 December 2023. Prior to the training, to understand the participants' needs and expectations from the fundraising capacity-building program, FFN prepared the tentative work plan and shared it with everyone. The training was facilitated by Prof. Dr. Tatwa P. Timsina and Ishu Subba. The technical support was provided by Kabita Yadav and Swikriti Parajuli. A total of twenty-six participants attended the training.

The overall objective of the training was to equip the selected partner organizations with the necessary tools, strategies, frameworks, and pathways for making the fundraising activities effective. The training covered areas like Total Fundraising Organization, assessing fundraising Readiness and Capacity, Fundraising Audit, Leadership and Management for Fundraising, Motivating and managing fundraising teams, and fundraising strategies. The training was based on adult learning principles. Training included theoretical methods and tried to include group exercises using Zoom breakout rooms. Proven effective participatory methods were used in training which included question-answer, discussion, brainstorming, and presentation.



Menstrual Hygiene Management Advocacy

Fundraising for NGOs attended the Introduction Session to Oky Nepal in support of its promotion and familiarizing pertinent stakeholders with the app. NFCC localized the Oky App developed by UNICEF Global into Nepal. It is a groundbreaking initiative that revolutionizes information about menstruation and SRHR in Nepal. Oky Nepal is the first mobile period tracker app designed for adolescent girls using a Human-Centered Design Approach. It offers evidence-based information, personalized cycle tracking, and dispels menstrual myths in a user-friendly interface. The app combines technology, community engagement, and collaboration to empower girls and improve their menstrual health control.



FFN has been conducting and collaborating on various initiative that has been focusing on safe Menstrual Hygiene awareness at local schools and communities.

Dignified Menstruation

FFN attended the conference on Hybrid Conference on Dignified Menstruation with the theme "Dignified Menstruation is Integral for Ending Sexual Violence and Child Marriage", marking the 5th International Day on Dignified Menstruation (IDDM) on December 8, 2023. The session was organized by the Global South Coalition for Dignified Menstruation (GSCDM) Nepal.

More than 150 participants from around the world joined the hybrid conference which included various presentations and two-panel discussions under the theme of "Role of Youth on Dignified Menstruation", and "Global Perspectives on advocating Dignified Menstruation in the Era of 2030".



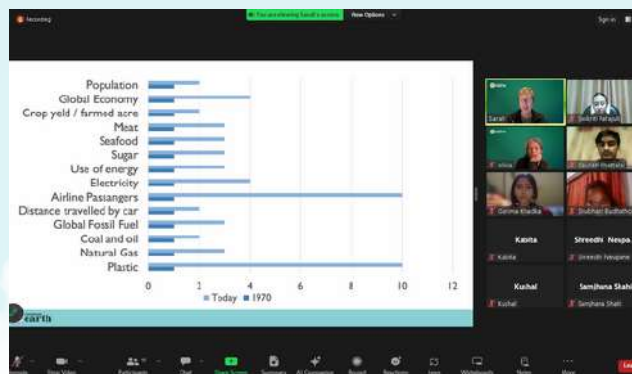
Gender Based Violence

FFN contributed in the Awareness program on "Gender-based violence" Conducted by a joint effort of Community police of ward no-32 and Koteshwor Multiple Campus.



Partnership Beyond Borders

ICA Nepal in coordination with Common Earth, Canada has been conducting a Youth Course on Climate Crisis. The Youth course is a 20-week virtual program that includes themes such as Climate Crisis, Systems Thinking, The Journey of the Universe, The Human Experience, and The Wisdom of Nature. The committed youths have joined together on a journey of reflection, and insight to leverage positive environmental change for every generation.



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 December, FFN collaborated to conduct the session on "Gender Based Violence - Myth or Reality" by Adv. Indu Tuladhar. 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.



Learn More about Fundraising Terms

Corporate Sponsorships

According to Double the Donation, Corporate Sponsorship is a form of social responsibility in which companies donate time, money, or in-kind resources to help nonprofits power their initiatives. Corporate sponsorships can come in many forms, but, in short, they're partnerships between a nonprofit and a for-profit business.



Corporate sponsorship provides a reliable monetary or in-kind contribution to your nonprofit that helps diversify your income sources and prepare for the unexpected while building your mission's brand recognition. Getting corporate sponsorships is crucial, especially for small nonprofits, but it can be difficult to figure out how to make connections and effective asks.

For example, a for-profit might give a sizeable donation to your nonprofit's annual event in exchange for naming rights or the inclusion of their logo on your event materials. In return, you're supporting that business's corporate social responsibility efforts, showing their customers how they give back within their community.

Corporate sponsorship could also include in-kind donations. Perhaps you're looking to build a new facility for your programming, and a large lumber company provides you with the supplies to do so. In return, you might name the building after them, prominently feature them on a donor recognition wall, or host quarterly volunteer events for their employees as part of their employee wellness program.

Who Should You Ask for Corporate Sponsorships?

Who you ask for corporate sponsorships depends on where you have connections and which businesses have values and missions that align with yours. You can approach local businesses or large, national corporations, depending on your needs and contacts. Supporters of your organizations, such as donors, board members, volunteers, or staff, can help you to identify potential partners where they may have a personal connection.

As you consider how to get corporate sponsorships, make sure you fit into a potential sponsor's funding priorities or otherwise align with how they do business. GolfStatus recommends approaching potential sponsors whose audience might overlap with yours and who believe in and support your mission. For instance, a healthcare practice might be a perfect fit for a golf fundraiser for a healthcare-focused nonprofit.

How Do You Ask for a Corporate Sponsorship?

So, you've identified a company that would be a good fit. What's next?

- 1. Do Your Research:** Research the organization and contact the right person to personalize your outreach. Personalize your sponsorship letter, add personal touches, and ensure your audiences match. Research their employees' interests, aligning missions and values, and funding priorities for corporate philanthropy.
- 2. Build a Relationship:** Establish a strong relationship with the potential sponsor by inviting them to an event, providing marketing materials, or meeting one-on-one with their philanthropy director to learn more about their upcoming priorities.
- 3. Determine Their Needs:** To secure corporate sponsorships, understand the sponsor's needs, what you can offer in exchange, and how it will add value to their business. Offer multiple sponsorship levels and opportunities to accommodate their different needs.
- 4. Tell Your Story:** Engage with businesses for donations by sharing your story, highlighting the people you've helped, the impact you've made in the community, and other relatable accounts and data to demonstrate the importance of your work and the need for their support.
- 5. Make It Clear:** During a sponsorship meeting, ensure assets are clearly priced and represent their value. Present donor data to explain the high return on investment. Highlight golfers' net worth for golf fundraisers. Offer clear options for business contributions and rewards, allowing prospects to choose the best engagement strategy. Consider offering a virtual sponsorship option.
- 6. Follow-Up:** Building relationships with corporate sponsors can be time-consuming, and if you don't receive a sponsorship on your first try, it doesn't mean they won't partner with you in the future. Reach out again later and be prepared to follow up a week after making your request.

Once You've Gotten The Sponsorship, What's Next?

Yay! You've landed a sponsorship to support your nonprofit's goals. Now what?

- 1. Track Metrics:** Corporate sponsors want to know that their contribution is making a difference. Tracking metrics on how their donation impacted your organization lets you prove the value of the partnership to both this sponsor and others in the future.
- 2. Have a Renewal Plan:** Renewals should not only be for members or donors, but also for corporate sponsors. It's crucial to cultivate relationships with them, encouraging them to support your event or make in-kind donations. Apply the same skills for membership and donor renewals.
- 3. Ask Them For Feedback:** To demonstrate your investment in the partnership, ask your corporate sponsor for feedback on their feelings about working together. This will help you understand their preferences and adapt accordingly for future collaborations. They will appreciate your willingness to continuously improve the relationship and appreciate your willingness to adapt.

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 for January 2024, you wished to know sooner:

International Development Research Centre

Deadline: 15-Jan-2024

Grant Size: \$300,000 to \$500,000

Thematic Area: Innovation, Education and Research



The International Development Research Centre (IDRC) and the Global Partnership for Education (GPE) invite proposals for applied research projects to generate and mobilize evidence in support of contextualizing and scaling the impact of innovative approaches to strengthen inclusive early learning and school readiness in GPE partner countries.

For more Details: <https://idrc-crdd.ca/en/funding/kix-call-proposals>

Holohil

Deadline: 15-Jan-2023

Grant Size: CDN\$2,500

Thematic Area: Endangered Species, Research, Animals & Wildlife

Holohil is currently accepting applications for its grant program to support research projects that are of high value for their species, have a sound research design, and have a positive conservation intention. For more than 35 years Holohil has supported endangered species research and educational work for a variety of agencies and researchers. While they still have a strong commitment to these groups of animals, they wish to extend the support to other species that have not previously been included.

For more details: <https://www.holohil.com/grant-program/>

Minor Foundation for Major Challenges

Deadline: 18-Jan-2023

Grant Size: EUR 10,000

Thematic Area: Climate Change, Innovation

The Minor Foundation for Major Challenges has announced two grant opportunities that support communication projects which advance the transition to a low carbon economy. MFMC supports projects that support urgent, large-scale transformation, with a focus on changing policies and practices in public or private institutions. The foundation's priorities for the 2019-2023 period is to encourage and support innovation in climate communication.

For more Details: <https://unifor.no/stiftelser/the-minor-foundation-for-major-challenges/>

International Trans Fund

Deadline: 19-Jan-2024

Grant Size: \$10,000 to \$50,000

Thematic Area: LGBTQ, Leadership

The International Trans Fund (ITF) is pleased to announce its 8th grant cycle to help build strong, trans-led movements and support collective action, and to address and eliminate funding gaps impacting trans organizations across the globe. The purpose of the ITF is to Build & Sustain the Fund, Resource Trans Movements, and Educate Philanthropic Community. ITF Support trans-led organizations who work intersectionally and whose work contributes to social and economic justice, trans movement building and the liberation of trans people.

For more details: <https://www.transfund.org/our-grants/apply-for-a-grant/>

Elrha

Deadline: 22-Jan-2024

Grant Size: \$5 Million

Thematic Area: Energy, Climate Change, Biodiversity

Supporting a cohort of humanitarian practitioners to pioneer a problem-led approach and explore the opportunities and risks associated with Artificial Intelligence (AI), Elrha is currently inviting practitioners to identify areas of future impact, ripe for further investigation and potential investment. The cohort will be part of a 6-month guided learning journey, where they will take part in group discussions and hands-on exercises trialling AI tools, hear from guest speakers and experts from the field to provide real-world insights in best and next practice and support from mentors.

For more details: <https://www.elrha.org/funding-opportunity>

Spencer Foundation

Deadline: 24-Jan-2024

Grant Size: \$125,000 to \$500,000

Thematic Area: Education and Research

The Spencer Foundation has announced the Large Research Grants on Education Program to support education research projects that will contribute to the improvement of education, broadly conceived. This program is “field-initiated” in that proposal submissions are not in response to a specific request for a particular research topic, discipline, design, method, or location. The goal for this program is to support rigorous, intellectually ambitious and technically sound research that is relevant to the most pressing questions and compelling opportunities in education. Proposals are accepted from the U.S. and internationally, however all proposals must be submitted in English and budgets must be proposed in U.S. Dollars.

For more details: https://www.spencer.org/grant_types/large-research-grant

5 Ways to Boost Donor Retention in 2024

Donor retention is a measure of how many donors continue to contribute to your organization after making their first donation. As we head into 2024, let's map out a successful donor retention strategy to make that happen! If we get down to the essentials of what drives donor retention, the two most significant factors are donor appreciation and impact reporting. Both concepts send strong feedback signals to supporters. It let them know that their gifts didn't disappear into a vacuum but actually made a difference.



Donor appreciation efforts endear gift-givers to a specific organization, letting them know that you appreciate them. On the other hand, impact reporting showcases the value of their gift in relation to the cause as a whole. This will likely interest them the most, so you must communicate how far each donation dollar goes. These feedback signals not only acknowledge and recognize donors but can also foster in them a sense of responsibility for the mission. “My contribution isn't just nice to have; it's a need!” That connection and camaraderie with your team will motivate supporters to keep giving. Here are five ways you can sustain that connection in January to build donor retention momentum for the whole year:

1. Thank You Calls

Setting aside time to thank each of your donors by phone can be highly impactful. While appreciation calls are an effective strategy for donor retention, the donor mustn't feel that it is your objective. Your task is to express gratitude for the gift, whether it is the first of many or the last they will ever give. If the donor senses that you are angling for a second gift, they may feel like you only see them as a human ATM which defeats the purpose of expressing gratitude in the first place.

A good approach in these calls is relaxing the formalities and expressing sincere appreciation on behalf of the organization. If you have data on the impact of their donation, this could also be a good opportunity to share it. If not, make sure to have some answers ready about how their dollars translate in terms of impact. What were you better able to achieve thanks to their donation? Educating them on your process and the part they played in its delivery will increase their personal –and potentially financial–investment in your organization and cause.

2. Handwritten Thank You Notes

Instead of Thanking your donors through email or automated mails, make an effort to add a personal touch to your correspondence. Handwritten letters, especially when signed by an Executive Director or board member, show donors they are worth more than an automation cycle. Handwritten correspondence also presents an opportunity to briefly share information about your cause and its impact. However, make sure to recognize the letter's recipient as the vehicle of that impact. “Together, we were able to...”, “Thanks to your donation, we achieved...” etc.

3. Creative Impact Reporting

The impact of a mission should be measured in easy-to-understand data, such as lives touched, animals saved, or children helped. However, impact reporting should not be dry; sharing stats as thought-provoking, visualized data can impress donors and provide valuable content for social media. This can be achieved through various methods as:

- **Interesting visual comparisons:** To give context to your data discoveries, provide a comparison that will stick in audiences' heads. For example: "This year, we provided enough clean drinking water to fill two Empire State buildings!" That's a great visual that gives audiences a tangible sense of your organization's impact.
- **Take audiences on a journey through your process:** To build trust with your organization's stakeholders, it's essential to guide them through the entire process, from initial donation to final delivery of social good. Create a carousel graphic on social media to showcase the raised amount, investment, and positive impacts. Use visually appealing, compelling data points and bright, friendly colors for simple graphics.

4. Communications Calendar

To maintain momentum and effective communication with donors, balance frequent contact with avoiding white noise. Identify strategic times throughout the year for contact, considering factors like fundraising events, holidays, and charity giving frequency. Avoid sporadically reaching out to avoid losing momentum. Engage donors by determining the best times to contact them, clearly stating the need addressed, emphasizing the event's importance, and encouraging responsibility among supporters. This will attract high-volume donations and foster a positive impact.

5. Proactively and Regularly Providing Perks to increase Donor Retention

The benefits of donating should not stop with the ensuing good feelings. You should provide residual perks as well, such as:

- **"I donated" badges:** Create a digital "I donated" badge or graphic for donors to share on their social media pages, referencing your brand and aesthetics. This helps celebrate their contribution, builds awareness of your nonprofit, and gives your organization a public stamp of approval, demonstrating trust in your organization.
- **Public recognition:** Assuming you have the donor's consent, you can also promote them on social media and in your newsletter. This is especially effective when a moving story is involved. For example, a post that recognizes how an individual's blood donation helped another person finally leave the hospital. Promoting stories like this strengthens the donor's affiliation with your cause and puts your impact on full display.

Prioritize making supporters feel both appreciated and connected to the mission. Doing so will lead to repeat donors who become passionate about your cause and who share that passion with their circles. As you begin to map out your plans for 2024, draft and amend one of these or some other donor retention strategies for you and your organization.

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.

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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