



# 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.

“Great opportunities to help others seldom come, but small ones surround us every day.”

– Sally Koch





# Successful Fundraising Story

## Women Waste Workers Advocacy

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

In January, 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.

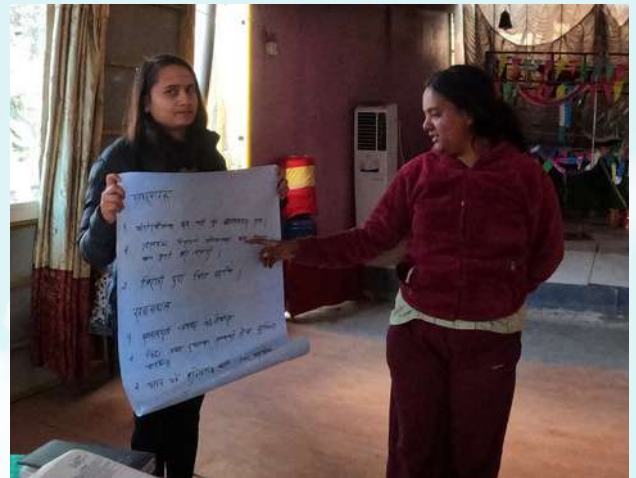
The initiative witnessed the participation of a total of 100 dedicated waste workers from Kathmandu Valley. The session is facilitated by Ms. Anupa K.C., Ms. Kabita Yadav, and Ms. Rojina Acharya with the technical assistance of Ms. Meena Acharya and Mr. Sugam Magar. The dedicated programs covered key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





## Young Activists to Combat Plastic Pollution

A Workshop on Beat Plastic Pollution was conducted by the ICA Nepal Environment Team at Arunodaya Secondary School, Arubari; Gokarneshwor. The program was facilitated by Ms. Swikriti Parajuli and Ms. Kabita Yadav where students raised strong voices to curb plastic pollution. The session was organized to promote Plastic Free Schools and teach students the importance of 3R Practices. The workshop was participated by a total of 86 students from grades 8 "A" and "B" with age groups ranging from 13 to 17.

The workshops emphasized on 3R practices, Climate Change, adopting plastic alternatives, minimizing single-use plastic, and highlighting the history and disadvantages of plastic pollution along with its consumption and degradation pattern across the globe. The session comprised video sessions, in-depth reflections, and a Q&A session. The workshop highlighted various facts and figures surrounding Plastics, and the effects of Plastic pollution in various sectors such as (microplastics in food, soil degradation, mountains, etc). The students also shared their current habits that they have been doing to minimize the use of plastic and ensure a healthy planet; every small idea was welcomed during the program. One of the students Jiya Bomjan shared; "I have now been reusing old plastic bottles as a pencil holder and segregate waste at home to reduce pollution".

Further, highlighting the Green School Guidelines designed by the Ministry of Education Science and Technology, Nepal in 2018, an in-depth sharing from both students and facilitators took place where the students mentioned that the school has formed an Eco Club but no activities have been taken place. Later, the students committed to taking small steps to lead big changes at school together. The Workshop on Plastic Free School has empowered and rooted conscious awareness among students to minimize plastic from the root level.

Students are now eager to join hands to develop Plastic-Free schools. The students were ecstatic to know that they could also be primary activists to raise awareness and minimize the single use of plastic. The session was concluded by taking group photos and thanking the school for the coordination.





# Menstruation Hygiene Management Advocacy

Fundraising for NGOs supported an awareness-raising program on Menstruation Hygiene Management facilitated by Ms. Karuna Mahat and Ms. Samjhana Shahi. Overall, two sessions were carried out at the school. One session was conducted for Grade VI students with 79 students and another session was conducted for Grade VII students with 84 with the active participation of both girls and boys. The objective of the program was to promote awareness of menstruation hygiene management practices.

The session comprised of sharing sessions, discussions dos and don'ts for safe menstruation, and raising voices for effective menstrual hygiene management practices. One of the students shared her story about her first menstruation. "I was not allowed to see my father's and brother's faces, restricted from entering the kitchen as well as in religious places, activities, worshipping god, not allowed to comb hair, and so on. I also had to go away and stay in relative houses for 22 days in the name of saving cultures and traditions."

The "Johari Window" game was conducted in the session where four topics were discussed in a group i.e. Open, Private, Open-Secret, and Secret. Ms. Karuna added information about clean MHM materials, proper use of sanitary napkins, and ways of disposal i.e. Burning, Burring, incinerating, and vermicomposting, in both sessions. She discussed girls-friendly toilets and their importance and the individual's role in safe menstruation. Ms. Samjhana discussed the challenges, myths & facts about menstruation and managing pains during menstruation. In addition, she also highlighted the role and importance of the wall magazine "Let's Talk Periods" for effective menstruation hygiene practices.

At last, both sessions were concluded by showing a short video related to menstruation, along with a reflection on the whole session. Finally, the team distributed reusable sanitary napkins for the girls and handed over the clean menstruation hygiene management kits for the school and the session ended with the group photos.



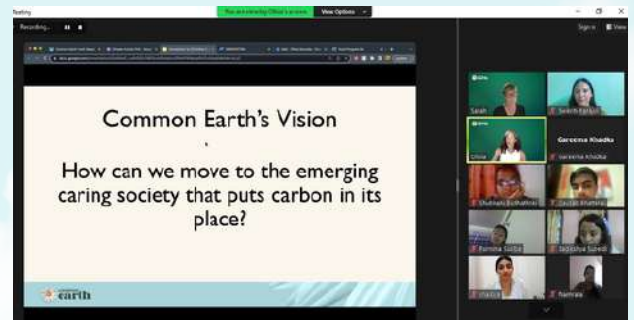
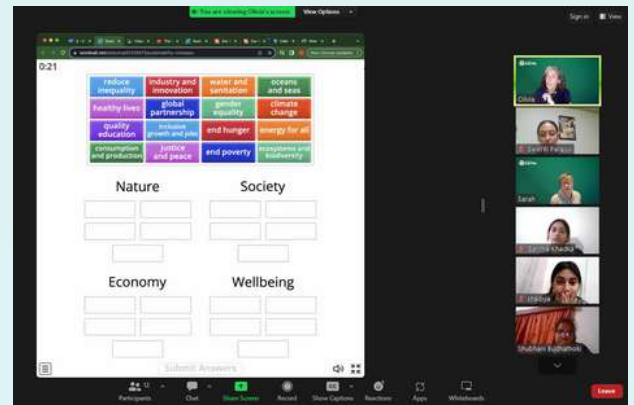
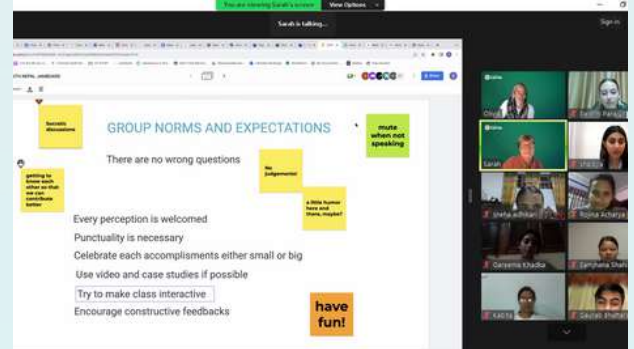


# Partnership Beyond Borders

ICA Nepal in coordination with Common Earth, Canada has been conducting a 20-week virtual program on Youth Course on Climate Crisis. The Youth course includes overarching themes such as Systems Thinking, The Journey of the Universe, The Human Experience, and The Wisdom of Nature, all through the lens of the causes and effects of the climate crisis and how we can most effectively respond.

Altogether 10 committed youths have joined together on a journey of reflection, and insight to leverage positive environmental change for every generation. For each session, the participants are requested to come prepared through prework, a mix of reading texts and articles, watching short videos, and applying tools that are explored through the course. Every session is finalized with an inspiring story of individuals or groups that are fighting the climate crisis and succeeding at it.

The Youth Program extends understanding of environmental and sustainability issues to deeper and broader applications, effects, and outcomes. The topics are approached from an intersectional environmental justice perspective clarifying the interconnectedness of concerns across the social justice spectrum. As a result, the youth activists have raised awareness of the interconnectedness of seemingly disconnected issues, new perspectives on the human experience, transferrable skills developed through applying systems thinking to understand and connect our immediate and broader systems, thinking critically about current and alternative societal narratives, and building resilience and self-efficacy through a co-learning, caring community.



## 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 January, FFN collaborated to conduct the session on "Improving Occupational Safety and Health in Nepal: Provisions and Priorities" by Public Health Expert Mr. Ram Sharan Pyakurel. 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.



## 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 February 2024, you wished to know sooner:

### AmplifyChange

**Deadline:** 15-Feb-2024

**Grant Size:** £200,000

**Thematic Area:** Health, Reproductive Rights, Women & Gender



AmplifyChange is seeking applications for the Strengthening Grants to support advocacy work for small to medium civil society organizations that seek to bring about change in sexual and reproductive health and rights (SRHR). The purpose of this Strengthening Grant call is to support advocacy work and strengthen positive change in one of the AmplifyChange priority themes or an intersection or combination of themes: Abortion, Violence, Youth, Stigma, and Access.

**For more Details:** <https://amplifychange.org/grant-type/strengthening-grant/>

### Future Earth

**Deadline:** 15-Feb-2023

**Grant Size:** \$50,000

**Thematic Area:** Endangered Species, Research, Animals & Wildlife

Future Earth, with funding from the Gordon and Betty Moore Foundation's Science Program, is pleased to announce the latest in a series of new funding opportunities through the Program for Early-stage Grants Advancing Sustainability Science (PEGASuS). The goal of this program is to increase knowledge, promote innovation, and establish evidence-based solutions to the world's most difficult sustainability challenges. This opportunity will support teams to engage in transdisciplinary research in one of two different thematic areas.

**For more details:** <https://futureearth.org/initiatives/funding-initiatives/pegasus/#>

### Oxfam

**Deadline:** 22-Feb-2023

**Grant Size:** 20,000 EUR to 30,000 EUR

**Thematic Area:** Human Rights

Oxfam is launching the Human Mobility Initiative Fund to influence national, regional, and international policies to ensure that migration is recognized as a natural phenomenon that can be managed humanely and, in a way that respects and prioritizes human rights. The general objective of the HMIF's Call for Proposals is to support migrants/refugees-led organizations and front-line migrants/refugees' rights organizations in their work together on influencing and jointly advancing a transformative migration policy agenda.

**For more Details:** <https://www.oxfamitalia.org/hmi-fund/>



## RTI International

**Deadline:** 29-Feb-2024

**Grant Size:** \$500,000

**Thematic Area:** Energy, Climate Change

RTI International is inviting applications to fund qualified organizations for supporting activities and programs consistent with the SAREP's purpose of improving access to affordable, secure, reliable, and sustainable energy, and its four objectives. The South Asia Regional Energy Partnership (SAREP) is the flagship regional energy program of the USAID mission to India (USAID/I). This five-year initiative (2021-26) will improve access to affordable, reliable, and sustainable energy in six countries –Bangladesh, Bhutan, India, Maldives, Nepal, and Sri Lanka– climate and clean energy priorities.

**For more details:** <https://www.rti.org/sites/default/files/documents/>

## L'Oréal

**Deadline:** 29-Feb-2024

**Grant Size:** N/A

**Thematic Area:** Women & Gender, Sustainable and Community Development

Applications are now open for the L'Oréal Fund for Women to support frontline organizations in their efforts to help women get out of poverty, and prevent domestic, sexual, and gender-based violence against women. The Fund focuses on supporting women's and girls' empowerment, particularly through projects in favor of social or professional integration and education. Specific attention is paid to refugee women and women with disabilities. The Fund is open internationally and can support local or national projects/activities.

**For more details:** <https://fundforwomen.loreal.com/ExternalUser/Login?ReturnUrl=%2F>

## Mind & Life Institute

**Deadline:** 29-Feb-2024

**Grant Size:** \$25,000 to \$100,000

**Thematic Area:** Mental Health & Crisis Support, Research

The Mind & Life Institute is pleased to announce the PEACE Grants to support projects that advance the understanding of wholesome mental qualities and positive interpersonal and social action related to Prosociality, Empathy, Altruism, Compassion, and Ethics (PEACE). Mind & Life PEACE grants will fund projects that advance the understanding of the mechanisms, implementation, and outcomes of contemplative approaches to promote well-being and prosocial behavior in individuals and communities. This grant program encourages the active collaboration of scientists with contemplative scholars/practitioners in all phases of research.

**For more details:** <https://www.mindandlife.org/grants/peace-grants/>

# Learn More about Fundraising Terms

## Creating Your Nonprofit's Social Media Presence

Social media is the fastest-growing phenomenon of the modern age. Since its inception in 2004, Facebook has expanded to nearly two billion users, with Twitter and Instagram close behind. As a result, nonprofit organizations need to have active social media accounts on platforms that their donors frequently use. Social media is a fast-paced environment that allows you to connect briefly and frequently with your supporters. This keeps your nonprofit at the forefront of your followers' minds, as they will consistently see your content. Aside from allowing you to connect with a greater audience and network, nonprofit social media has many advantages, some of them being



1. Build trust within the community
2. Strengthen your relationship with your audience
3. Promote your events
4. Drive people to your website
5. Add personality to your organization
5. Offer real-time engagement with your followers

### Four Components of Nonprofit Social Media

Use these four components of a successful nonprofit social media strategy to help establish your social media presence and deepen your relationship with supporters.

#### 1. Social Media Profile

Think of your nonprofit social media profile as a “first impression” or “first meeting.” For many people, examining your profile will be the first time they interact with your organization. Ensure that your profile is eye-catching and draws supporters in by:

- Keeping your name and profile picture consistent across platforms.
- Consider using your nonprofit's logo as your profile image and include it in all of your posts. This is an easy way for you to build brand awareness.
- Filling out your bio. A bio helps individuals unfamiliar with your organization understand you a little better. You can include some company info or write a short blurb describing your nonprofit's purpose in this section. Be sure to add a link to your website so that curious individuals can easily learn more.
- Setting your cover or header image. For social media platforms that have this field, this is an easy way for your nonprofit to stand out. Update this image periodically to highlight events, programs, organizational news, or just for a change of pace.

With a strong profile, you'll put your best foot forward to entice potential supporters to learn more about your nonprofit.



## 2. Social Media Posts

Social media posts are crucial for building an online presence and promoting engagement and conversation. Content should cover various topics as purpose, programs, and events, including:

- Fundraising campaigns. This includes campaign launches, status updates, and related events.
- Press and announcements. You can create posts when you receive grants or awards and when your organization is mentioned in the news.
- Events. On top of fundraising events, consider posting about community events, performances, panel discussions, and town halls.
- Program updates. Supporters want to know how your organization has made an impact. Share the number of beneficiaries, new sponsor information, and any new partnerships you've forged.
- Nonprofit social media doesn't have to solely be about you. Share relevant articles regarding your area of focus, blogs by experts in the field, and any important community affairs.
- Non-promotional tidbits. These include holiday party photos, candid volunteer shots, new staff member introductions, opinion polls, and contests.

Create personable, approachable, and fun content for your nonprofit's social media presence, incorporating videos and images to attract viewers and boost engagement.

## 3. Content Schedule

A nonprofit should prioritize consistently posting on social media to boost its presence and engagement. A content calendar can help plan when each post will go live, ensuring educational, relevant, and entertaining content. The key is to find the times of day when followers are online and test it over time to determine the most engagement times. A priority system should be created for nonprofit social media posts, with event announcements being more time-sensitive than trivia and news mentions being posted quickly after publication. A well-planned approach to prioritizing content is essential for a successful social media presence.

## 4. Insights and Analytics

Like any other marketing or fundraising effort, your nonprofit's success on social media will be determined by your goals. Take advantage of the insights and analytics integrated into social media platforms to help you evaluate your social media strategy. Some metrics you can examine include:

- Overall likes, shares, retweets, and comments
- How, where, and when people are interacting with your posts
- Retention over time
- Follower demographics
- Reach and amount of engagement of individual posts
- Influencers in your network

Observe your followers' engagement with your content and identify which content gets the most attention, as this will guide your future content creation strategy.

# Strategies to Increase Donor Loyalty

The Fundraising Effectiveness Project Report has highlighted the issue of donor retention, stating that 81% of new donors don't return to give again, and only 43% of all donors remain loyal. Despite this, many nonprofits still don't prioritize donor retention strategies, highlighting the need for better understanding and strategies to increase donor loyalty. Specifically, nonprofits need to build relationships and offer delightful surprises, convenience, rewards, and appreciation.



## 1. Consumers want a relationship with a brand

The Loyalty Barometer reveals that 81% of consumers want a relationship with a brand, including nonprofits and donors. Donors want to relate to and be embraced as part of the brand, and a transactional approach won't build a genuine relationship. To achieve this, nonprofits should treat donors accordingly, building a written plan that integrates appreciative gestures into the consumer-brand relationship. The relationship extends to every interaction between the consumer and the brand, including the loyalty program. Donors know only one organization and any member of the organization can make a value match, whether as an ambassador, advocate, or asker. To build a strong relationship, nonprofits should train staff to be enthusiastic communicators, recognize and handle potential donors, and ensure all public-facing interactions are customer-service-focused. It's essential to avoid saying "That's not my job" and focus on building a genuine and human relationship with donors.

## 2. Surprises and convenience drive emotional connections

The Loyalty Barometer reveals that 58% of consumers believe surprise offers and gifts are the most important way a brand interacts with them. This finding is particularly relevant during the pandemic when many consumers shifted to e-commerce channels. Surprise offers and gifts helped alleviate financial strain, reduce stress and anxiety during these times. To become a staple in the donor's life, brands must provide consistent value and surprises. This happiness delivery business is not about pandering to people with money but about lifting people. Offering convenience is also crucial, as donors are often busy and well-intentioned. By reframing their work, everyone wins, and a rising tide raises all boats. Help them out:

- Make donate buttons stand out using bold, contrasting colors and in multiple places
- Make branded donation landing forms that match whatever campaign appeal the donor received; they need reassurance they're in the right place.
- Shorten donation forms by removing any unnecessary fields
- Make everything on your website and emails mobile-responsive

Include multiple ways to give (e.g., credit card; check; donor advised fund) and provide all necessary information (e.g. mailing address; phone number; tax identification number).



### 3. Discounts and free products remain top rewards

Per the Loyalty Barometer, 70% of consumers prefer discounts and offers. What consumers want most from a brand relationship is an appreciation for being loyal and supporting the brand by making a purchase. Rewarding consumers through a loyalty program is a foundational way to show appreciation.

I see three easy ways to apply this finding to nonprofit fundraising:

- The first is to create loyalty programs such as annual or legacy giving societies or monthly giving clubs. Then offer rewards for being a member. They don't have to be tangible gifts; offering opportunities to get together with other like-minded folks who share their values is plenty and can be greatly enjoyed and appreciated. Right now, virtual meetings, events, town halls, or fireside chats are swell. Soon you can offer in-person get-togethers too. Even if folks don't attend, just the opportunity to attend is a reward.
- The second is to offer chances to win prizes for completing a survey, signing a petition, calling a congressperson, sharing an email or social media post, pinning something to your social media account, or anything else you can creatively dream up. People like to engage, and when you enter them into a raffle for a prize (preferably one that is donated), they're more likely to join the fun. When you add some fun to a donor's life, they think of you positively.
- The third is to offer donors opportunities to leverage their giving. People love to stretch their dollars, so try to offer opportunities for challenge grants, gifts made possible through economies of scale or ripple effect giving.

### 4. Loyalty can sustain brands through disruption

Per the Loyalty Barometer, 57% of consumers indicated that they did not change brands due to the events of 2020. This speaks volumes for the importance of prioritizing the development of close emotional bonds with your donors. And that's really the whole point of placing a premium on donor retention strategies. If donors identify with you, they'll stick with you. In fact, ongoing donor retention is 61% vs. just 19% for one-time donors. So anything you can do to get that 2nd, 3rd, and 4th gift is a valuable down payment on your nonprofit's future.

Ready to adopt a more human donor loyalty philosophy and wrap it into a written strategic plan that holds people accountable for seeing it through and measuring success? Here are some action steps you can take to get started.

As a nonprofit, it's very crucial to think, long and hard, about what you can do to make people feel good. Transparency. Honesty. Integrity. Graciousness. Gratitude. Rewards. Convenience. Belonging. Give these to your donors. Adhere to **Action Steps** to increase Donor Loyalty by:

- Proactively engaging donors
- Setting realistic expectations
- Establishing clear success metrics.



# 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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