



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.

“You have not lived until you have done something for someone who can never repay you.”

- John Bunyan



Successful Fundraising Story

Towards Regenerative Development

Climate Crises and Regenerative Development has been a serious concern area of Nepal, hence; Fundraising for NGOs in Nepal has been conducting and coordinating various workshops and programs for a sustainable planet. In June, Fundraising for NGOs in Nepal shared Simple Habit to Save the Environment through its various social media posts. The Environment Team of ICA Nepal received a Global Seed Grant funded by Korea SHE Foundation.

Fundraising for NGOs in Nepal celebrated World Environment Day 2023 in coordination with New Vision Academy. The cleanliness campaign took place at Koteshwor, Kathmandu where the student group cleaned a total of 2 km sq. The campaign was inspired by the theme for World Environment Day 2023 which was "Beat Plastic Pollution". The cleanliness campaign was participated by more than 100 students, volunteers, and teacher groups.

On 15th June, ICA Nepal conducted Workshop on Plastic Free School at Prabhat Secondary School. The workshop was participated by a total of 47 students from class 9(B) with age groups ranging from 12 to 16. Through the session, we intended to aware the students and minimize single-use plastic. The workshop comprised Video sessions, Group activities, an Introduction to Climate Change and 3R Practices, Commitment to Depalstify Earth, Reflections as well as various other Q&A rounds. The team aims to conduct a follow-up session for 2 consecutive months after the workshop.

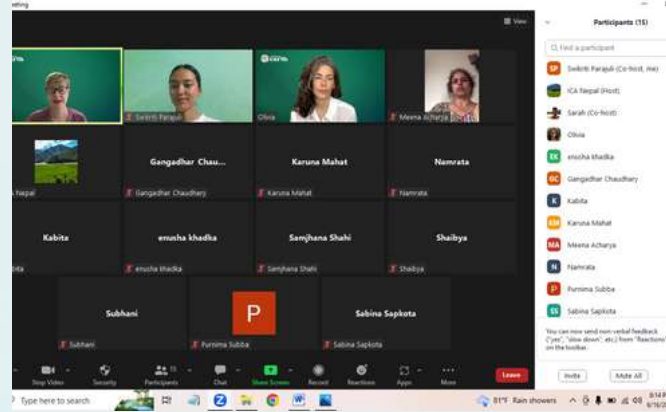
In regards to the Workshop on Plastic Free School, ICA Nepal Environment Team conducted a follow-up program at New Vision Academy on 30 June 2023. The follow-up program highlighted the discussion on changes and commitment adherence after the workshop. The students also committed to making their classroom a Plastic Free Zone. Further, the ICA Environment Team will hold a final follow-up program at the end of July and form an Eco-Club.



Youth Course on Climate Change

ICA Nepal in coordination with Common Earth, Canada is offering an opportunity for youth between 16 to early 20s to participate in a Youth Course on Climate Crisis. The orientation program for the Youth course was conducted on 16th June.

The 20-week virtual program offers in-depth insights into systems thinking, the journey of the universe, the human experience, and the wisdom of nature which will be offered in September.



Fight Inequality Alliance Global Gathering

ICA Nepal participated in the Global Gathering regarding the Fight against Inequality from 3rd July to 5th July, 2023. The movement included 80 participants both global and national which was held at Nepal Electricity Authority Training Centre, Bhaktapur, Nepal as well as virtually. The objective of the movement was to strengthen the movement and set a common agenda to fight inequality over the coming period, ensure we care, share, and learn from each other and take action locally in solidarity with Fight Inequality Alliance Nepal's struggles and build strong global solidarity.



Envisioning Nepal for the 21st Century

FFN in association with Imagine Nepal is pleased to announce a Friday Talk Series on the first Friday of every month. In May, FFN collaborated to conduct the session on Appreciative Practices of Healthy Lifestyles by Dr. Dhruba Acharya. This initiative 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 as dialog discussions for the future.



School Support Program

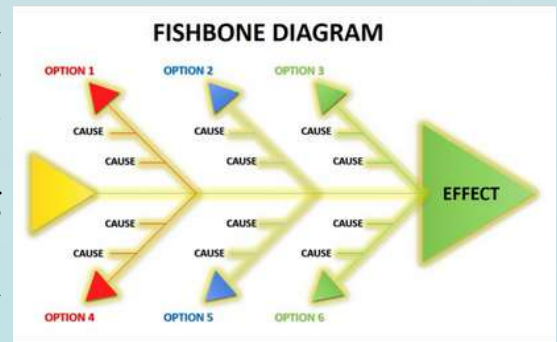


Fundraising for NGOs in Nepal supported school uniforms and handkerchiefs at Janapriya Primary School, Parbat, Nepal through Ms. Kesha Kumari. FFN is willing to continue providing support in the future if needed.

Learn More about Problem Solving Tools

Fishbone Methodology

The fishbone diagram, also known as the cause-and-effect diagram, is a causal graphic representation of potential causes of a given problem and troubleshooting possible solutions. It is also called an Ishikawa diagram, after its creator, Kaoru Ishikawa, as well as a herringbone diagram or problem-solving approach. It provides the visual representation of all the possible causes of a problem to analyze and find out the root cause. The diagram itself takes the shape of a fishbone where the defect is represented as the head of the fish and the bones represent the major identified root causes. Sub-causes are shown as the ribs of the fish. The technique is widely applied to prevent quality defects. It is a tool that can be used both proactively and reactively.



It is simple to use the tool yet very effective in improving a process and the quality of a product or service. With its continuous implementation, an organization can be proactive in determining any process shortcoming and address problems quickly and accurately. The business organization can effectively use this tool to achieve six-sigma results in its processes. It can be drawn on paper, a spreadsheet, any word processing software, or with the assistance of much online software.

History of the Fishbone Diagram

Fishbone diagrams were first used for identifying cause-and-effect relationships in the 1920s, but it was popularized by Japanese professor of engineering, Kaoru Ishikawa, who, most notably, put into place the quality management processes for the Kawasaki shipyards. One of the more famous uses of the fishbone diagram wasn't used to find causes of existing problems, but rather in the design phase to prevent problems. Mazda Motors used fishbones diagrams to design the Miata (MX5) sports car. Details down to the design of the car's doors, so drivers could rest their arm on it while driving, were considered.

Types of Fishbone Diagram

There are different types of fishbone diagrams that can be created for proper problem-solving. Based on the categorization of the causes, the diagram has been divided into four categories:

- **Simple fishbone:** This offers a flexible categorization of causes, depending on factors unique to one organization or business.
- **4S fishbone:** Surroundings, Skills, Suppliers, and Systems are the categories in which the causes are classified.
- **8P fishbone:** The 8Ps stand for Price, Promotion, People, Processes, Plant, Product, Policies, and Procedures. Here, the causes are grouped into these categories.
- **Man Machines Materials fishbone:** In this case, the fishbone diagram cause and effect are categorized into categories, like Man, Machines, Methods, Measurements, Money, Maintenance, and Environment.

Advantages and Disadvantages of Fishbone Diagrams

Advantages go in accordance with the purpose and method of the diagram as;

- Great tool for brainstorming and mind-mapping, either individually or in a group project.
- Can help identify causal relationships and clarify relationships between variables.
- The constant iteration of “why” questions really drills down to root problems and elegantly simplifies even complex issues.

Some **Disadvantages** of the fishbone diagram are;

- This can lead to incorrect or inconsistent conclusions if the wrong assumptions are made about root causes or the wrong variables are prioritized.
- Fishbone diagrams are best suited to short phrases or simple ideas—they can get cluttered and confusing easily.
- Best used in the exploratory research phase, since they cannot provide true answers, only suggestions.

Creating a Fishbone Diagram

The fishbone diagram technique combines brainstorming and mind mapping to discover the cause-and-effect relationship of an underlying problem. It pushes you to consider nearly every possible cause of an issue instead of just getting stuck on the most obvious ones. Not only does it help you get to the root cause of a problem, but it also uncovers bottlenecks in your processes and identifies areas where your processes aren't working. Follow the steps to create a fishbone diagram.

- Make the head of the fish on the right. Here we mention the subject that needs our attention.
- Draw a backbone on the left.
- Draw branches to the backbones that will list the main causes. List four to eight main causes.
- Under these main causes are listed the causes and sub-causes. These can be identified by organizing a brainstorming session or minutely following the whole process and identifying all the possible reasons that can lead to quality damage.

Tips for Creating a Fishbone Diagram

- Organize an appropriate team to undertake the task of creating a fishbone diagram. Add team members from multiple areas that are involved, either directly or indirectly. Team members that deal directly with the problem at hand provide valuable insight, while team members who are considered on the outside looking in can help with keeping the bias to a minimum.
- Clarify the major cause categories. The 6 Ms are a good starting point and can encompass a lot of causes, keeping them classified and organized; however, make sure you get more detailed as you fill out your diagram for clarity's sake.
- Don't forget the 5 Whys technique when you're analyzing your fishbone diagram. Asking “Why?” helps get to the root cause more quickly.
- Consider a multi-voting technique to help identify the root cause of everyone's ideas. This might look like each team member identifying their top three root causes.
- Consider other cause-and-effect techniques if your problem looks like it's becoming too complex for a fishbone diagram.

Funding Information of the Month

We, Fundraising for NGOs in Nepal have been collecting and providing funding information for NGOs based in Nepal, and here is some of the best and most selective funding information of July 2023, you wished to know sooner:



Convergence Blended Finance

Deadline: 16-Jul-2023

Grant Size: \$50,000 to \$200,000

Thematic Area: Climate Change, Environment, and Energy

The Asia Climate Solutions (ACS) Design Grant awards grant funding for the design and launch of innovative blended finance solutions that mobilize private capital to sectors critical for climate transition and resilience in developing markets in Asia. The ACS Design Grant aims to demonstrate the potential of funding from family offices, foundations, and donor agencies to catalyze blended finance solutions addressing the climate finance gap, at scale.

For more Details: <https://www.convergence.finance>

Bureau of Democracy, Human Rights, and Labor (DRL)

Deadline: 18-Jul-2023

Grant Size: \$1,780,601

Thematic Area: Human Rights and Social Justice

The U.S. Department of State Bureau of Democracy, Human Rights, and Labor (DRL) announce an open competition for organizations interested in submitting applications for an applied research program that supports the following goal: contribute to building a portfolio of evidence in the field of evaluative practice and interventions that employ human rights frameworks and complexity- and culturally- responsive methods, while also strengthening strategic and evaluative frameworks to contribute to the body of global and equitable human rights evaluative practice.

For more details: <https://www.state.gov>

Asia Pacific Forum on Women, Law and Development

Deadline: 19-Jul-2023

Grant Size: \$14,000

Thematic Area: Community and Economic Development

The Asia Pacific Forum on Women, Law, and Development (APWLD) invites grassroots women's organizations and movements in Asia and the Pacific to take part in this exciting Feminist Participatory Action Research program that aims to develop tools and resources that support rural, indigenous, migrant, urban poor and differently-abled women (RIMUP) to monitor, engage and influence development policies that impact them. The program aims to strengthen the women-led food sovereignty movement in Asia and the Pacific by supporting capacity development in asserting their rights and reclaiming control over resources and movement building to resist the corporatisation of food and agriculture.

For more Details: <https://apwld.org>

Office to Monitor-Combat Trafficking in Persons

Deadline: 24-Jul-2023

Grant Size: \$5,000

Thematic Area: Children and Human Trafficking

The Department of State Office to Monitor and Combat Trafficking in Persons (TIP Office) announces an open competition for applications to conduct a formative research study on child trafficking in Nepal. Evidence should be derived from previous research, qualitative and quantitative methods, and generate a comprehensive understanding of child trafficking in Nepal with the ultimate goal to determine where to target resources, which interventions to deploy, and whether the interventions are culturally appropriate and responsive to the local context.

For more details: <https://www.grants.gov/web/grants/view-opportunity.html?oppId=348651>

The Water Research Foundation

Deadline: 25-Jul-2023

Grant Size: \$150,000

Thematic Area: Water and Information Technology

The Water Research Foundation (WRF) is seeking proposals for Preparing the Water Sector to Embrace Technology: Skillsets and Enterprise Management Approaches for the Digital Age. To address issues and barriers to digital transformation across their enterprises, utilities need to understand what functions and roles will be required moving forward and adapt their workforces and cultures accordingly. They need to implement new procurement strategies/language, management approaches, recruiting and retention strategies, and best-in-class training programs that support digital transformation based on short- and long-term implementation strategies.

For more details: <https://www.maypolefund.org/>

Office of Global Criminal Justice

Deadline: 26-Jul-2023

Grant Size: \$1,000,000 to \$2,000,000

Thematic Area: Social Justice and Peace & Conflict Resolution

The United States Department of State, Office of Global Criminal Justice is seeking applications for the Transformational Support to Victims of Mass Atrocities program. Supporting victims of mass atrocities is an integral component of a holistic transitional justice program, with meaningful consequences over the long term, by rebuilding communities, promoting survivor agency, and accompanying. This program seeks to complement transitional justice mechanisms by providing support to victims of mass atrocities, including victims of war, through life-changing physical rehabilitation, medical interventions, mental healthcare, and other forms of assistance.

For more details: <https://www.grants.gov/web/grants/view-opportunity.html?oppId=348926>

Ideas for Better Fundraising Emails

Email is indisputably a crucial component of multi-channel campaigns that reach suitable donors and generate donations for the organization. Fundraising emails provide a significant stream of income for many nonprofit and cause-based groups. However, this fundraising technique requires your recipients to take action not once, but twice.



It is critical to evaluate organizational email analytics on a frequent basis. If you wish to get the word out and make your email stand out from the crowd, make sure that you're making the most of each email appeal with the suggestions below:

1. Subject line: A great subject line can make a big difference in determining whether someone opens your email. Make your subject line eye-catching and engaging to pique the interest of your recipients. One can also refer to free tools to test your subject line in advance.

2. Less is more: Put yourself in the reader's shoes and make sure the length of your email appeal isn't overwhelming. If the reader can't read your email quickly, they may not read it at all.

3. Resend as needed: If someone never opened your email, they won't notice if you send it again, right? It only takes a few quick edits to get your email ready to send again. Switching out the subject line and selecting people who never opened it the first time may just get your message read by more people.

4. Don't be afraid to be inspired: If you receive email blasts from nonprofits, even those with different mission areas and locations, it's time to pay attention. If something catches your eye, it just might work for your own organization's contacts as well. Think donate buttons, infographics, subject lines, and postscripts.

5. Make it easy: If your call to action involves having the reader make a donation, ensure it's easy and obvious how to do so with a brightly colored donate button. Don't push your donate button all the way to the bottom of your email if you want to make sure people see it as soon as they open your message, and don't be afraid to find more creative language other than just "DONATE."

6. Send It At The Right Time: Choosing the right time to send out an email requires some work on your part. According to Campaign Monitor, the best day to send out marketing emails is Monday when email open rates are at their highest (20%). They recommend avoiding communications on weekends when engagement tends to be lower.

7. Tell A Story: Fundraisers rely on storytelling to encourage a prospective donor to give, but not just any story will do. Telling a great story is one of the essential fundraising email best practices because people donate so that they can be a part of something that makes the world a better place.

8. Coordinate Your Email & Social Media Efforts: Experts recommend coordinating email and social media campaigns to reach new audiences. Consider featuring user-generated social media content like reviews, pictures, and testimonials in your emails.

6 Social Media Trends for Nonprofits in 2023

Social Media in terms of over-arching trends requires users to be vigilant about all the latest and greatest social media maneuvers. The sudden rise of short-form video content has fundamentally transformed the way many of us share, advertise, and connect online. Meanwhile, WhatsApp is increasing its reputation as a secure place for communities to connect, while Twitter has undergone serious changes that put the future of the platform into question. By embracing these trends, NPO can establish stronger relationships with their audience, differentiate themselves from competitors, and grow their area. Use these nonprofit marketing strategy and maximize your budget in 2023 and beyond.

1. AI is here to stay: We're seeing all sorts of new technologies coming out as ChatGPT, and they are good in a terrifying sort of way at what they do. In the year ahead, AI will impact content creation across the board, and that includes social media. In 2020, high-performing marketing teams had an average of seven different uses for AI and machine learning, and 52% were planning to increase their usage.

2. TikTok usage continues to rise: The average person on an average day spends 34 minutes socializing and communicating in TikTok which means people are spending way more time on TikTok than socializing in real life. In 2023, people will keep tuning in, so make sure that your NPO is at the top of their FYP (For You Page). TikTok videos were originally capped at just 15 seconds in length but as of 2022, one can upload 10 minutes of video, allowing ample room for creative storytelling.

3. User-generated content and influencer marketing make an impact: User-generated content (UGC) and influencer marketing might sound complicated, but every time you take a photo of your daily life and post it online, you're making UGC. In a time when everyone has something to sell, people are gravitating toward authenticity and humanity, making UGC your ticket to social media success. About 90% of consumers report that UGC influences their buying decisions more than marketing emails and even search engine results.

4. Companies are investing more in video content: With TikTok dominating the social scene and other platforms jumping on board with their own offerings, be they Instagram Reels or YouTube Shorts, video content is here to stay. 73% of consumers prefer to watch a short video, as opposed to a text-based article, e-book, or infographic, to learn about a product or service.

5. Employee advocacy increases organic reach: In a world where organic content isn't what it used to be and ad spending rules the world, brands can leverage employees as brand ambassadors to boost their organic content, have more control over brand messaging, and build brand presence. As a bonus, it helps employees build their own professional profiles. Word-of-mouth marketing is estimated to contribute to 13% of all sales.

6. Social media customer care is a must: When people reach out to brands on social media, they expect a response. But now, brands are using their responses to drive brand awareness. Some even have their own dedicated customer accounts. From 2020-2021 alone, the volume of consumers who reported a preference for social messaging for customer service jumped a whopping 110%. 89% of consumers are more likely to make another purchase following a positive customer service experience.

source: funraise

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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