



# FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

JULY, 2023 | ISSUE 23

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.

"Giving to those in need will bring more joy than money could ever buy."

- Dave Ramsey





# Successful Fundraising Story

## Planting the Seed of Change: Celebrating World Nature Conservation Day

On 28 July, ICA Nepal Environment Team celebrated World Nature Conservation Day by conducting an Awareness and Plantation Program at Koteshwar Saraswati Secondary School with the support of the Korea SHE Foundation. The program was attended by a total of 56 participants which was facilitated by Ms. Rojina Acharya and Ms. Swikriti Parajuli. The awareness program was based on the theme for 2023 which was "Forests and Livelihoods: Sustaining People and Planet".

The program played a key role to highlight and aware students of their responsibility to take action and protect nature from the threats of climate change, pollution, and habitat destruction. Further, with the help of the school management committee and students, we successfully planted fruit and flowers on the school premises.



## 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 has been supporting Imagine Nepal to conduct a Monthly Talk Series on the first Friday of every month. In July, FFN collaborated to conduct the session on Appreciative Inquiry in Search of Prosperity and Happiness by Prof. Dr. Tatwa P Timsina. 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.

**ENVISIONING NEPAL FOR THE 21ST CENTURY**  
**MONTHLY TALK SERIES**

**समृद्धि र खुसीपनको खोजीमा सकारात्मक सोधखोज**  
**APPRECIATIVE INQUIRY IN SEARCH OF PROSPERITY AND HAPPINESS**

**Dr. Tatwa P. Timsina, Professor of Tribhuvan University is the Chair person of Imagine Nepal. Prof. Timsina is a visionary leader and is associated with a number of social organisations.**

Date | Time: 7 July, Friday | 3 - 5 PM  
Venue: ICA Nepal, Koteshwor

Organised by:  

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# Learn More about Fundraising Terms

## Donor Stewardship

Donor stewardship is the act of building meaningful relationships with your donors to encourage more donations in the future. “Act” is the important word, there – stewarding donors requires a series of ongoing actions to help maintain and strengthen relationships.

A solid donor stewardship plan will include regular and varied outreach, personalized communications, and special attention. The hope is that the donor will feel valued by your organization – which, by the way, should be the case for all of your donors – and not like they’re being pestered. The goal is that they’ll keep giving to support your work.



## Are Donor Stewardship and Donor Cultivation the same thing?

These terms are sometimes used interchangeably, but donor stewardship and cultivation are two different things.

Donor stewardship is all about interaction with donors that don’t include an ask for another donation. This includes things like donor appreciation events, newsletters, and donor acknowledgments. In other words, this is communication that should help build and solidify the relationship. On the other hand, donor cultivation is about making the ask. Donor cultivation can happen with people who haven’t given yet, with donors whom you’re hoping will give again, and with lapsed donors. This type of communication highlights the value of your nonprofit while also typically including a call to action.

## How does donor stewardship impact donor retention?

Your donor retention rate measures how many donors continue to give to your organization over time. You can calculate your organization’s retention rate by dividing the number of donors who gave again this year by the number of all donors who contributed last year.

You’ll be able to tell from your donor retention rate if you have a solid contingent of donors who give to your nonprofit month after month or year after year or you’ll see if you’re struggling to retain donors. If you relate to the latter, you’re not alone—the average donor retention rate for the nonprofit sector hovers around 45%.

When new donors give only once, you experience a loss on the initial investment to acquire those new supporters. As you know, there’s a cost associated with bringing in new donors; this is the money spent on your donor acquisition efforts. It’s usually more expensive to acquire donors than it is to retain them as donors tend to give in larger quantities the longer they engage with your organization. That’s one reason why focusing on retaining donors is important—it’s much more cost-effective for your organization in the long run. Luckily, there are plenty of strategies your organization can use to encourage donors to make repeat donations, starting with implementing a strong donor stewardship plan.



By stewarding your donors, you'll show them that your organization appreciates their continued support and contributions. That's the first step in building deeper relationships with your donors. When they see how they've impacted your mission and that you recognize their contributions, they'll be more inclined to give in the future. Depending on your donor management software, this can be a relatively seamless process or it can take some time to set up.

## 6 Steps to a Successful Donor Stewardship Plan

**1. Keep strong records-** Your first step toward a donor stewardship plan is to have solid records for all your donors. Donor records should include any basic biographical information you have, like name, email, mailing address, birthday, and company/occupation. It should also include their giving history, how much they gave, when, the method of giving, and to which campaign they gave to are all part of a solid record. Plus, it can help you decide which type of donor someone is.

**2. Send a timely acknowledgment-** Anytime you receive a donation, it's vital to send an acknowledgment as soon as possible. This is a key part of the donor engagement cycle. This thank-you letter should include your heartfelt gratitude, along with basics about the donation like the amount, any special designations, etc. You should also go ahead and send a year-end tax receipt to your donors to make tax filing easy on their end.

**3. Meet your top donors in person-** Donor meetings are a great step toward stewarding donors. This meeting can be a casual coffee date where you ask your donor what they like about your organization, why they decided to donate, and what they think your organization can improve on. It's unlikely you'll be able to do this with all of your donors, so choose mainly your major donors – who have made more of an impact on your organization – to meet with. Come up with a mid-level donor strategy to engage your other donors. Remember to send a donor meeting thank-you note after, too! This will help secure the goodwill you built during your meeting.

**4. Send more personalized communication-** When it comes to stewardship, the personalized connection is key. This is also a great way to reconnect with lapsed donors. Personalized communication is more than just using someone's name in an email, although that's a start! To truly personalize your communication, you'll want to send segmented emails to appeal to different kinds of donors. Pro tip: You should send value-driven content like newsletters, exciting updates, and videos to your donors. Remember, stewardship isn't about making the ask – it's about connection!

**5. Demonstrate donor impact-** Figuring out how to demonstrate the impact of your donors can be really tricky. The best way to do it is to rely on data and storytelling. Data will help show the quantitative value of donor contributions and should include numbers. For example, if donors helped you buy 300 school lunches, that's a number that definitely demonstrates value! Stories will help show the qualitative value of donor contributions. Fundraising stories should paint a picture of how donor contributions make lives better in your community.

**6. Track communications-** A very important aspect of your donor stewardship plan should be making sure you aren't annoying your donors. Being too pesky – and reaching out too often – is a great way to sour a budding donor relationship. Instead, monitor how often you reach out by tracking your communications with each donor.

## 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:



### F5

**Deadline:** 18-Aug-2023

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

**Thematic Area:** STEM, Women & Gender

F5 is seeking applications for its science, technology, engineering, and math (STEM) Education Grants to increase access to STEM education and career opportunities for girls and women of color. The nonprofit's primary focus must be on increasing access, capacity building, career development, or other related work with the goal of increasing the representation of women of color in STEM education, especially the technology sector.

**For more Details:** <https://www.f5.com/company/global-good/us-stem-grant>

### Habitat for Humanity

**Deadline:** 19-Aug-2023

**Grant Size:** \$2,000

**Thematic Area:** Youth & Adolescents, Sustainable Development

Youth-led organizations, individuals, or social enterprises are encouraged to submit applications for the Youth Solutions Micro-Grant 2023. Young people are uniquely placed to become effective agents of change within their communities. Recognizing this potential, the Youth Solutions Micro-Grant will support the youth to start, replicate, or scale up their solutions to housing and urban challenges in the Asia-Pacific region.

**For more details:** <https://www.aphousingforum.org/youth-solutions-micro-grant/>

### UN Women

**Deadline:** 23-Aug-2023

**Grant Size:** \$240,000 to \$260,000

**Thematic Area:** Democracy & Good Governance, Women & Gender

UN Women is accepting proposals to promote leadership and substantive participation of elected women representatives in governance structures and processes. The initiative also aims to strengthen the capacities of duty bearers and right holders across governance structures to promote gender-responsive and inclusive governance. To achieve the aforementioned objectives, the responsible party (RP) is expected to carry out the promotion of leadership and substantive participation of elected women representatives in governance structures and processes in close collaboration with UN Women Nepal and provincial and local government agencies.

**For more Details:** <https://asiapacific.unwomen.org/en/programme>

# International Development Research Centre

**Deadline:** 28-Aug-2023

**Grant Size:** CAD500,000

**Thematic Area:** Gender Equality, Education

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 gender-responsive and socially inclusive education and safe schooling experiences for all children, especially those facing multiple forms of gender inequalities and marginalization, in GPE partner countries.

**For more details:** <https://idrc-crdi.ca/en/funding/kix-call-proposals-knowledge-and-innovation-achieving-gender-equality-and-social-inclusion>

## Merck

**Deadline:** 31-Aug-2023

**Grant Size:** 200,000 EUR

**Thematic Area:** Environment, Research

Merck is seeking research proposals in the field of green hydrogen. The aim of the Research Grant is to create new sustainable partnerships with leading global science and technology players to work on breakthrough science and to generate valuable seeds for future business. Merck is seeking research proposals in the field of Green Hydrogen. Progress is currently made in green hydrogen production e.g. innovative electrolysis technologies, system and industrial integration of hydrogen technologies e.g. storage, distribution, and application areas as well as fuel cell development. In 2023, a grant is available in the area of Green Hydrogen.

**For more details:** <https://www.merckgroup.com/en/research/open-innovation/research-grants.html>

## Fifty Years

**Deadline:** 31-Aug-2023

**Grant Size:** \$25K to \$100K

**Thematic Area:** Science Climate Change Research

The Fifty Years Manifest Climate grant is open to an academic scientist working on a bio x climate solution. It is looking to fund projects with the potential to accelerate the ability to solve the climate crisis by leveraging the power of biology. They are placing an emphasis on funding high-risk, high-reward proposals that might not otherwise get funded. Right now, researchers are developing innovative solutions to tackle the climate crisis. But few make it out of the lab. But almost no one funds this work! Hence, Manifest Climate is initiated to bring breakthrough climate science from the lab to the benefit of all. They'll take the learnings and hope to increase the scale of this funding in future rounds.

**For more details:** <https://fiftyyears.com/manifestclimate>



# Tips To Engage Older Donors & Encourage Planned Giving

Older adults tend to be more actively engaged in charitable giving and are more likely to make substantial donations. Here are practical tips on how to engage your aging donors and encourage planned giving. It is essential to adapt your fundraising strategies to engage and involve those aged 50 and above effectively. These tips below include how to make a planned gift request without making it awkward.



- 1. Use larger print (14-point font at a minimum):** Larger print helps aging eyes.
- 2. Build personal relationships:** Cultivate personal connections with your aging donors. Reach out to them individually, listen to their stories, and express genuine appreciation for their support over the years. Regular communication can help maintain their engagement and trust in your organization.
- 3. Engage their family and loved ones:** Recognize the importance of family in the lives of older donors. Engage their family members and loved ones in your organization's activities, events, and communication. This inclusivity can foster a sense of shared philanthropy and strengthen the overall relationship with your nonprofit.
- 4. Educate and raise awareness:** Many donors may not be familiar with planned giving options or how to include your nonprofit in their Will and estate plans. Providing educational materials, workshops, or seminars on estate planning and the benefits of making a planned gift, in person and via online video, is crucial. Help them understand the impact their legacy can have on your organization's mission.
- 5. Share donor stories:** Highlight pithy stories of individuals who have made planned gifts and the lasting impact it has had on your organization. These stories, preferably with a photo of the donors, can inspire and encourage other aging donors to consider making a planned gift. Consider creating testimonials, case studies, or short videos that showcase the worthy outcomes of planned giving.
- 6. Offer guidance and resources:** Provide comprehensive information about various planned giving options, including wills/bequests. Including your nonprofit in the donor's Will is the number one way most nonprofits receive a planned gift. There are other methods like charitable remainder trusts, charitable gift annuities, and more, but none are as effective as being included in the donor's Will. Make sure your donors have access to professional advisors who can help them navigate the complexities of estate planning.
- 7. Tailor messaging and materials:** Create marketing materials specifically focused on older donors. Craft messaging that resonates with their values, legacy, and desire to make a lasting impact. Use clear and simple language and include testimonials or examples relevant to their life stage. Older donors often appreciate storytelling and nostalgia. Share compelling stories that evoke emotions and connect them to the impact of their contributions. Use nostalgic elements that resonate with their life experiences to create feelings of familiarity and engagement.

**8. Recognize and honor planned giving donors:** Implement a recognition program specifically for planned giving donors. Acknowledge their generosity publicly, such as through a donor wall, a legacy society, or special events. Recognizing their contribution can inspire others and foster a sense of belonging and appreciation within your organization.

**9. Facilitate the process:** Make it easy for donors to include your nonprofit in their estate plans. Provide clear instructions. Most impactful is having sample bequest language that donors can share with their legal advisors. Donors report that they like that the most. Offer to assist in any documentation or administrative tasks related to the planned giving process.

**10. Foster ongoing stewardship:** Don't forget about your planned giving donors once they've made their commitment. Continue to engage them through personalized updates, exclusive events, or volunteer opportunities. Regularly demonstrate the impact of their planned gift and express your gratitude for their support.

**11. Timing is everything:** Timing is crucial when discussing a planned gift. Consider the donor's life events, such as milestone birthdays, retirement, or personal reflections on their legacy. Approach the conversation as an opportunity to understand the donor's philanthropic aspirations and desires. By actively listening, you can address any apprehensions or uncertainties they may have and tailor your approach accordingly. Most importantly, be sensitive and respectful. Respect the donor's autonomy and decision-making process. Emphasize the impact their gift will have on the causes they care about and the lasting legacy they can create.

**12. Flexibility and recognition of different giving capacities:** Recognize that older donors have varying financial capacities. Provide options for donors to give at levels comfortable for them, whether through major gifts, recurring donations, or smaller contributions. Every donor's support is valuable, and their contributions should be recognized and appreciated accordingly.

**13. Explore establishing a "Legacy Society" named after the largest planned giving donor:** Such a naming opportunity should be thought through carefully. Some nonprofits offer the naming opportunity with a shelf life, say for the next decade, then it opens up again to be renamed. The list of your planned giving donors comprises the society's members. Your dedicated legacy society for planned giving donors provides special benefits, such as exclusive events, regular updates, and opportunities to interact with your organization's leadership. This recognition can inspire continued engagement and motivate them to promote planned giving within their networks.

According to data from various studies and research, the average age of nonprofit donors typically falls within the range of 50 to 75 years old. This age group often has more disposable income and is more inclined to include charitable giving in their financial plans. Additionally, they may have reached a point in their lives where they are reflecting on their legacy and the impact they want to leave behind. As we age, we usually have more saved resources, and therefore have a greater ability to share those resources. Remember, cultivating planned giving relationships requires a long-term approach. It takes time to build trust, provide education, and help donors understand the benefits of leaving a legacy. By implementing these strategies, you can effectively address your aging donor population and inspire them to consider making planned gifts to support your nonprofit's mission.

source: bloomerang



# Asking for Donations: An 8-Step Guide

- 1. Give transparency into details about your story-** As the saying goes, honesty is the best policy. People want to trust that their donations are going toward a legitimate cause. Be honest in telling your story to reassure those who are looking to help. If a donor connects with your story they will be more willing to donate. Encourage potential donors to visit your fundraiser page to get more details—and to become part of your journey with their donation.
- 2. Be specific in your ask-** Providing people with specific information is a strong way to grab their attention. Give potential donors clear-cut reasons why they should donate to your cause. In your ask, be sure to break down these three things Your current situation, The reason why you're fundraising, and Your desired outcome.
- 3. Create a sense of urgency-** It's important to convey a sense of urgency when sharing your fundraiser. Without that urgency, your potential donors may consider waiting to donate—requiring you to ask them again down the line. Explain what will happen if you don't raise the money in a certain amount of time, and you'll likely see a spike in donations. Keep in mind that even negative consequences can still be framed in a positive light. Our blog on the psychology of giving is a good resource to reference for similar tips.
- 4. Be thoughtful in your outreach-** The best way to receive a positive response—and a donation—is to appeal to potential donors' interests. If you know someone who would respond better to a warm, lighthearted request, keep your wording to ask for donations informal and bright. For someone such as a colleague who may respond better to a formal approach, deliver your message accordingly. Requesting donations online can be made easier by using a mental checklist and practicing your approach.
- 5. Use text messages and email to your advantage-** One major strength of text messages and email is that you can ask friends and family to forward or copy and paste the non-personalized portion of the message to their own circle. Email is great for online fundraising without social media since it's efficient, low-cost, and easy to track progress and reach fundraising goals using email templates.
- 6. Make it easy to donate-** While this is obvious, it can be easy to forget: Make it easy for people to make a donation. Include the link to your donation page in your ask, and don't be afraid to point out exactly where the donation button is located on your fundraiser.
- 7. Try other creative ways to ask for donations-** You don't need to use a formula when it comes to crafting your donation requests. Just make sure the approach you choose fits your fundraiser and motivates people to get involved. Here are some innovative examples of how to ask for donations Start your request with the beneficiary's favorite poem or song lyric, Include images or videos to make your ask more emotionally compelling, and Address the common fears and myths about crowdfunding to provide clarity and reassurance to donors before pitching your request.
- 8. Show gratitude to your donors-** Let your donors know you appreciate them by thanking them for their donations. Whether you write a donation thank you letter or choose another way to say thank you to donors, a small gesture of gratitude can go a long way in maintaining relationships and even encouraging repeat donations.

source: gofundme



# 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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