



# 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.

“Giving is not just about making a donation. It is about making a difference.”

-Kathy Calvin



## 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 July 2024, you wished to know sooner:

### American Academy of Sleep Medicine (AASM)

**Deadline:** July 29, 2024

**Grant Size:** \$40,000 – \$50,000

**Thematic Area:** Research



The American Academy of Sleep Medicine (AASM) is now accepting applications for career development grant that supports early career investigators, dedicated to focusing their research on basic, translational, clinical, or population sleep and circadian science.

**For more Details:** <https://foundation.aasm.org/focused-projects-award-junior-investigators/>

### Danish Data Science Academy (DDSA)

**Deadline:** Ongoing

**Grant Size:** DKK 15,000

**Thematic Area:** Research

The Danish Data Science Academy (DDSA) invites students and researchers from all parts of the world to come visit a data science research environment in Denmark. The purpose of the grant is to give students and young researchers the opportunity to form the basis for a future DDSA PhD or Postdoc fellowship application in collaboration with a potential supervisor from a Danish university or a Danish research institution.

**For more details:** <https://ddsa.dk/visitgrants/>

### F5

**Deadline:** 31-Jul-2024

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

**Thematic Area:** Science, Technology and Innovation

F5 is inviting applications for the STEM Education Grants for Women and Girls of Color. In 2024, F5's STEM Education Grants are focused on supporting nonprofit organizations committed to helping build the pipeline of tomorrow's female changemakers and future leaders, by investing in organizations and programs to increase access to science, technology, engineering, and math (STEM) education and career opportunities for girls and women of color.

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

# Youth Empowerment in Climate Action Platform (YECAP)

**Deadline:** 14-July-2024

**Grant Size:** N/A

**Thematic Area:** Research on Arts

Applications are now open for the Regional Youth Parliament on Climate Action (RYPKA) to leverage the energy, creativity, diversity, and passion of young leaders in the Asia-Pacific region, drawing on their extensive knowledge and firsthand experiences to profoundly shape and influence climate policies at both national and regional levels.

**For more details:** <https://www.yecap-ap.org/rypca>

## FIFA Foundation

**Deadline:** 26-July-2024

**Grant Size:** USD 30,000

**Thematic Area:** Sports and Recreation

Non-governmental organizations worldwide operating football-related social projects are invited to apply for the FIFA Foundation Community Programme. The FIFA Foundation Community Programme aims to support well-established, non-profit organizations that use football to address the most pressing global challenges affecting underprivileged children and young people, contributing to the United Nations Sustainable Development Goals (SDGs).

**For more details:** <https://fincad.com/about#women-in-finance>

## Stiftung Artenschutz

**Deadline:** 31-July-2024

**Grant Size:** 5.000 €

**Thematic Area:** Animals and Biodiversity

The Stiftung Artenschutz is currently accepting applications aimed at conserving highly threatened animal species, especially those that have been lacking resources and interest, as well as the protection and restoration of their habitats. The two funding schemes include a special grant for the conservation of amphibians, the "Amphibian Conservation Fund", and a Small Grants Programme open for all animal species and conservation activities.

**For more details:** [https://www.stiftung-artenschutz.de/en\\_US/grants/?f](https://www.stiftung-artenschutz.de/en_US/grants/?f)

# Learn More about Fundraising Terms

## Introduction to Donor Retention

Donor retention is the measure of donors who make more than one donation to your nonprofit organization. Nonprofits with healthy donor retention rates have loyal donors who choose to support their cause year after year, leading to lower fundraising costs, higher lifetime value, and dependable longterm growth. Nonprofits with low donor retention rates are perpetually forced to rely on cost-intensive acquisition and major gifts to replace the donors they lose and sustain longterm growth.

## Top Donor Retention Strategies

### 1. Evaluate Your Methods

Before you start creating and executing a donor retention plan, you'll need to know where you stand. Start by using your donor database to determine how many donors you've retained, acquired, and lost in the past few years. Then, analyze your past fundraising campaigns and retention efforts to identify any gaps or factors that may be contributing to low retention rates. For instance, you might notice that you never updated donors on the impact of their donations after your last campaign or that several mid-level donors indicated that they didn't feel appreciated enough in a post-event survey.



### 2. Offer Multiple Ways to Give

When you allow donors to give in the ways that are most convenient for them, they'll be more likely to donate regularly. This is especially true of recurring giving programs, which allow donors to give a regular amount to your nonprofit each month through automatic payments. Not only does recurring giving help you retain donors by making it easy for them to give repeat donations, but it also makes giving much more convenient and affordable for donors.

### 3. Thank Donors Often

Thanking donors should be part of every fundraising plan you make to encourage retention. From the initial thank-you email you send immediately after someone donates to a celebratory thank-you message at the end of the campaign, you should thank donors often and in a variety of ways. This might include thanking donors via:

- Thank-you email
- Letters and handwritten cards
- Videos featuring staff and beneficiaries
- Small gifts like branded stickers
- Public recognition like social media shout-outs

#### 4. Personalize Outreach

Personalizing your communications is another great way to share your appreciation with donors and make them feel like valued members of your organization's community. Personalize both fundraising appeals and non-appeal outreach with donors' names, engagement histories, and other details like the amount of their last donation. These details show donors that you're paying attention to their contributions, increasing the chances that they'll feel valued and want to stay involved with your nonprofit.

#### 5. Segment and Automate Communications

To ensure all of your communications are personalized and relevant to donors' interests, use your data to segment donors based on shared characteristics. You might group them by:

- Giving level
- Donation frequency
- Charitable interests
- Involvement history
- Demographics

#### 6. Share Impact Stories

Donors give because they want to make a difference for your cause, and they need to feel that their impact is substantial to continue giving. In fact, not seeing or understanding the impact of their gifts is one of the top reasons donors lapse. Retain more of your donors by consistently sharing updates about your nonprofit's work and the personal impact that donors' contributions make. Share true stories that give donors tangible examples of their gifts' impact on beneficiaries.

#### 7. Request Feedback

When in doubt about which donor retention strategies to pursue, don't be afraid to ask your donors directly. Donors can tell you exactly why they give to your organization year after year or, on the flip side, explain what they're missing in their relationship with your nonprofit that may cause them to lapse. Send out surveys periodically that ask open-ended questions like:

- What are the main reasons you support our nonprofit?
- Do you feel like an active member of our organization's community?
- Which aspects of our cause are most important to you?
- Do you feel that your donations have made a difference?
- How satisfied are you with your giving experience?

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