



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

MARCH, 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.

“It’s not how much we give but how much love we
put into giving.”

– Mother Teresa



Seminar on Appreciative Inquiry: Learning & Sharing

Fundraising for NGOs in Nepal cosponsored the National Seminar on Appreciative Inquiry Learning & Sharing on 25th March 2023 which was held by Imagine Nepal. The main theme of the session was understanding and exploring innovations and the positive potential of Appreciative Inquiry (AI) in various fields. Altogether 11 papers were presented during this seminar and a series of discussions took place. The seminar emphasized the importance of AI in achieving Sustainable Development Goals (SDGs) and developing compassionate leaders who can make a positive impact in their communities.

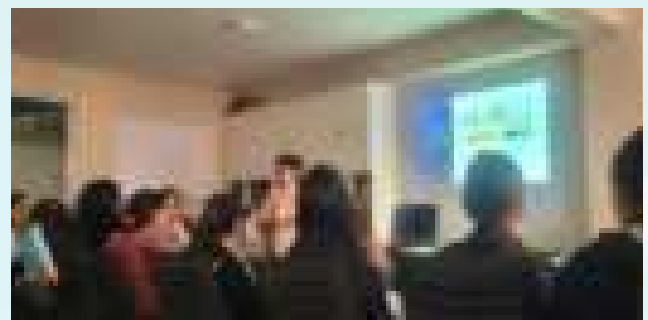


Celebrating International Women's Day

On the occasion of International Women's Day, fundraising for NGOs in Nepal conducted a series of sharing sessions based on this year's theme DigitALL: Innovation and Technology for gender equality! During the session, Ms. Karuna Mahat and Ms. Anupa K.C summarized the history and origins of International Women's Day as well as the Women Heroes of ICA Nepal, while Ms. Meena Acharya highlighted some key notes on Women's leadership and participation.



The session was participated by a total of 20 participants. The session highlighted the role of innovative technology in promoting gender equality and meeting the health and developmental needs of women and girls.



Capacity Building on Climate Change Issues Inevitable for Local Level Development

FFN is pleased to attend and participate in a three-day workshop on Capacity Building on Climate Change Issues which was organized by The Everest Network (TEN). The workshop included the participation of 17 member organizations from all over Nepal. From FFN, Ms. Anita Gurung and Ms. Reshma GC emphasized the significance of climate change issues at the local level of development and community building. The workshop focused on how to manage and adapt to the escalating issues of climate change, as well as how these issues should be internalized in the local context through capacity building, planning, and implementation.



Social Entrepreneurship & Organization Sustainability

As a part of the In-country Fundraising Initiative, on 11 March 2023, Global Fundraising Taskforce conducted a session on Social Entrepreneurship & Organization Sustainability. The session was facilitated by Dr. V K Arora, Chief Executive Officer at Management Associates (India).

The session was keenly focused on introducing multiple ways of fundraising for NGOs and startups as well as their sustainability. In this regard, we are planning a series of learning and sharing, with this program being one of them.

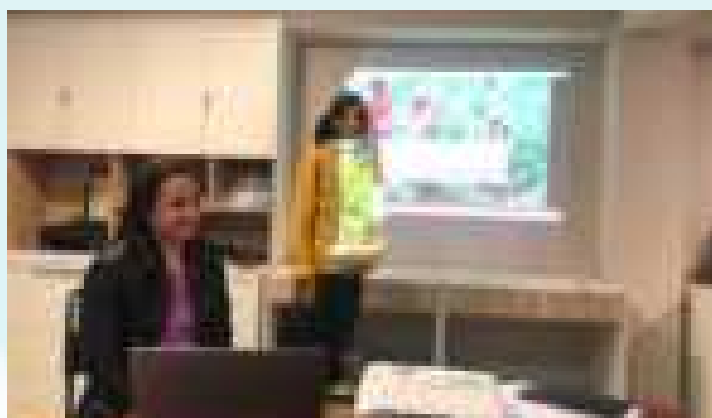
Congratulations to Prof. Dr. Tatwa P. Timsina, Founding Chairperson of Fundraising for NGOs in Nepal for receiving the GARA Award of Excellence for Global Leaders 2022.



Capacity Building Glimpses



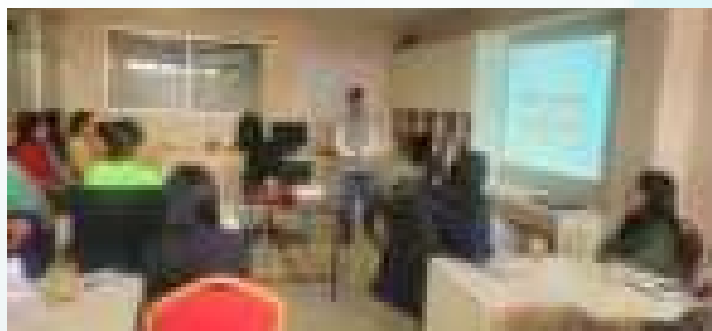
Conduction of 3 day workshop on Appreciative Inquiry: Principles, Processes & Applications



Conduction of Training session on Overview of Lean Management Tools



Training Course on Training of Trainers by Prof. Dr. Tatwa P. Timsina



Training on Journalism and News Writing, which highlighted key areas of Nepali feature writing and its principles.

Learn More about Fundraising

Crowd-Funding

Crowdfunding refers to any effort to raise money with donations from a large number of people, in modern times typically via the Internet. Crowdfunding was first used by entrepreneurs as a way to attract small-sized investments to for-profit ventures. Now, crowdfunding is projected to become a \$90-96 billion dollar industry by 2025 and is being touted as a valuable tool for fundraising for charitable nonprofits. The largest crowdfunding effort in the US, as of August 2018, raised \$41.6 million to assist people affected by Hurricane Harvey. Crowdfunding can reach a much more diverse audience than a nonprofit's regular audience.



In connection with nonprofits, crowdfunding happens through websites tailored to showcase specific projects or causes and accept donations, or in-person, arranged around high-energy, community-building events. Large groups of people pool together small individual investments to provide the capital needed to get a company or project off the ground. Individuals, charities, or companies can create a campaign for specific causes and anyone can contribute. A crowdfunded project's online presence can be easy via social media platforms and links to giving portals. Live crowdfunding, on the other hand, features live events where spokespeople for the nonprofit pitch their cause to those gathered. Audience members pledge donations in an auction-like setting.

Types of Crowd-Funding

Crowdfunding is a method of raising capital through the collective efforts of a large number of individual investors. It is done primarily online via social media and websites. There are three main types of crowdfunding. Namely;

- **Donation-based Crowdfunding-** Donation-based crowdfunding is when people give money to a campaign, company, or individual for free. This is a way to raise money for a project by asking many donors to donate small amounts at a time without any expectation of return. This type of funding is done primarily for social causes and nothing is expected in return for such funding. Common initiatives for such financing are Natural disasters, disaster relief, charities, and medical expenses.
- **Equity-Based Crowdfunding-** Equity crowdfunding allows contributors to become shareholders of a company by trading capital for shares. Shareholders receive monetary profits in proportion to their contributions (profit sharing in the form of dividends or distributions). This is the most popular form of crowdfunding. While other crowdfunding campaigns don't allow supporters to own a portion of the business they support, equity-based crowdfunding allows small businesses and start-ups to give away a part of their business in exchange for funding. These donations are a type of investment that acquires shares in the company based on the amount brought in by the participants.

- **Reward-Based Crowdfunding (Non-equity Crowdfunding)-** Reward-based crowdfunding involves individuals contributing to a business in exchange for something in return for their donations typically a form of the product or service which the company offers. The rewards vary by the size of the donation, which incentivizes higher contributions. Participants may receive T-shirts, products, or services depending on the amount they donate to the campaign. For this type of funding, the distance between the creator and investor does not matter. This type of funding is used in many cases like; funding for free software development, motion picture promotion, scientific research, civic projects, and new inventions, etc.

Best Practices to Crowdfund Successfully for NGOs

- 1. Keep it SMART-** Just like any fundraising campaign, it's important to start with a well-defined goal. You may start with a monetary amount and a deadline, but that's not all. Remember to create goals using SMART methods (Specific, Measurable, Attainable, Relevant, and Time-based). This formula helps you build focused, campaign-specific, impact-driven goals based on your financial goals. Select the amount in dollars and time duration (such as one month) along with a precise definition of where the raised funds will go and exactly who will benefit.
- 2. Choose the Right Tool for the Job-** With so many platforms to choose from, selecting the right one can be confusing. Investigate what other nonprofits are using, and how as well as check out the testimonials or success stories section of a platform's website and then pore over campaigns that are similar to what you want to run to see if the platform has all the capabilities you need. Play around with the interface of current campaigns and ask yourself if your supporters would easily be able to navigate it and make a donation.
- 3. Tell Your Story-** The organization we see is most successful after sharing its vision, mission, or purpose in a prominent place. This is one of the most important parts of any fundraising campaign, but it's particularly crucial for crowdfunding since many potential donors won't have heard of your organization. Although, choosing a crowdfunding platform is important, but if you write a flat, non-stimulating story on your home page, you won't be able to do the job. The most important way to understand the value of a crowdfunding campaign is to have lots of photos, videos, and testimonies about the impact of your organization and how donations can help perform better. It can also help reassure donors that their money is in safe hands by proving your organization is legal and not fraudulent.
- 4. Keep Donations and Works Posted-** Keeping your supporters updated is key to the success of your crowdfunding campaign. Adding notes about the progress of your cause, and what the money donated has contributed so far will make new donors more motivated and incentivize past donors to share your campaign again. One way to do this is by adding testimonials in the words of people who've benefited from your work. Another way you could do this is by adding an 'impact meter' on your website to indicate where you are on your fundraising journey.
- 5. Give an Extra Reason to Give-** Most donors are attracted to crowdfunding because they want to give but giving them a little something extra never hurts. The essence of crowdfunding is often accompanied by the return on investment of donors, especially when funding entrepreneurs. Organizations can consider offering incentives for donating different amounts and making donors feel like stars.
- 6. Following up on the donors-** It's easy to donate to a crowdfunding campaign, but that ease can also be a double-edged sword. If you're not building a relationship with those donors, they're likely to forget about your organization. Although part of this can be accomplished by keeping your page updated, never underestimate the power of a nice thank-you note (or email) to build relationships. Following up with other opportunities for engagement, or simple updates on your organization can allow donors to stay engaged and keep them coming back.

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 March 2023, you wished to know sooner:

Bureau of Democracy Human Rights and Labor

Deadline: 19-Apr-2023

Grant Size: \$500,000 to \$1,000,000

Thematic Area: Human Rights and Information Technology



The U.S. Department of State, Bureau of Democracy, Human Rights and Labor (DRL) announces an open competition for organizations interested in submitting applications for projects to strengthen the protection of human rights and fundamental freedoms online through an open, interoperable, reliable, and secure global Internet, with a focus on technology development. In support of this goal, DRL is requesting program proposals to produce, support, innovate, implement, or advance the standardization of open-source Internet technologies that provide software infrastructure and protocol functions that actively counter the progression of growing Internet restrictions.

For more Details: <https://www.grants.gov/web/grants/view-opportunity.html?oppId=346240>

Minor Foundation for Major Challenges (MFMC)

Deadline: 20-Apr-2023

Grant Size: EUR 20,000 to EUR 200,000

Thematic Area: Climate Change, Environment

The Minor Foundation for Major Challenges (MFMC) is now accepting applications to support communication projects which advance the transition to a low-carbon economy. They support 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 are to encourage and support innovation in climate communication and help strengthen social and political movements that open up for radical change.

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

Spencer Foundation

Deadline: 27-Apr-2023

Grant Size: \$30,000

Thematic Area: Environment & Conservation

The Spencer Foundation has launched the Large Research Grants on Education Program to support education research projects that will contribute to the improvement of education. This program is "field-initiated," meaning that proposal submissions are not in response to a specific request for a particular research topic, discipline, design, or method. 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. They seek to support scholarship that develops new foundational knowledge that may have a lasting impact on educational discourse.

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

Fondation SUEZ

Deadline: 30-Apr-2023

Grant Size: 50 K€ to 80 K€

Thematic Area: Economic and Community Development

Fondation Suez is seeking applications for its grants for favoring access to essential services – water, sanitation, and waste management – for underprivileged populations in developing countries. In France, they are combating social exclusion whilst respecting the participation and dignity of all. The Foundation gives priority to applicants possessing local divisions or reporting a very close partnership with a local structure, facilitating project follow-up and an ex-post follow-up of the projects. Fondation SUEZ wishes to contribute to the sustainability and replicability of impact or potential impact projects (innovation, new model).

For more details: <https://www.fondation-suez.com/en/>

Convergence

Deadline: 01-May-2023

Grant Size: \$50,000

Thematic Area: Sustainable Development

The SDG Impact Finance Initiative (“the Initiative”) has announced a second call for proposals targeting a new set of UN Sustainable Development Goals (SDGs). The SDG Impact Finance Initiative’s Innovation Window awards grants for innovative impact finance solutions that will mobilize private capital for sustainable development in emerging and frontier markets. The SDG Impact Finance Initiative aims to accelerate advancements in the impact investing market by supporting the launch of innovative solutions that address market failures, deploy financial products that are under-supplied or supplied at insufficient volumes, and mobilize funding into new sectors and regions.

For more details: <https://www.convergence.finance/design-funding/open-window/sdg-impact-finance-initiative-design-funding-window>

ORCID

Deadline: 03-May-2023

Grant Size: \$5,000 to \$20,000

Thematic Area: Scientific Research

ORCID is excited to announce its Global Participation Fund to remedy gaps in ORCID participation from organizations in the Global South, especially in countries with low- and lower-middle-income economies. The GPF aims to provide funds to: foster the development of ORCID Communities of Practice, working with local partners who can build understanding and use of ORCID in local contexts; and create and enhance technical integrations to support the realization of the benefits provided by the use of ORCID. Proposing organizations do not need to be current ORCID members. The GPF will initially provide competitive grants under two different grant programs as Grants for Community Development and Outreach and Grants for Technical Integration.

For more details: <https://info.orcid.org/global-participation-program/global-participation-fund/#register>

CHALLENGES OF FUNDRAISING

Fundraising is the process of seeking and gathering financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. In the process of fundraising, organizations experience several challenges. Some of the fundraising challenges include:



- **Building Trust:** One of the biggest factors that affect charitable giving is trust from the public. Donors focus on the few organizations that fail, typically revolving around poor leadership. As a result, they are separated from charitable donations. If an organization fails, many believe that not all organizations can be trusted.
- **Relying solely on donations:** Different NPOs worldwide tend to rely solely on individual donations or the same donors which makes them on the verge of extinction. Most of them believe that the organization can only sustain itself from donations rather than self-funding but the key is to diversify income streams.
- **Giving is Inconvenient:** If you want to boost donation through the individual organization, any NPO needs to make it as simple as possible. Using contactless donation options, donors are more likely to give and do so regularly. Plus, they can give at any time, without having to be at an event. With modern donation platforms, you can make it easy for donors to give online, through your website, through social media, and in other creative ways. To reach donors, you need to connect with them and where they are at.
- **Not offering something in return:** If you want to boost donation through the individual organization, any NPO needs to make it as simple as possible. Using contactless donation options, donors are more likely to give and do so regularly. Plus, they can give at any time, without having to be at an event. With modern donation platforms, you can make it easy for donors to give online, through your website, through social media, and in other creative ways. To reach donors, you need to connect with them and where they are at.
- **Disconnected with donors:** Donors want to be a part of the story. They hate to give, never knowing where their money was used or how it made an impact. The most effective organizations invite their donors into the story. This can be as simple as providing regular updates via email or social media on the work they are doing and the lives being impacted or it could be inviting volunteers to serve alongside you, partnering hand and foot in the work you are doing. If you are looking for recurring donations, then you need to engage your donors regularly, not always asking for money.
- **Finding Ambassadors:** Another way to overcome reliance on individual donations is by implementing an ambassador program, or a peer-to-peer donation program. Rather than having individuals donate directly to your organization, you enlist ambassadors. They create their campaign to raise awareness for the social issues they are working to solve. As a result, they reach new donors who give to their campaign, which ultimately raises funds for your organization. Finding passionate ambassadors who share the same vision as you can be the key to expanding your reach.

Nonprofit Email Techniques

When it comes to non-profit email marketing, organizations face many unique challenges as constantly creating new messages, not coming off as desperate, and avoiding inbox blindness where donors skip over emails. Nonprofits must do everything in their power to encourage readers to convert into donors. Hence, here are some of the best email techniques every NPO should know:

- **Storytelling Emails-** No matter what your cause might be, the stories are an emotional attraction to your readers, so it's a central part of your non-profit email marketing strategy. With this approach, people tend to donate more psychologically. Don't just imagine a textual story. You can also use photos to tell a compelling and emotional story. Make sure you are personal with your content, whether it's a personal anecdote from the founder or a real-world story.
- **“Thank You” and Update Emails-** Simple “thank you”s and updates are great tools to help improve donor retention. By opting into your emails, subscribers signal that they want to stay up to date. By providing updates, these supporters will stay connected with the organization and return for donations. It was also estimated that “thank you” received twice the clickthrough rate of other types of messages.
- **Holiday Emails-** The majority of charitable giving is made during the holidays, and email is not just a fantastic way to capitalize on that—it's necessary. Instead of giving material gifts, people tend to make donations to honor others. People expect to answer the phone and are ready, so don't be afraid to ask for donations during the holidays.
- **Number and Statistic-Based Emails-** Attracting attention in the subscriber's inbox can be a daunting battle, but subject numbers and statistics are one way to get the attention of others right away. Here are some examples there are 844 million people without access to clean water worldwide, One in five children lacks proper access to food annually in the United States. Another way to both educate and attract attention to your readers is by including an infographic within your email.
- **Question and Survey Emails-** When you're competing with the likes of social media and chatbots, anything you can do to open the lines of communication and make your emails interactive is a major plus. Hence, surveys and question-based messages are such a wise move leading to a detailed questionnaire, these sorts of emails do double-duty as you learn more about your subscribers and better segment your list.
- **The Minimalist Email-** Not all emails need to be major productions. The idea of "less, more" in a nonprofit email marketing strategy not only requires less work on your part but is easier for your readers. Short single-copy emails tend to have higher conversion rates than long ones because they lose fewer points or lose the reader's attention.
- **“Success Story” Emails-** Last but not least, don't forget the need to provide your donors with stories of your organization's success and how they've contributed. Highlighting specific success stories or instances of someone benefiting from your nonprofit provides concrete proof of your organization's impact. Whether it's a testimony, a smile, or a statistic about a funding goal, showcase the broader community that has contributed to your cause and make your reader feel proud to be a part of it.

Source: Classy

Fundraising is a gentle art of teaching the joy of giving.

-Hank Rosso, The Fund Raising School

Fundraising for NGOs Activities in Pictorial Form



FUNDRAISING FOR NGOs IN NEPAL

Koteshwor- 32, Kathmandu Nepal

Phone no: +977-01-5147215 | 9869664773

P.O.BOX No. 20771

fundraisingforngos@gmail.com

www.fundraisingforngos.com



Advisor

Prof. Dr. Tatwa P. Timsina

Ms. Ishu Subba

Editorial Board

Ms. Purnima Subba

Ms. Karuna Mahat

Ms. Swikriti Parajuli