



# 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.

**“We make a living by what we get, but we make a life by what we give”**

**— Winston Churchill**





# Successful Fundraising Stories

## "Appropriate Wheelchair Safety and Accessible Mobility of Rights"

On the occasion of the 15th World Wheelchair Day, Damak Municipality in coordination with Damak Apanga Sahayog Samiti distributed wheelchairs to 165 people with physical disabilities. The program was conducted in accordance with the slogan "Appropriate Wheelchair Safety and Accessible Mobility of Rights". Fundraising for NGOs in Nepal (FFN) facilitated the Damak Apanga Sahayog Samiti and connected it to the Rotary Clubs in Nepal. The wheelchairs were supported by the Rotary Club of Taiwan and the Chao Jung Chi Foundation through the Rotary Club of Rudramati and the Rotary Club of Kavre Valley.

The program was inaugurated by the honourable Mr. Ram Kumar Thapa, the current Mayor of Damak Municipality. Ms. Regina Bhattarai, current Upa-Mayor of Damak Municipality, Prof. Dr. Tatwa P. Timsina from ICA Nepal/FFN, Mr. Sandip Timsina from Okraland Humanitarian Foundation, USA along with other dignitaries attended the event. The initiative aimed to bring ease into the lives of people with physical disabilities and promote their right to get such materials.

Adviser of FFN, Dr. Timsina expressed that FFN has been facilitating various programs for physically challenged people and donating wheelchairs will play an important role in making life easier for people with disabilities. Additionally, Ms. Bhattarai expressed her commitment to take forward this issue as a campaign by Damak Municipality.

The program played a significant role in celebrating the 15th World Wheelchair Day grandly by bringing ease into the lives of people with physical disabilities and promoting their right to get such materials. Despite physical constraints, people with disabilities can also contribute to society equally, and such programs motivate and empower physically challenged persons to mobilize their rights and there should be no discrimination on the basis of structure.





# Upgrading Equipments in Community Hospital

Fundraising for NGOs in Nepal (FFN) has been organizing and facilitating a series of programs for the distribution of medical supplies and promoting healthcare services to marginalized groups. Adhering to the program and values, FFN facilitated the Rotary Club of Rudramati to donate medical equipment and upgrade the basic infrastructure for Manmohan Memorial Community Hospital, Dakshinkali.

The Rotary Club of Rudramati Kathmandu handed over medical equipment with the help of five Rotary Clubs under the Rotary Foundation and Rotary District 6040 under the Global Grant Project, GG 2235567, "Nepal Healthy Communities". The program was conducted in the presence of the honourable Health & Population Minister Government of Nepal Mr. Padam Giri, honourable DG 3292 Rtn. Jitendra B Rajbhandary, honourable PDG Rtn. Dilendra Raj Shrestha, AG Rtn. Binita Pradhan Joshi, locals, Press Community, club members (Rotarians and Rotractors), and the Hospital management. Fundraising for NGOs in Nepal worked as a bridge for fundraising and coordinator during the program.

In the course of the program, Mr. Purna B. Shahi, head of the Hospital Management Committee, received 34 different kinds of medical equipment from honourable Mr. Giri. The medical equipment included 20 medical beds, 50 thermometers, 5 X-ray view boxes and 80 urinary catheters. On the same occasion, Minister Giri expressed that the primary plan of the government is to improve the quality and effectiveness of health services in Nepal as a whole by providing health services to people who are in remote and economically weak conditions.

Mr. Purna B. Shahi, the chairman of the Hospital Management Committee, requested further financial support for the continuation of the health insurance as well as the operation of the 'dialysis' service that the hospital is about to commence. Although the club is presently supporting medical equipment, Mr. Kishor Tripathi, President of the Rotary Club of Rudramati, has expressed his commitment to offering various other forms of support in the future. On the same occasion, Minister Giri also inspected the hospital.





## Future Leaders in STEAM

STEAM education is one of the key working areas of Fundraising for NGOs in Nepal where we have been running numerous programs for its promotion. As a part of such a program, Fundraising for NGOs in Nepal donated a Telescope at the 11th Southwestern Science Exhibition and Career in Management-2023. The exhibition was inaugurated by Dr. Baburam Bhattarai; former Prime Minister of Nepal. The support was provided as a part of promoting STEM education through secondary schools in Nepal. The workshop was attended by a total of 50 different colleges and many other organizations in Kathmandu.

Fundraising for NGOs in Nepal along with the coordination of Rudramati Babarmahal Kathmandu organized a STEAM education program at Adarsha Kanya Niketan school. The program provided students with the opportunity to engage in practical learning and learn about various STEAM concepts. By empowering young minds with the power of STEAM, we believe that we are paving the way for the future STEM leaders of our country. At the end of the program, science kits, Microscopes, Solar caps, windmills and various other STEAM-related equipment were handed over to the school.



## Menstrual Hygiene Management for Dignified Menstruation

FFN in collaboration with Rotaract Cub of Rudramati organized a TOT training on Effective Menstrual Hygiene and Sanitation at Khanigaun, Parbat. The training and MHM kits were provided to the women groups and students from Nine different schools at the Falebas Municipality, Parbat to promote safe menstruation. The main objective of the training was to promote awareness among the inhabitants of the Municipality and eradicate the misconception regarding Menstruation. Through the MHM Kit distribution program, we successfully reached more than 1,500 girls. Additionally, we intend to reach more than 3,000 people through such programs and distribute MHM kits to local women's groups as well.

During the visit, we also got a chance to meet the women groups who previously, received a 60-day Advance Sewing course which has now significantly contributed to the economic growth.





# Capacity Building Glimpses



**Conduction of a three-day training on Project Proposal Writing and Fundraising.**



**Building Leadership and Management along with the formation of Training Schedule**



**Group Facilitation Method (GFM) Training for youths**



**3-day training on Leadership, Management, and Governance (LMG) Training**



**Workshop on Expressive Arts**



**Celebrating 20 years of Social Artistry in Nepal**



**Social Artistry Cultural Laboratory Visit and Formation of a three-year working committee for Social Artsitry Camgaign Nepal**



**Training Course on Social Artistry Leadership**



# Learn More about Fundraising

## Peer-to-Peer Fundraising

Peer-to-Peer Fundraising is any fundraising effort that relies on peers reaching out to each other on behalf of a cause. Also known as social fundraising, personal and/or team fundraising, or p2p fundraising, peer-to-peer fundraising enables nonprofits to increase their reach, find new donors, and build deeper connections with their existing supporters. By using this technique of fundraising, you can encourage your current supporters to participate in your organization's fundraising efforts.

Peer-to-peer fundraising has been a fundraising staple for years; fundraising runs and walks have operated on peer-to-peer principles for ages. But when you run peer-to-peer online, fundraising is simpler and more powerful for nonprofits. Peer-to-peer fundraising is a multi-tiered approach to crowdfunding. This means individuals can create personal fundraising pages for their cause's behalf. This can feed revenue back to your organization as a whole, or to a specific campaign, you're running as well as for donor retention and acquisition strategy.

As a result, Peer-to-Peer Fundraising can help you magnify your nonprofit's fundraising efforts and impact while attracting new supporters to your cause. Not only that, but as a virtual campaign opportunity, it's also the perfect fundraising opportunity to engage supporters who can't attend events in person. But, a successful P2P fundraising campaign takes some planning and preparation to set yourself up for success. For example, finding the right peer-to-peer fundraising software for your nonprofit that will automate most of the work and will help fundraisers easily create campaign pages to fundraise for your cause.

### Benefits of Peer-to-Peer Fundraising

Peer-to-peer fundraising is an effective fundraising strategy for any organization, regardless of size and cause. Why does it work so well? For several reasons, peer-to-peer fundraising is more effective than traditional campaigns. Hosting a peer-to-peer fundraising campaign allows you to cast a broad net and collect contributions from a variety of people all at once. It's not just about accessing funding, though. Peer-to-peer fundraising campaigns also allow nonprofit groups to connect more closely with their supporters. Let's walk through a few of those in-depth:

**1. Builds Upon Existing Relationships-** Peer-to-peer fundraising helps scale relationship-building by tapping into your current supporters' networks—their friends, family, and colleagues. You've built relationships with your existing supporters, and they've built relationships in their respective circles. Your supporters vouch for you, which works as a kind of shortcut to trust in their networks. They'll get a sense of your brand and what your organization is about and it gives your supporters a new way to get involved with your mission!

**2. Multiplies The Impact Of Limited Resources-** Peer-to-peer fundraising helps you make the most of what you already have by raising up an army among your current supporters. Organizations usually raise twice as much with peer-to-peer fundraising as they do with traditional fundraising techniques. These advocates are your organization's booster squad; they'll augment your ongoing fundraising efforts by raising funds on your behalf in some very creative ways.

**3. Grows Awareness Organically-** When your team of advocates champion your cause and raise funds, they'll start with their family, friends, and colleagues. As they do, they'll spread the word and share your story. Word of mouth is one of the most successful forms of marketing. They will organically inform new audiences about your message and purpose.

**4. Allow supporters to get more involved-** If you're always reaching out to your supporters and asking for money, they may start feeling like ATMs. Inviting them to participate and volunteer to raise money on your behalf is not only easier on their wallets, but it also provides a new and unique way for them to show their support.

**5. Engage supporters virtually-** Peer-to-peer fundraising campaigns can be launched and hosted entirely virtually. This gives supporters a convenient way to get involved from the comfort of their homes.

**6. Grow your social media presence-** Peer-to-peer campaigns spread like wildfire on social media, so they naturally help grow your nonprofit's social media presence. You can expand your social media presence by interacting with supporters' posts about their fundraising pages and encouraging them to reach their goals.

## Types of Peer-to-Peer Fundraising Campaigns

**1. Ongoing/Rolling-** Ongoing/ Rolling peer-to-peer fundraising campaigns are self-motivated by the fundraisers, giving the participants the power to choose what best works for them without time constraints. These campaigns may be tied to an event, but are frequently independent. But the major fallback of this option is a potential loss of steam. A rolling campaign is a continuous peer-to-peer fundraising effort that is dedicated to raising funds for recurring expenses. For example, if you want supporters to have the option to raise money on behalf of your nonprofit at any time, you might set up a rolling campaign on your site that allows them to create a personalized campaign whenever they want and dedicate the revenue to your annual fund.

**2. Time-based campaigns-** Time-based peer-to-peer fundraising campaigns are more common and require that the funds be raised by a specific deadline. Peer-to-peer fundraising campaigns with a set time period are a great way to provide a beginning, middle, and end. Creating a powerful beginning by drumming up excitement, and then having a midway check-in with fundraisers will help keep them engaged. Planning an end event is a thrilling way to finish the race and give your cause some urgency! These types of peer-to-peer fundraising campaigns are often tied to events. For example, an organization may launch a peer-to-peer fundraising campaign leading up to its annual walk-a-thon. This spreads the word about the event, increasing revenue for the general campaign through peer-to-peer fundraising.

**3. Giving days-** Giving days are ambitious but can be great for organizations that love a challenge! Typically, the giving day will require a substantial amount of education and awareness beforehand so participants are ready and eager when the day comes. Giving days are quick, fast-paced ways to reach your fundraising goals. Check out this peer-to-peer fundraising campaign created during Giving Tuesday 2021 by the High Horses Therapeutic Riding Program. You can check every peer fundraising campaign associated with this by scrolling down and clicking the fundraisers' names.



## 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 are some of the best and most selective funding information for February 2023, you wished to know sooner:

### European Commission (EC)

**Deadline:** 27-Mar-2023

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

**Thematic Area:** Human rights and Democracy



The European Commission is pleased to announce the Open applications of the Global Europe Thematic Programme on Human rights and Democracy that contributes to justice and the rule of law through increased accountability for serious human rights violations and abuses. The specific objective of this call for proposals is to fight impunity by building the knowledge base for accountability and developing comprehensive strategies and tools to address knowledge, capacity and commitment gaps.

**For more Details:** <https://bit.ly/3imNjkM>

### Apparel Impact Institute

**Deadline:** 31-Mar-2023

**Grant Size:** \$50-250k

**Thematic Area:** Climate Change

The Apparel Impact Institute (Aii) has announced the first call for applications for the Climate Solutions Portfolio (CSP), a data-backed tool to deploy grants from the catalytic Fashion Climate Fund. The Apparel Impact Institute (Aii) Climate Solutions Portfolio (CSP) has been established to find, fund, monitor, and report on climate impact solutions. The CSP will identify proven programming and funding opportunities in the climate impact space.

**For more details:** <https://www.fashionclimatefund.org/climate-solutions-portfolio>

### Nagao Natural Environment Foundation (NEF)

**Deadline:** 31-Mar-2023

**Grant Size:** \$30,000

**Thematic Area:** Environment & Conservation

The Nagao Wetland Fund (NWF) is a grant scheme jointly launched by the Nagao Natural Environment Foundation (NEF) and the Secretariat of the Convention on Wetlands for the conservation and wise use of all wetlands by supporting local and national actions in the Asia-Oceania region. The funding is specifically provided to projects that aim to implement the overall goals and targets of the Ramsar Strategic Plan 2016 – 2024.

**For more Details:** <https://contacts.ramsar.org/form/nwf-application>



## United States - Agency for International Development (USAID)

**Deadline:** 03-Apr-2023

**Grant Size:** \$250,000 to \$49,999,000

**Thematic Area:** Peace & Conflict Resolution

The United States Agency for International Development (USAID) is announcing the Year 4 New Partnerships Initiative (NPI)/Conflict-Prevention and Recovery Program (CPRP). Through this Annual Program Statement (APS), USAID announces its desire to engage new, nontraditional, and local partners to expand and amplify the Agency's work, particularly in contexts at the risk of, or recovering from, conflict or violence. The overall goal of NPI is to help the Agency partner with new, nontraditional, and local actors to advance their development goals—while elevating the quality of the partnerships through strengthened accountability, capacity, and local leadership.

**For more details:** <https://www.grants.gov/web/grants/view-opportunity.html?oppId=339216>

## Spencer Foundation

**Deadline:** 05-Apr-2023

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

**Thematic Area:** Education & Research

The Spencer Foundation is pleased to announce the Small Research Grants Program to support education research projects that will contribute to the improvement of education, broadly conceived for projects ranging from one to five years. The small Research Grants Program's 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. Proposals to the Research Grants on Education program must be for academic research projects that aim to study education. Proposals for activities other than research are not eligible (e.g., program evaluations, professional development, curriculum development, scholarships, capital projects).

**For more details:** [https://www.spencer.org/grant\\_types/small-research-grant](https://www.spencer.org/grant_types/small-research-grant)

## Water Research Foundation

**Deadline:** 10-Apr-2023

**Grant Size:** \$125,000

**Thematic Area:** Environment & Water

The Water Research Foundation (WRF) is seeking proposals for Developing an Environmental, Social, and Governance Framework for Water Utilities Project. This project is funded by The Water Research Foundation (WRF) as part of WRF's Emerging Opportunities Program. The main objective of the projects is to develop a water-sector-specific environmental, social, and governance (ESG) framework, address related topics, and prepare a user-friendly ESG framework report with a synthesis of case studies for water utilities

**For more details:** [https://www.waterrf.org/sites/default/files/file/2023-02/RFP\\_EO\\_5206.pdf](https://www.waterrf.org/sites/default/files/file/2023-02/RFP_EO_5206.pdf)



# Creative Ways to Write a Thank You Note for Donations

When a donor makes their first donation to your organization, you enter the stewardship phase. This is where you communicate with the donor, express your gratitude, and work on building and nurturing your relationship so that the donor continues to give and be an active member of your community for years to come. Recognizing and thanking donors is a hallmark of an excellent retention strategy. It helps strengthen the relationship with your donors and their commitment to your cause. When donors are thanked within 48 hours of making a gift, they're 4x more likely to donate again. It requires deliberate planning to thank your supporters in a way that resonates. Follow this comprehensive guide to get inspired and express the appropriate appreciation for your donors.

## 1. Handwritten Note

There's something special about handwritten notes in the digital era. It may seem archaic, but it's a meaningful gesture that is bound to show your donor their worth. Compared to email and direct mail, which often get discarded, handwritten notes have a 99% open rate. A thoughtful note can be sent out any time of the year and for any occasion. Since your letter would arrive sometime after the donation was made, it can serve as the perfect touchpoint to re-engage your supporter with a reminder of their impact. These notes are so effective because a donor can immediately see the time and effort it took for someone to write the message.

## 2. Highlight donors on social media and website

Highlight donors on your social media pages with a "donor spotlight." Before you feature your donors on social media, be sure to get their consent first, and if they agree, ask them for a photograph and a testimonial you can use. Ask them why they decided to give to your nonprofit. In your donor highlight, share why you value the donor's support. Another way to publicly thank your donors is to use Facebook or Instagram videos and record a short video highlighting your top supporters and how their gifts are making a difference. Make a habit of thanking donors across your social media platforms.

## 3. Immediate Email Confirmation

Immediately after receiving a donation, be sure to send an email confirmation that includes a donor "thank you". Email confirmations aren't only for tax purposes, it creates space for you to build a relationship and engage with your donor in the future. Segment donors by gift size and provide a few examples of the tangible impact their donation will make. If this is someone who has previously donated or volunteered with your organization, make sure to acknowledge their history with your org.

## 4. Lean Into the Power of Video

Videos are "it" nowadays! They serve to convey the atmosphere in a way that the written word or a phone call simply can't. And you don't need fancy equipment to create good videos. All you need is a good smartphone and some good lighting, and you'll be good to go! Start the video by mentioning the donor by name and mentioning something specific about this donor. The donor should be able to tell that you created the video, especially for them! These videos don't have to be too long, two to three minutes is sufficient to relay the message. It's important they feel "human" and not overly polished. If you find yourself deciding whether or not to make a special thank you video for every donor, consider making a general thank you video for all and reserving personalized videos for your major donors or those who've donated past a certain threshold.



## **5. Make the phone call**

Phone calls, when done right, can be a great way to express gratitude to your donors for their contributions. Picking up the phone to thank a donor for their gift allows you to connect with that individual in a more relaxed, organic manner. Furthermore, a three-minute phone conversation can boost first-time donor retention by 30%. If done well, this small interaction can make a donor's day and help build a lasting connection with your organization. You can make the phone call following a donation, on a special holiday, at the end of the year, or at any other time of the year (surprising your donors)!

## **6. Personal Visit**

If you have the time, consider visiting your donors in person. Schedule a time to grab coffee or lunch outside of an office setting. This is an excellent chance to not only thank them and share the impact of their contribution but also to engage them further (i.e., solicit feedback) or introduce them to another important person in your organization. Because time or resources may not allow for this on an annual basis, you may want to segment your donor population each year. Try visits to major donors one year, recurring donors the next, and so on.

## **7. Donor Appreciation Wall**

Social media appreciation posts and website highlights are wonderful ways to appreciate your donors, but there's another way to thank your donors by creating a donor appreciation wall at a physical location. A donor appreciation wall is an excellent way to openly recognize your donors. These can be engraved bricks, donor appreciation trees, paving stones, or any other host of creative ways to have your donors' names visible. With our brains wired to respond to our own names, seeing our names publicly can bring about a sense of pride.

## **8. Organize an office tour**

Invite the donors to tour your offices. This can make your donors feel closer to your organization and make them feel more like they're part of the team. As part of the tour, you can organize a casual lunch or coffee with the team at the office. Let the space be informal and casual. As part of the visit, you can also show your donors what happens behind the scenes in making your programs happen. Naturally, it's not possible to organize this for all of your donors, so you can organize it for the top tiers. As a way to involve other tiers, you could, for example, organize a virtual tour of your office.

## **9. Celebrate Donors in Your Annual Report**

Many nonprofits and charities compile an annual document that reports budgeting, services, and impact. One way to thank your donors is by listing them in this widely-distributed report. There are different ways to do this, some organizations might choose to list their donors alphabetically, while others may group donors based on donation ranges and list them alphabetically based on the amount contributed. Send them a print or digital copy of the report when it's ready to let them know they're part of something bigger.

Thanking your donors should always be a priority, not an afterthought. Donors are the lifeblood of your organization and regularly expressing your appreciation and showing how their contributions impact your work increases the chances that they'll want to support your organization again. Neglecting to thank a donor is akin to forgetting about them or being unappreciative, it's a critical step in the larger stewardship journey. Remind them that without their support, your organization wouldn't be able to deliver on its commitment to your community.



# Why do people give?

There have been numerous objectives on why people give. However, the answer to all the queries always remains the same as development. Because at the end of the day, it's also our responsibility to leave a positive impact on society. Some of the reasons that why people give are as follows:

- Giving to charity makes one feel good and strengthens personal values.
- People believe giving is more impactful than any other thing.
- Giving and helping others introduces the importance of generosity to the people around them and encourages them to do the same.
- People believe and care about the ideas of the organization.
- Some people give because they are asked and under peer pressure.
- People seek prestige, power, and recognition.
- People intend to have a positive impact on others which also results greatly in boosting one's mood.
- People often give because of their faith, religious belief, and personal experience.
- People are passionate and motivated about different developmental causes.
- Some people give because of their emotions such as trust, altruism, egoism, and attention.



## Some Interesting Fundraising Facts

- Online giving grew by 12.1% over the past year.
- 12% of all giving happens in the last three days of the year, and 35% of all giving happens in the last three months of the year.
- Givers are more happy and healthy than non-givers.
- 72% of all charitable contributions are made by individuals, followed by foundations at 15%, bequests at 8%, and corporations at 5%.
- December remains the largest giving month of the year followed by June.
- Female donors are more likely to make a donation because of social media marketing, while male donors are more likely to give because of email messages.
- 67% of worldwide donors also choose to volunteer locally in their communities, and 56% regularly attend fundraising events.
- 41% of worldwide donors give in response to natural disasters.
- Diversity, equity, and inclusion are becoming more central in philanthropy.
- Artificial Intelligence has been widely used such as automating data cleansing and generating summaries about supporters.
- Another trend in the nonprofit world is the growth in corporate giving which includes volunteer grants matching gifts programs, and corporate sponsorship.
- The number of donations completed through desktop browsers decreased by 10%.
- Microsoft is the largest contributor to corporate philanthropy funds, with a 65% employee participation rate for annual giving campaigns.
- Cultural missions have seen a decline in donation revenue from email marketing, while international-focused organizations have seen the largest increase.



# 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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