



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.

“Kindness is the language which the deaf can hear and the blind can see”

- Mark Twain



Successful Fundraising Story

Workshop on Plastic Free School

The Environment Team of ICA Nepal received a Global Seed Grant funded by Korea SHE Foundation. In May, the ICA Nepal team conducted a 2-hour Workshop on Plastic Free School at New Vision Academy, Kathmandu. Altogether 30 students participated in the session with the age group 13 to 16.



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. The students were also voluntarily encouraged to write any stories, poems, art, and crafts regarding their Plastic stories and share. The news was also featured in Online Bahas, a local newspaper.

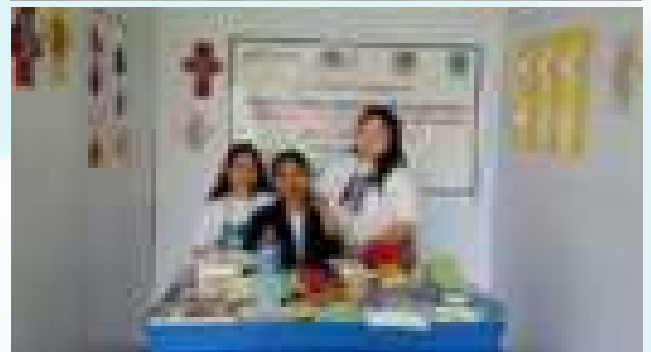


Let's Talk Periods

In May, Fundraising for NGOs focused on Menstrual Hygiene Management where we debunked myths and shared 28 facts and stories surrounding Menstruation.



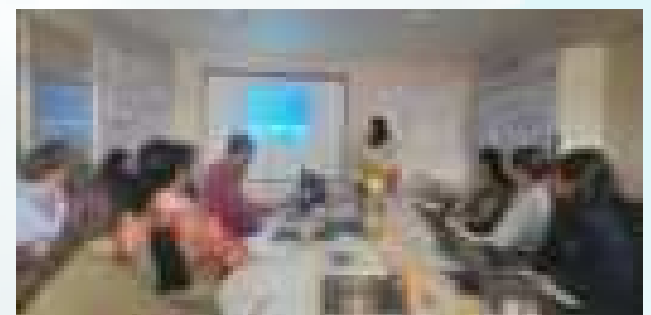
On 26th May, FFN collaborated to conduct an awareness-raising session on Menstrual Hygiene Management at Sri Koteswar Saraswati Secondary School. Altogether 63 students attended the program with equal participation from both male and female students.



On 28 May, on the occasion of Menstrual Hygiene Day ICA Nepal kept a stall to showcase and raise awareness regarding Menstrual Hygiene Management. The program was hosted by MHMPA Nepal at the National Assembly House.

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.



Learn More about Fundraising

Concept Note

A concept note is essentially a summarized version of a project proposal that gives a donor a brief description of the project goal/s, objectives, and overall approach or strategies to be followed to achieve the stated goal and objectives. It must display an outline or framework of the development program that you are seeking funds for. Instead of a full-fledged proposal, the majority of donor organizations prefer to understand the project through a Concept Note.



It must be kept in mind that your concept note is the first opportunity to make the first impression on a donor. The preparation and submission of a concept note give your NGO a chance to distinguish your project idea and organization from the rest and capture the attention of the donor while giving you the flexibility for detailing your project at later stages of proposal submission. From the perspective of the donor, a concept note serves the aim of identifying which ones correspond with their priorities and are likely to be selected for the funding and eliminate the rest.

How long should a concept note be?

The length of a concept note depends on several factors, the first one being the donor's requirement. Certain donors, funding organizations, foundations, and even CSR arms of corporations have a format for concept notes that they adhere to. In these cases, your concept note would get rejected in the first stage itself if it does not adhere to the template, timeline, word limits, and other criteria. But in other cases, many donors and funding bodies do not have any templates for the concept note stage and you can submit yours in any format you prefer. If there is no set template, ideally your concept note must be between 3 to 5 pages long. A 3-5 page length allows you to clearly and briefly describe your project and its objectives, while also leaving enough scope to detail it in the proposal submission stage.

What are the key elements of a concept note?

A concept note must cover the following key elements: It must convince the donor that there is a problem that needs to be addressed. Second, it must describe the solution for the problem that you are proposing. Lastly, your concept note needs to demonstrate your ability and credibility as an organization to solve this particular problem by implementing your solution.

To this end, in your concept note, you need to articulate a program goal that will be addressing the defined problem. The objectives derive from this larger goal and must be more specific, clear, measurable, and time-bound. Next, you need to give the donor a quick overview of the program strategies to attain the objectives and goals you have specified. This can ideally be a summary (in tabular format or a list) in short, clear, and concise language. And lastly, the expected outputs (measurable, quantifiable, derived from the objectives), outcomes, and impact (long-term, derived from goal) of the program, when implemented under the described conditions.

Types of concept note submission opportunities for NGOs

1. Calls for Concept Notes' opportunities:

Many donor agencies solicit concept notes on a periodic basis which can be semi-annual, annual, etc. Most of them publish the 'Call for Concept Notes' on their websites, other web portals, their regular publications, and sometimes in the print media. Based on the qualifying requirements, these are open to NGOs. USAID and the European Commission are two examples of such organizations that issue periodic requests for proposals in their various thematic areas.

2. Solicited Concept Note opportunities:

These may result from your preliminary interactions or discussions with a donor organization or a corporate foundation. Many times while attending development conferences, or other networking events share your work and challenges, and also ask about any upcoming or ongoing funding opportunities or even partnership opportunities. If they show interest and share their contact details, you must be prepared to send them a concept note with a brief idea of your program/s or scope for collaboration.

3. Unsolicited Concept Note submissions:

These have the least success rates but it is okay to give them a shot. Once you have done your research about the donor agencies, your concept note is ready to be submitted to multiple organizations, and you want to spread the word about your work to larger audiences. If the submission cycles of the donor agencies work for you, great. If no live opportunities are available at the moment, many organizations still accept applications and might keep you in their databases for future opportunities. Try to find someone who can introduce you to someone in the organization or try to establish personal contact and submit the proposal once you have established contact.

Writing style and Formatting of a concept note

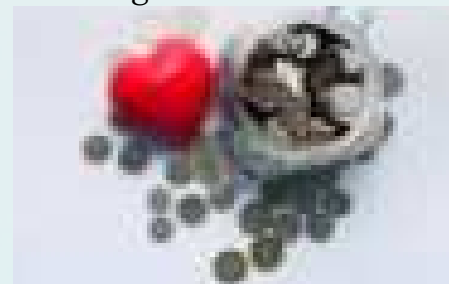
Your concept note must be simple, clear, concise, and easily understood. It must not be overwhelming for the donor with loads of details, but at the same time, it must display clarity and coherence in the idea and all the sections. Use technical language when needed, but avoid using complicated language and jargon. Pay attention to detail as this concept note is going to create your first impression in the donor's mind. Make sure you follow the same format throughout the concept note document. The font type and size must be clear and easy to read. Margins must be consistent. Number the pages to make it look clearer and easy to reference and navigate. Check to format and proofread it at least twice. Have the first page a 'Title Page'. Create a table of content on the page after the title page and the lists of tables/ figures if applicable. You should also get it proofread by 1-2 members of your team.

Should I include a project budget in my concept note?

Include a budget in your concept note only if required by the donor at this stage. To estimate the expenses, you will need to do extensive background research and an in-depth analysis of the inputs and resources needed to implement the program activities. If including a budget as per the donor template or your own, always add the word 'tentative' or 'preliminary' to the budget at this stage, as many additional costs may come into the picture or many might be modified later. Make sure you account for all the costs throughout the project life cycle and also take inflation and aspects like salary hikes, etc. into account.

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 June 2023, you wished to know sooner:



Innovate UK

Deadline: 28-Jun-2023

Grant Size: £50,000 to £1.5 million

Thematic Area: Climate Change, Environment, and Energy

Organizations can apply for a share of up to £10 million in total across the 3 stages of the Energy Catalyst Fund (Round 10), to create new or improved clean energy access in sub-Saharan Africa, South Asia, or the Indo-Pacific regions. The aim of this competition is to accelerate the innovations needed to create new or improved clean energy access in sub-Saharan Africa, South Asia, or the Indo-Pacific region. Creating a just and inclusive energy transition, and extending the benefits of clean energy to all to meet sustainable development goals (SDGs) 7 and 13.

For more Details: <https://www.ccacoalition.org/en/content/nepal>

Conservation Nation

Deadline: 23-Jun-2023

Grant Size: \$10,000

Thematic Area: Conservation, and Endangered Species

Applicants are now being invited to submit their applications for the Conservation Nation Grant Program 2023 to help save endangered animals and their ecosystems by building a stronger, more diverse community of conservation practitioners. The focus is on helping foster conservation solutions that serve the needs of both nature and people in terrestrial, marine, or freshwater ecosystems that support a wide range of biodiversity.

For more details: <https://www.goodpush.org/blog/pushing-against-racism-fund-2023>

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

Deadline: 22-Jun-2023

Grant Size: \$750,000 to \$1,000,000

Thematic Area: Energy, Environment & Sanitation

The U.S. Department of State, Bureau of Democracy, Human Rights, and Labor (DRL) announces two open competitions for organizations interested in promoting a just transition for workers as economies shift toward clean energy and sustainable production. The two projects will be awarded as Supporting Freedom of Expression in Just Transition for Workers in Southeast Asia, and Supporting a Just Transition for Workers in South Asia.

For more Details: <https://www.grants.gov/web/grants/view-opportunity.html?oppId=346877>

Society for Research in Child Development

Deadline: 30-Jun-2023

Grant Size: \$5,000

Thematic Area: Early Child Development and Research

The Society for Research in Child Development (SRCD) has launched its Patrice L. Engle Dissertation Grant to provide support for junior students interested in a career in global early child development who are from or doing research in low- or middle-income countries. The Patrice L. Engle Dissertation Grant in Global Early Child Development supports dissertation research in global early child development with the developmental focus of the research should include children, prenatal to 6 years of age living in low- or middle-income countries, as defined by the World Bank.

For more details: <https://www.grants.gov/web/grants/view-opportunity.html?oppId=347013>

The Maypole Fund

Deadline: 30-Jun-2023

Grant Size: £1000

Thematic Area: Narcotics Drugs & Crime and Women & Gender

Applications are now open for the Maypole Fund's imaginative, non-violent projects and activities which proactively challenge militarism in locally relevant and appropriate ways. Applicants can be individuals or feminist groups, and they welcome applications for projects and activities for Feminist anti-militarism, Feminist anti-war activism Action against the arms trade, Action against nuclear weapons and weapons systems, and Action to support disarmament policies and processes. To receive a grant, you must agree that you or your group/organization must commit to using the grant exclusively for the project/activity applied for, the project activity has not started before the grant decision.

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

International Union for Conservation of Nature

Deadline: 30-Jun-2023

Grant Size: \$100,000 to \$400,000

Thematic Area: Climate Change, and Environment

The International Union for Conservation of Nature (IUCN) has launched the Resilient, Inclusive, and Sustainable Environments (RISE) Grants Challenge, a first-of-its-kind grant fund that supports activities designed to address gender-based violence and environmental linkages in environmental and climate-related programs and generate evidence on promising interventions. The overarching purpose of the RISE grants challenge is to fund projects that address gender-based violence that is occurring within and linked to the environment and climate-related sectors.

For more details: <https://transformhealthcoalition.org/opportunity/request-for-proposals-digital-health-week-small-grants/>

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 for NPOs that includes:

1. Welcome Emails- When you get new email subscribers, it is imperative to warmly welcome them. Welcome emails not only help you do your best but also increase your chances of receiving a full donation nearly. The welcome emails may include a variety of positive tones along with expectations for what subscribers can look forward to in the future by emphasizing the value of the organization.

2. 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.

3. "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"s received twice the clickthrough rate of other types of messages.

4. 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.

5. 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.

6. 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.

7. The Minimalist Email- Not all emails need to be major productions. The idea of "less is 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.

8. "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. According to the principle of "show rather than speak", social proof has been shown to increase email engagement. 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

Strategies To Retain New Donors

About 60% NPO stated that they didn't know their current donor retention rate and the rest had an average donor retention rate of 45%. On average, donor retention rates increase based on the average gift amount. For donors who give gifts under \$100 the average retention rate is 25%. Donor retention merits priority treatment. On average, it costs five times as much to acquire a new donor compared to keeping existing donors. Below stated strategies are based on proven principles of the art and science of fundraising, innovative strategies, and best practices.

1. Acknowledge and thank donors swiftly and enthusiastically: If you have the bandwidth, go beyond the traditional form letter and make thank you calls as soon as possible – ideally within 24 hours. This is especially important for first-time gifts or to donors who have significantly increased the size of their gifts.

2. Ask board members to make stewardship calls as well: Staff might be paid to lead stewardship activities but calls from board members will be an unexpected treat. This is also a good way to engage board members who are reluctant to get involved in the fundraising processes. A lot of times such calls may result in voice-mail messages, but they will still leave a strong impression.

3. Communicate clearly and consistently what's being achieved with gift dollars: Monthly e-newsletters that combine brief stories and compelling photos are great. An essential requirement is fiercely maintaining a consistent distribution schedule like the first or last week of the month.

4. Promote monthly giving: As our esteemed colleague Erica Waasdorp, President of A Direct Solution, is quick to point out: a monthly giving program has the power to nearly double your retention rate. Be sure to highlight monthly giving options on your website, marketing material, and especially in donor conversations.

5. Send mission impact videos: The results that phones and other smart gadgets may provide are astounding. Nothing beats seeing the mission in action, such videos lead to a significant impact.

6. Host donor recognition events: There is a lot of positive energy when you bring donors together and they have the opportunity to share personal perspectives on supporting the mission and forge friendships that concretely benefit nonprofits.

7. Highlighting donor gifts on social media: Photos typically catch more attention. Can you show donors the recipients of their generosity?

8. Celebrate “donorversaries”: Sending a card, email, or other message marking donation milestones since the first gift, makes a difference. Experts emphasize the huge importance of getting donors to support you for a second year in maximizing lifetime donor value.

9. Send a handwritten note: Donors receive plenty of form letters and emails, but sending handwritten notes will definitely help your organization stand out in the donor's mind.

10. Share highly personal gifts of appreciation: I'm not a fan of giving away coffee mugs, pens, and other items that most people will complain they don't have a place for, but little touches like dropping off freshly baked cookies will produce smiles and fond memories.

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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