



# 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



## Celebrating World Earth Day

In April, Fundraising for NGOs in Nepal focused on Promoting Simple Habits to Save Our Earth targeting the occasion of World Earth Day. FFN conducted an awareness-raising session at a local school along with various social media posts. Through our social media posts, we talked and spread awareness regarding various factors like turning off the lights when leaving the room, not wasting paper, participating in cleaning activities, turning scraps into compost, and so on.



### Awareness Raising on Plastic Free School

On the occasion of World Earth Day, FFN conducted an awareness-raising session for school children with the main motto of plastic-free schools. The event took place at New Vision Academy, a local school at Koteshwor, Kathmandu. The program was joined by 20 different children ranging from the age group 6 to 15.



As the most affected population from climate change are children and young people, we envision creating a safe and sustainable planet with their involvement. We are committed to creating a where there is less use of plastic products and people emphasize the 3R practices. The program consisted of various highlights on the dos and don'ts with various storytelling and video presentation. They also distinguished the materials and labeled them as Happy Earth and Sad Earth. Lastly, the children also committed some practices that they will be opting for safe practices to save the earth.

## Successful Fundraising Story

The Environment Team of ICA Nepal received a Global Seed Grant funded by Korea SHE Foundation. Through this funding, ICA Environmental Team aims to promote Plastic Free Schools and the community at three different schools. The students will be educated on how daily activities affect the environment and will be encouraged to develop a culture of environmental protection for future generations. In addition, the project will also highlight how plastic wastes may be converted into energy chemically and thermo-mechanically.



## Capacity Building through Monthly Talk Series

FFN in association with Imagine Nepal is pleased to announce a Friday Talk Series first Friday of every month. In April, FFN organized the very first session on Appreciative Inquiry in Eastern Philosophy by Mr. Buddhi Tamang. 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

## 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. Your supporters fundraise on your behalf by reaching out to their social networks through personal and team pages. 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 entice your current supporters to participate in your organization's fundraising efforts.



### Peer-to-Peer Fundraising Strategies

#### 1) Peer-to-peer fundraising is a two-way relationship.

Traditional fundraising appeals are typically one-sided: An organization promotes a project or cause and invites people to give their support. On the other hand, peer-to-peer campaigns, which leverage existing relationships between an organization's supporters and their personal networks, require a two-way street. Make sure to help your fundraising partners set up their campaign pages, highlight them in your newsletter, on your website, and through social media, and regularly share your gratitude for their above-and-beyond support.

#### 2) Make your message personal.

Stories from people we know feel more personal and authentic than those we hear from an organization. We see our friends and family as trustworthy, and their words often inspire us to act. For the greatest P2P fundraising success, give your fundraising partners agency to tell their specific stories and share why they care about your cause. Friends, family, and colleagues will be more likely to contribute when they know why a cause matters to someone they know personally.

#### 3) Give your partners guidance.

While it's important to give fundraising partners the freedom to tell their own stories and fundraise in the ways that will best connect with their unique network, you should provide structured guidelines available to those who want them. Give your fundraising partners a campaign page template, pre-written donation request letters, images, videos, and social media posts they can easily share with their network. Taking these extra steps up-front will avoid confusion, establish a consistent brand for your organization, and create a positive fundraising experience for all.

#### 4) Leverage peer-to-peer fundraising tools.

An impactful peer-to-peer fundraiser requires an equally impactful fundraising platform—one that can be widely shared and easily process donations. In addition to offering individual, customizable fundraising pages for your supporters, your peer-to-peer software solution should give you a centralized dashboard where you can keep track of the overall campaign and communicate with your fundraising partners.

## 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 May 2023, you wished to know sooner:

### Climate and Clean Air Coalition (CCAC)

**Deadline:** 23-May-2023

**Grant Size:** \$212,500

**Thematic Area:** Climate Change, Environment, and Energy



The Climate and Clean Air Coalition (CCAC) is currently accepting proposals to develop a National SLCP Plan and a National Methane Roadmap that will inform Nepal's 2025 Nationally Determined Contribution (NDC) update, accompanied by workshops and training on mitigation SLCPs across relevant sectors. This project responds to a request made by the Ministry of Forests and Environment to build capacity across relevant ministries to assess and reduce short-lived climate pollutant (SLCP) emissions.

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

### Goodpush Alliance

**Deadline:** 23-May-2023

**Grant Size:** \$15,000

**Thematic Area:** Community Development and Leadership

Goodpush Alliance is excited to announce 2023 Pushing Against Racism Fund, which aims to financially support and strengthen diversity and inclusion within the social skateboarding community worldwide. Promoting Anti-Racist Leadership and Inclusion within Social Skateboarding. Their priority is to support projects led by people of color or other ethnically disenfranchised groups. The Pushing Against Racism Fund will distribute a total of \$15,000 USD in grants to support social skateboarding projects on six continents.

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

### United States Department of Agriculture (USDA)

**Deadline:** 24-May-2023

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

**Thematic Area:** Environment & Conservation

The United States Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) is soliciting applications for the Food for Progress (FFPr) Program for Fiscal Year (FY) 2023. It provides donations of U.S. agricultural commodities to developing countries and emerging democracies committed to introducing and expanding free enterprise in the agricultural sector. Food for Progress has two high-level strategic objectives to increase agricultural productivity and, expand the trade of agricultural products (domestically, regionally, and internationally).

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

## Bureau of South and Central Asian Affairs

**Deadline:** 30-May-2023

**Grant Size:** \$1,000,000 to \$1,950,000

**Thematic Area:** Human Rights and Civil Society Development

The U.S. Department of State, Bureau of South and Central Asian Affairs (SCA) announces an open competition for organizations interested in submitting applications for projects that support civil society in preventing and responding to child, early, and forced marriage (CEFM). The project should aim to make progress leading to a reduction in the prevalence of child, early, and forced marriage in the targeted countries or sub-regions, and to increase support for victims of CEFM.

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

## South Asian Network for Development and Environmental Economics

**Deadline:** 31-May-2023

**Grant Size:** \$20,000 to \$30,000

**Thematic Area:** Environment and Economic Development

The South Asian Network for Development and Environmental Economics (SANDEE) invites concept notes in the areas of environmental and resource economics relating to the development of South Asia and the HKH region. SANDEE, a research capacity and academic leadership development network of ICIMOD, provides research support to researchers and institutions from South Asia and the Hindu Kush Himalayan (HKH) region interested in the interconnections among economic development, the environment, and the use of natural resources. Over the next four years (2023–2026), ICIMOD will be working in line with its new vision towards 2030: a greener, more inclusive, and climate-resilient HKH.

**For more details:** <https://www.icimod.org/>

## Transform Health

**Deadline:** 31-May-2023

**Grant Size:** \$5,000

**Thematic Area:** Health, and Technology

Digital Health Week (DHW) is now open to any organization wanting to take action, engage on social media, share stories, launch campaigns, host events, or make a public commitment. Organizations will be able to upload their activity or event on The DHW platform, which will host the DHW Action Tracker that will provide information on all the activities being organized worldwide. In addition, the coordinating team will aggregate and amplify these activities to a global audience around specific themes. Anyone involved in or interested in digital health or Universal Health Coverage can sign up to participate.

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

# SWOT Analysis

A SWOT analysis (SWOT): Strengths, Weaknesses, Opportunities, Threats) is a strategic planning tool used to assess an organization's internal and external environment? While made popular among for-profit businesses, it is a valuable tool for any organization, including nonprofits. "Not for profit" is not the same as "for loss," after all. It's not about blame or uncovering failings; it is about creating future success.



A SWOT analysis helps to identify opportunities for growth and impact and anticipate and mitigate potential threats. It also provides a mechanism to identify opportunities for growth and development and make informed decisions about how to allocate resources and prioritize efforts. SWOT analysis provides insight to align your professional goals with the needs of your team and organization.

## How to do a SWOT as a Nonprofit: Step by Step

### 1. Gather input from stakeholders

To get a complete and accurate picture of the organization, it's important to gather input from a variety of stakeholders. This can include administration staff, front-line staff, board members, volunteers, donors, the population you serve, and peer organizations. These stakeholders may have different perspectives on the organization's strengths, weaknesses, opportunities, and threats. Their input can help provide a more complete and accurate assessment. This is best done in small groups so as to encourage honest feedback. A World Cafe method works well.

### 2. Identify strengths

Start by brainstorming a list of the organization's strengths. These could include things like a strong brand or reputation, a dedicated and skilled staff, a diverse and engaged board, a strong fundraising base, or a unique program or service offering.

### 3. Identify weaknesses

Next, consider the areas where the organization may be lacking or struggling. These could include things like limited resources, outdated technology or systems, a lack of diversity or inclusivity, or a lack of clear goals or strategy.

### 4. Identify opportunities

Think about the external factors that could present opportunities for the organization to grow and achieve its mission. These could include things like new funding opportunities, changes in the political landscape, and a shift in societal attitudes. Partnerships or collaborations with other organizations can also fall into this category.

### 5. Identify threats

Finally, consider the external factors that could present threats or challenges to the organization. These could include things like competition for funding or resources, changes in laws or regulations, and shifts in the economy or market. This could also include new technologies or approaches that could disrupt the organization's current operations.

## How to take action from your SWOT

- 1. Identify the key issues:** Look at the list of strengths, weaknesses, opportunities, and threats you have identified; try to identify any patterns or common themes. This will help you prioritize the issues you need to address.
- 2. Generate options:** For each key issue, come up with a list of potential solutions or strategies. Be creative and consider a wide range of options.
- 3. Evaluate the options:** Consider the potential impact of each option on the organization's strengths, weaknesses, opportunities, and threats. This will help you determine which options are most likely to be successful.
- 4. Select the best options:** Choose the options that are most likely to help you achieve your objectives and address the key issues you identified.
- 5. Implement the chosen options:** Develop a plan for implementing the chosen options and assign responsibility for each task.
- 6. Monitor and review:** Monitor the progress of your chosen options and make any necessary adjustments. It's important to regularly review the effectiveness of your chosen options and make changes as needed.

Once you have identified strengths, weaknesses, opportunities, and threats, the next step is to analyze them and create actions and philosophies. Write everything down and begin to organize feedback into categories – themes will emerge. This helps in developing a plan for addressing your organization's weaknesses, capitalizing on your strengths, and seizing opportunities for growth and impact. Use SMART goals to ensure your plan is achievable – and make sure to involve those responsible for doing the work in setting these plans.

## How to take action from your SWOT

While a SWOT is a useful tool, it does have limitations. A SWOT analysis:

- **1. Relies on subjective judgment:** As in all things, a SWOT is only as good as the data that goes into it. Garbage in, garbage out. Information is often subjective and prone to bias.
- **May not consider external, unknown factors:** Your team and your volunteers only know what they know. SWOTs can result in data that reflect the lived experiences of a relatively small group and ignore a broader context.
- **May not identify root causes:** A SWOT analysis may identify problems or issues, but it does not necessarily identify the root causes of those problems. Diligent follow-up is key. A SWOT analysis for appearances' sake is unproductive.
- **May not provide solutions:** A SWOT analysis is a diagnostic tool, not a solution generator. It can identify problems and opportunities, but it does not provide solutions for how to address those issues.
- **Can be time-consuming:** Conducting a thorough SWOT analysis can be time-consuming. This is true especially if you are trying to gather data from a large organization or from external sources.

# Some Trends of the Global Fundraising and Social Media

Fundraising is the process of seeking and gathering financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. Fundraising does more than just raise funds, it benefits nonprofits working together towards a common goal and motivates nonprofits towards organizations. Over time, due to the changing situation and modernization, the global trends for fundraising have opted for different measures. Everything quickly moved to the digital world in the peak years of email, online fundraising, and social media. Some of the Must-Know Stats About Online Fundraising and Social Media are stated below:



- In 2021, giving grew by 4%, even with challenging economic conditions.
- 45% of donors are donating to crowdfunding campaigns that benefit nonprofits.
- Most donors are more inspired to give when email marketing or social media is the communication medium (26% and 25% respectively). Meanwhile, other media generate 12% of donations.
- On average, nonprofits increased digital advertising budgets by 19% in 2021 to reach new and existing audiences.
- Nonprofit email list growth is on the rise. Email list sizes increased by 7% in 2021, compared with 4% and 2% in the previous two years.
- Nonprofits invested 19% more in digital advertising in 2021 compared to 2020.
- The average cost per click sits at \$2.99 for social media ads, up to \$3.68 for video, and \$3.72 for search advertising.
- 48% of social media platform donors give on Facebook. That's double the impact of Instagram (24%), and other platforms at less than 10% each.
- Donors between the ages of 18 and 29 increased the amount they donated during the COVID-19 pandemic. Of these donors, one in four wants social media communication from nonprofits.
- Mobile apps, Facebook, social media, and text messages are the most popular ways for Gen Z and Gen X to donate.
- Donors like to give through social media fundraising tools too. 32% have donated through Facebook Fundraising Tools and 89% of those say they'll do it again.
- The number one reason Gen X may choose not to donate to an org is an outdated website.
- Users on desktop devices donate 76% of total revenue and perform 65% of total transactions.
- 55% prefer to donate online using their credit or debit cards – a cue that digital marketing is important.
- 43% attend or participate in charitable events in their community because of social media.
- Social media and constant communication won't work for every age group. Boomers and Gen Xers prefer quarterly or yearly communication to monthly or weekly.
- Gen Z prefers to donate via Facebook, social media, texting, or mobile apps, meanwhile, millennials prefer texting or app-based donations.



# 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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