

Fundraising for Community Preparedness:

A Practical Guide for CBOs



Fundraising for Community Preparedness: A practical guide for CBOs



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For more information, please contact:

International Institute of Rural Reconstruction
Km 39 Aguinaldo Hi-way
Silang, Cavite 4118
Philippines
information@iirr.org
www.iirr.org



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List of Acronyms

ADB	Asian Development Bank
AusAID	Australian Aid
CBOs	Community-Based Organizations
CIDA	Canadian International Development Agency
CSOs	Civil Society Organizations
DFID	Department for International Development
DRR	Disaster Risk Reduction
ERC	Ethics Resource Center
EU	European Union
FBOs	Faith-Based Organizations
G2A	Give2Asia
IIRR	International Institute of Rural Reconstruction
INGOs	International NGOs
JICA	Japan International Cooperation Agency
NGOs	Non-Government Organizations
NPOs	Not-for-Profit Organizations
SMART	Specific, Measurable, Achievable, Realistic, Time
UNDP	United Nations Development Programme
UNICEF	United Nations International Children's Emergency Fund
USAID	United States Agency for International Development
USP	Unique Selling Proposition
VAT	Value Added Tax
VR	Virtual Reality
WWF	World Wide Fund for Nature

Preface

Communities in South and Southeast Asian countries are particularly prone to natural hazards and human-induced disasters. Climate change contributes to the increasing incidence of disastrous storms, floods, and droughts while conflicts caused by political, economic, ethnic, and religious divisions generate severe negative impacts on people and countries. The consequential impoverishment increases the vulnerabilities of people who are more often than not situated in distant communities or severely dense urban centers.

In Book 1 of this series, you learned about Disaster Preparedness Programming (see Table 1) and it enabled you to develop an effective disaster preparedness strategy. One goal of disaster preparedness is to minimize the adverse effects of hazards through effective readiness measures to expedite and provide appropriate emergency action, recovery, and rehabilitation. Community-based Organizations (CBOs) play a big role in disaster preparedness but their biggest challenge is the lack of funds to sustain and enhance disaster preparedness in their communities.

Table 1. Disaster Framework

Assessment	Planning	Institutional framework
Information System	Resource	Warning system
Response Mechanism	Public Education and training	Rehearsal

Resources: Guide Book on Disaster Preparedness , DPP Project.

For this reason, fundraising is vital to CBOs. It enables them to be self-sufficient, continue building better facilities, and provide high quality services. However, the process of raising funds can oftentimes be difficult and frustrating for CBOs. Nevertheless, the huge impact of effective fundraising to the community and for the generations to come must not be forgotten.

When raising funds for disaster preparedness, CBOs learn to appreciate the resources they have on hand and understand their ability to raise more assistance to help others. By involving communities in fundraising activities, community members and other recipients are empowered and develop a sense of ownership of disaster preparedness projects. It has been tested and proven many times that when CBOs and community members are able to properly raise funds together, partnerships are reinforced, self-esteem is strengthened, and there is a sense of accomplishment.



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We also thank Caritas Manila, Philippines, IDEP Foundation, Philam Foundation Philippines, Rapid Response India, and Wild Timor Coffee and the Friends of Aileu, and all other local NGOs and CBOs for allowing us to tap into their experiences and resources that helped us develop this book.

We also acknowledge the IIRR-Regional Center for Asia team for organizing and facilitating the Writeshop and the publication of this book.



About this book

This guidebook is produced to assist CBOs in Asia to raise funds to support program and activities for disaster preparedness.

The target users of this book are CBOs and local non-profit organizations in Asia. The guidebook features easy to understand language and offers practical tools and steps on successful mobilization of resources for various DRR activities.

The guidebook is divided into three parts:

Part 1: Fundraising principles and strategies

Part 2: Experiences of CBOs in Fundraising for Disaster Preparedness

Part 3: Understanding the donors

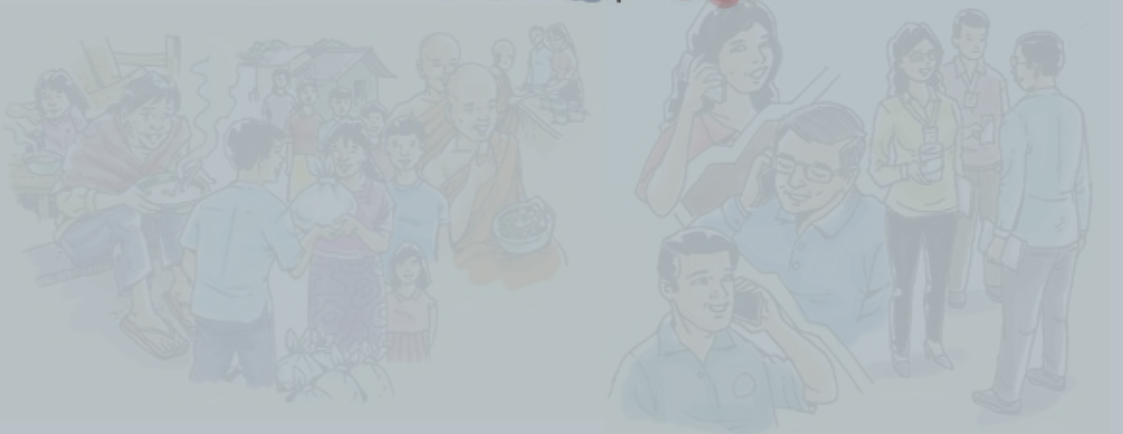
Part 4: Fundraising Management

Part 5: Bridging the Gap through Innovative Fundraising

Part 6: Practical Tools in Fundraising

We hope that you will find the contents of this guidebook useful and practical enough to strengthen every CBOs skills needed in fundraising. Please do not hesitate to contact us on how we can improve the guidebook. With limited resources available, this book is only available in electronic form and can be downloaded online. With your inputs and feedback, we will improve this guidebook and hopefully will be printed and translated to various Asian languages in the future.

Part 1: Fundraising Principles and Strategies



Introduction



What was simply known as “Fundraising” up until the mid-1990s became more popularly known as “Resource Mobilization” thereafter. While “fundraising” implies asking for and receiving money from individuals and organizations, “resource mobilization” includes dimensions of acquiring non-monetary resources such as “gifts-in-kind” and voluntary services and the ability of CBOs to earn their own income. Nevertheless, since even non-financial resources tend to get monetized in organizational accounts, many people now use these two terms: ‘fundraising’ and ‘resource mobilisation’ almost synonymously.

However, sourcing funds from bilateral (government to government) and multi-lateral (inter-governmental) agencies requires a very different set of competencies from mainstream fundraising. “Funding” is the term often used for this kind of fundraising which is actually an extension of the programming



functions. It involves detailed and technical project proposals, “theories of change,” “log frames,” comprehensive monitoring and evaluation systems, identifying programming assumptions, and risk analysis.

The “Fundraising” described in this book is focused on marketing and selling aspects of an organization, programmes, or projects to potentially interested supporters (donors), primarily: individuals, companies, and institutions (academic, religious, foundations). Another potential source of CBO finances is income generation, from either ‘transactional’ and ‘transformational’ businesses or enterprises. Faith-Based Organizations (FBOs) and large non-government organizations (NGOs) have long engaged in running businesses either within or parallel to their main non-profit operations. You may have heard of the charity shops in Europe or the Christmas card business of United Nations International Children’s Emergency Fund (UNICEF); however, today more and more local civil society organizations (CSOs) are generating their own income from trading, leasing property, providing consultancy services, and generating earned income from existing projects.

Fundraising principles

1. Fundraising, like any major aspect of CBOs operations, requires leadership and dedicated personnel.
2. While the Chairman of the organization and the leader/ manager of programs and projects need to engage and support fundraising, someone must be appointed as accountable for this aspect of work.
3. The fundraising manager needs to appoint a team of staff and volunteers to undertake the fundraising tasks.
4. The fundraising manager will champion all fundraising activities, organize the team, draw on all human resources available, maintain records, lead the planning, and monitor the progress.
5. Fundraisers and project managers must ensure two-way accountability for how all the funds raised have actually been used and what has been achieved.
6. Fundraisers must manage the development of relationships with each and every donor. Every donor gives for a different reason and with a different set of expectations.





Lessons learned about effective fundraising

Focus on Individuals: Globally, most income raised by not-for-profit organizations (NPOs) come from individuals. It varies from country to country, but in Europe and North America, income from individuals is between 70 and 80% of the total income raised by NPOs. In the “Global South,” it is estimated more conservatively at 60 to 70% of total income, although this data is less reliable. People in the Global South tend to give more within their family and clan circles rather than to NPOs, and, of course, they pay membership fees and contribute to their own organizations: clubs, schools, associations, societies, cooperatives, community groups, and their religious organizations. In the “Global North,” individuals from all walks of life are by far the major source of funding for NPOs whether they are working at home or far away across the world. **Lesson learned: focus your fundraising efforts on individuals.**



Be proud and confident of your fundraising role. When you embark on your fundraising journey, your level of commitment to this endeavor and frame of mind is critically important! For you to be an effective fundraiser you must enjoy what you are doing and feel proud of the opportunities you are providing other people to become part of your shared mission. You are actually recruiting new supporters to commit themselves to your identified social cause. You are enabling them to contribute to a better world and important social good. Whether you are saving lives, providing relief, meeting unmet needs, securing human rights or bringing about social justice, as a fundraising you actually bring people into your cause and enabling them to make an important social contribution.



Most of us do not start out as fundraisers but needs demand we engage in it. The secret to your success in this new endeavor is never to view yourself as a beggar, you are actually enabling others to share your passion and become part of your crusade in life. You are enabling other people to do good work and make a positive contribution to society. **Lesson learned: Fundraising is a noble endeavor, a privileged role of enabling other people to make their contribution to a better world, a social good you are committed to.**

“People Give to People.” Your role as a fundraiser is to make the connection between the people you approach for a donation, and the people who will receive the benefits as a result of their gift/donation. The donor is not being asked to give to you but to the person(s) who will benefit from your work; the change their contribution will enable. **Lesson learned: Fundraising is not fundamentally about money, it is about relationships. Not fund-raising but friend-raising!**



7. The focus of fundraising is not the money raised; rather, it is about meeting the needs of people, bringing about change, and having an impact on people's lives. People give to people, not to organizations or causes. Fundraising is about connecting people with resources to people who desperately need them. Friend-making comes before fundraising. Open the donors' hearts; then open their minds, and; finally, open their chequebooks.
8. Set clear targets. Communicate goals to donors. Communicate action and success to encourage full involvement. Know how much to ask each prospect for, and when.
9. The most important two words are "Thank You!" Acknowledge every donation with a friendly, personal letter. Give large donors special treatment.
10. Encourage donors to identify with the organization, to feel a sense of shared ownership of the problem and the potential solutions; and empathy towards the people the organization is working with.
11. Always be honest, open, and truthful with donors. Share the problems as well as the successes.

Fundraising planning and strategies

Before starting out to raise money for a cause, planning must be done. A strategic plan and an implementation plan need to be written down with milestones and indicators for monitoring progress and to ensure remaining on target. In the same way that you plan before community action, you must also have a strategy and a short-term plan before investing in fundraising.

A Strategic Plan is a long-term plan that defines fundraising objectives, the type of fundraising to be done, and the targets that were set to determine success.

A fundraising implementation plan follows the same cycle as a project implementation plan. It consists of a contextual analysis, setting short-term SMART (Specific, Measurable, Achievable, Realistic, Time) objectives, activity planning, establishing targets, and preparing a budget. A viable plan should be documented and agreed by everyone involved. Regular monitoring is important to keep the plan on track and to assess how well it is going. Alterations can be made to the plan during implementation depending upon your interim results.

Preparing a strategy and a plan are important parts of building the fundraising team once it has been appointed. Most small organizations cannot afford a dedicated fundraiser so fundraising necessarily becomes everyone's job.

Fundraising Strategies

"GIVE S:" GROWTH, INVOLVEMENT, VISIBILITY, EFFICIENCY and SUSTAINABILITY, each define a different strategic fundraising choice.

A 'Growth' strategy focuses on the amount to be raised. The fundraiser may set a target to double or triple the income next year or perhaps raise a high target amount for a specific purpose like constructing a building or purchasing a new piece of equipment.

An 'Involvement' strategy focuses upon recruitment and solicitation from a large number of new donors. The fundraiser's target is to raise a certain amount through a larger number of donors, expanding the mailing or contact list for future campaigns.

A "Visibility" strategy places priority upon raising the organization's public profile, or its profile within a specifically defined community.

An "Efficiency" strategy is about the fundraiser's organization becoming a more efficient fundraiser, investing less money to generate the same level of income or even more. These days, the public is concerned about how much of their donations are going to the cause and how much to the organization for its administration and marketing activities.

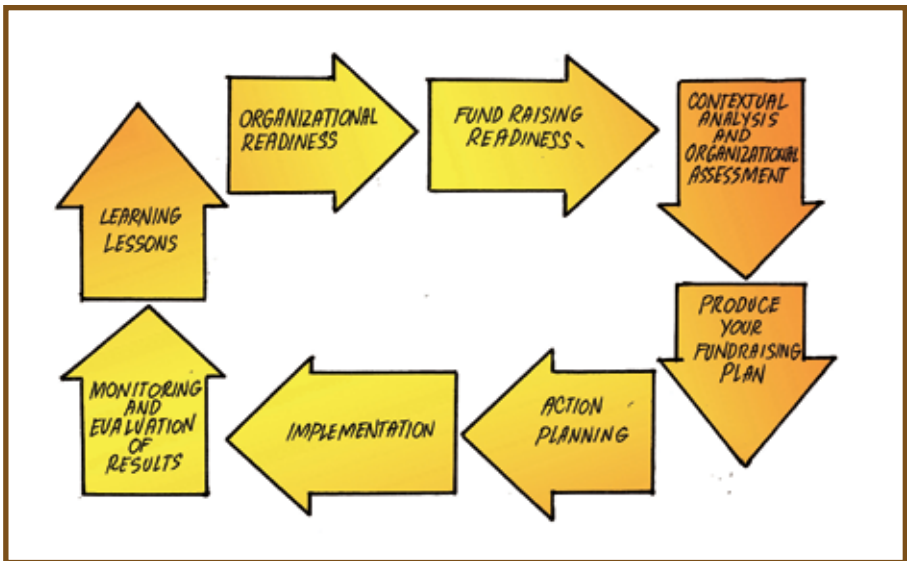
Finally, **"Sustainability" strategy** requires the fundraising targets to be maintained over a long term. Diversification of donor agencies and donor types is important, as is the accomplishment of the previous four strategies.

Agreeing on one major organizational fundraising strategy ensures that all parts of the organization are raising funds with the same purpose in mind. No one wishes to have some parts of the organization raising funds for one purpose (i.e. large donors to contribute to an in-house endowment fund) and another part of the organization raising funds for another purpose (short-term project implementation needs).

Strategic planning cycle

Getting Ready?

There is a saying that goes: good salespeople can sell refrigerators to Eskimos. While this suggests that very good salespeople can sell anything to anyone, this is rarely – if ever – true.



Step 1 - Organizational Readiness. To be successful at fundraising, the organization must be legitimate, respected, and trusted. The program must be appreciated as having an impact on the most vulnerable and affected people. You need to be armed with a good fundraising plan that effectively addresses the needs of the organization, programs, and interventions to be funded.

The cycle of strategic planning begins with **confirming and ensuring organizational readiness**. Is the organization legally registered and locally certified to raise funds in the manner desired? Does it have the authority delegated by the Board and the CEO to go ahead? Is the organization credible, well-regarded, and engaged in a popular cause? Does it have a coherent organizational strategic plan? Does it have an appropriate online presence where people can easily get more information about all aspects of the organization: history, governance, management, staff, budgets, projects, and contact details?

Step 2 - Fundraising readiness. Have you identified who is accountable for fundraising, who are the members of the fundraising team, and how will the funds be used and accounted for?

Step 3 - Contextual analysis and organizational assessment. Review the organization’s fundraising history, partners, ‘competitors,’ and the fundraising context.

Step 4 - With this information at hand, the organization is ready to **produce a fundraising plan, the fourth step**, and secure the budget is required to invest in plan implementation.

The remaining steps of the cycle are: action planning, implementation, monitoring and evaluation of results.

The final step of Strategic Planning, learning lessons, prepares for the next round of strategic planning.

Part 2:
Experiences of
CBOs in Fundraising
for Disaster
Preparedness



Direct Mail

Direct mail is a marketing strategy of using mails to deliver content to the target audience. Messages are mailed directly to the homes or offices of target recipients. This could take on many forms such as brochures, postcards, newsletters, catalogs, and solicitation letters.



Direct mail is one of the most popular and traditional forms of fundraising that can generate significant income for NGOs and CBOs. They are used to spread awareness about the cause, to seek for financial assistance, and to build a base of supporters.

Some tips to ensure an effective direct mail¹:

Targeted Recipients - An effective direct mail campaign uses a targeted list that will not include unqualified recipients. Develop a list based on demographics such as location, age, and income level.

Organized Message - When the recipients receive the message, they should see the key messages right away. Keep the message precise and on-point, removing unnecessary information. Always include contact details such as a phone number and an email address.

Attention-Grabbing Envelope - A small but important thing to keep in mind is to make the envelope stand out. Use the envelope as a way to get the reader's curiosity and open the letter. Consider highlighting thought-provoking messages or key benefits they may receive.

Test Mailings - In order to create the most effective direct mail campaign with a high response rate, test the mail before sending it out. Depending on the recipient size, you might want to send different envelopes and messages to small percentages on the list. See which one will receive the highest response rate.

Pointers for direct mail²:

1. **Personalize the letter** - Always include the recipient's name.



¹ <http://smallbusiness.chron.com/examples-effective-direct-mail-66359.html>

² <https://www.thebalancesmb.com/examples-of-effective-fundraising-letters-2502074>

2. **Make the donor a hero** - Tell the recipient how much impact they can make by supporting the cause.
3. **Keep the message concise and easy to understand** - Make the message clear and easy to understand. Make it conversational, as if talking to a friend.
4. **Specify what you need** - Make it clear to the donor how much amount is needed and how they can contribute.
5. **Present it as a story** - Evoke empathy by including heart-warming stories.
6. **Always include the magic words** – “Thank you!”

Volunteering

Volunteerism is an expression of altruism that has more gains for the volunteer. It deepens one’s compassion and empathy and develops a sense of personal accomplishment. The vital role of a volunteer as a potential resource cannot be underestimated especially in the context of disaster risk reduction and management



The spirit of volunteerism that entails an offering of time, talent and resources cannot be easily quantified in monetary terms. In some Asian societies, volunteerism is a cultural trait that needs to be preserved and nurtured, just like the *Bayanihan*³ culture in the Philippines. Particularly in difficult situations or in times of need, the *Bayanihan* spirit can be depended on.

In many instances, volunteers compose the bigger participation in a CBO, particularly for faith-based groups, ranging from the young to the elderly. Some helpful qualities of volunteers to look out for are:

- Ability to work in teams
- Adaptability to various situations and environment



³ Oxford Dictionary defines Bayanihan as A traditional system of mutual assistance in which the members of a community work together to accomplish a difficult task. In later use also: a spirit of civic unity and cooperation among Filipinos.

- Open heart and open mind that think about the benefit of others first before oneself. As one volunteer from *Duyog Marawi*⁴ stated, "As a volunteer, you begin to realize how beautiful it is to help people who are in need, to be human, to be pure of heart, how good it feels to do something worthy without thinking of any form of reward."⁵



Volunteer Management is a very important element in community-based resource mobilization. Volunteers are present in many faith-based organizations or local faith communities, in schools or the academe, development organizations and within the locality in general.

Some guidelines in managing volunteers⁶:

1. Welcome the volunteers and provide an orientation. Be clear in communicating the vision and objectives of the organization and of the programs/projects.
2. Ensure that volunteers know exactly what is expected of them. Provide clearly written tasks or deliverables.
3. Keep their workloads manageable and appropriate to their skills and capability.
4. Communicate progress being made on a regular basis so the volunteers are made aware of how their efforts are bringing impact. Enthusiastically acknowledge successes, especially "small wins".
5. Create a trusting environment that ensures open communication, teamwork, and respect for diversity. Keep everyone in the team informed of the inevitable changes (i.e. direction, policy, timelines, goals, personnel, etc.). Share learnings from setbacks with volunteers.



⁴ Duyog Marawi is a church based and interfaith rehabilitation program that focuses on healing and peacebuilding efforts in the City of Marawi in the Philippines, where a 5-month long armed conflict between the government and militant groups displaced thousands of people.

⁵ <https://www.duyogmarawi.org/essence-of-volunteerism/> by JM Mauna, December 2017

⁶ https://www.huffingtonpost.com/mitch-ditkoff/best-practices-volunteer-organizations_b_2624967.html

6. Provide opportunities for volunteers to switch to different roles they might find more enjoyable.
7. Give and receive feedback (both formally and informally). Respond to input, questions, and feedback as soon as possible. Do not leave people hanging.
8. Provide opportunities for volunteers to learn and grow. Do your best to make sure everyone is enjoying the process of participating.
9. Give volunteers the opportunity to take breaks from the project. Make sure volunteers know they can say “no” if they are overextended or overwhelmed.
10. Teach volunteers, in leadership positions, how to delegate.
11. Conduct exit interviews whenever a volunteer ends his/her participation or is asked to step aside.
12. Be kind and respectful in all your interactions. Follow the Golden Rule: Do unto others as you would have them do unto you.

Call for Volunteers:

First of all, understand why you need volunteers. What roles do you expect them to do? What skill sets do you need? If you already have a pool of readily available volunteers, it may be necessary to profile their skills and capacities in order to appropriately place them to specific tasks to maximize their assistance. You may also wish to ask for a referrer to vouch for the volunteer’s background.

An example from Caritas Manila in the Philippines is shown here. The Call for Volunteers is accompanied by an online application form which is available on this link: <https://caritasmanila.org.ph/volunteer-application-form/>

There are many local and national volunteer organizations which can be engaged as program partners. Check some websites that are available in your country. Shown in Part 6 are links to some volunteer networks in the Philippines.



In-Kind Donations

Donations other than cash are considered as in-kind donations. In the context of disaster, in-kind donations include food, tools, and equipment for rescue, utensils for cooking, medical equipment and medicines, sleeping facilities, water, and water containers that are very important materials for disaster victims.



In 1998, the El Niño phenomenon caused food shortage in Southern Philippines. The Municipality of Dumingag in the Province of Zamboanga del Sur, which was inhabited by Christians and the Subanen Tribe, left their homes and went to the town center to seek refuge. They occupied the churches, municipal buildings, and other places in town. With the influx of evacuees, municipal officials and CSOs were faced with dealing with health and sanitation issues and criminality. Most of the displaced people requested food and water from the churches. Church leaders were concerned about how to sustain assistance that will ensure the survival of the evacuees.



Therefore, the churches, with the aid of some volunteers, issued an appeal to all churches in the province of Zamboanga del Sur for in-kind donations. They announced it during Sunday worship services, special gatherings, meetings, and even over the local radio. People in parishes and local churches of both Protestants and Roman Catholics responded to the call, donating food, clothing, and other basic necessities for the Dumingag Evacuees.

These donations complemented the response of the government in helping the evacuees until they have returned to their homes after the food shortage was over.

Fundraising events

Organizing special events is one fundraising strategy that can be carried out to raise money and in-kind donations. When planned and executed right, fundraising events can generate major revenue for a CSO.

Special events allow CSOs to carry out four main activities: raise money, raise awareness to their cause, improve group unity, and fill the philanthropic spirit of the participants⁷. Common special events are fun runs, auctions, bazaars or rummage sales, gala events, dinners, exhibits, concerts, movie premieres, lotteries, and raffles.

Here are 10 major components⁸ that may be considered for a successful fundraising event:

- 1. Purpose of the special event:** In the context of this book, the purpose may be to raise funds for Community-Based Disaster Preparedness activities
- 2. Fundraising Goal:** How much do you plan to raise for a specific activity? Cite the net amount after expenses are deducted.
- 3. The Budget:** Draw up a complete budget listing of all the expenses to hold the event. The fundraising goal must be considered to ensure that the amount above and beyond all expenses. Be sure to leave a little extra room for contingency or unforeseen costs.
- 4. Leadership:** Determine the host committee and the chairperson. These people are responsible for contributing substantial amounts to the event and encouraging others to do the same. They could be composed of wealthy donors, business leaders, or local celebrities. They're not responsible for actually running the event but are integral to ensuring that fundraising goal is reached.

The biggest fundraising events are held by organizations that put together host committees. These committees are comprised of supporters who will 'own' the event, ensuring personal responsibility for the event's success.

- 5. Target Audience:** Who is the target audience for the event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group, like business people, parents, or young professionals? In short, it is important to decide who will be invited.
- 6. Set-Up:** The staff should plan the event set-up well in advance. The set-up includes all of the particulars of the actual event: Where will it be held? Will food be served? Will there be entertainment? What kind of dress will be required?

⁷ Reference: <http://www.thefundraisingauthority.com>

⁸ Cited from <http://ngoph.com/fundraising-through-organizing-special-events/> and <http://www.thefundraisingauthority.com/fundraising-events/fundraising-event-strategies/>

With a large number of fundraising events being held every year, CSOs must try to ensure that the event is cut above the rest and remarkable enough to be talked about with friends and colleagues. A possible way to do this is by inviting a local celebrity as a surprise guest. If attendees enjoy the event, they are more likely to attend the next one.

- 7. Marketing:** The fundraising event needs to be aggressively marketed to the target audience. You need to convince your supporters that your organization and event are worthy of their time and money. Draw up an entire marketing plan for the event. Possible methods of “getting the word out” include using the non-profit’s fundraising network, mailed invitations, direct mail, phone banks, and word-of-mouth.

One key strategy is to do phone calls and set one-on-one meetings with prospective donors. Making the invitation more ‘personal’ will lead to higher chances of getting more donors. Pick up the phone and target people who could buy a bulk of tickets for the event.

- 8. Sales:** Once the event is promoted, there must be a system in place for making the actual ticket sales, or accepting donations for the event. You must decide whether there will be different contribution levels for the event. Decide who will sell the tickets, how they will be delivered, and who will be responsible for organizing the incoming information.

- 9. Practice:** While this is not necessary, it is essential that everyone working at the event knows ahead of time what their responsibilities are, where they should be during the event, and how the event is going to “flow.” For a large or unusual event, the key event staff may want to have a practice run to make sure that the operation runs smoothly.

- 10. Thank you:** One of the most common complaints from contributors to charitable fundraising events is the lack of saying “thank you.” The same goes for event volunteers. Make sure that the organization takes time to send thank-you notes to everyone involved in the fundraising event, including contributors, volunteers, staff, and vendors. Keep your donors happy – you’re probably going to be asking them for another donation sometime down the road.

As with any fundraising strategy, organizing special events to raise funds has its pros and cons. It generates awareness to the cause, it is good for acquiring new donors, and it enhances teamwork in the organization. On the other hand, it can be disadvantageous because of the cost, time, labor-intensive work, and even factors beyond control, such as the weather. At the end of the day, however, a successful fundraiser makes it worth all the time, money, and hard work involved.

Examples of fundraising events

Local Concert

A fun way of raising funds is to hold a local concert. This could be done by partnering with a local venue and recruiting local artists. In 2013, Human Nature,

a Philippine social enterprise, and musical group Hangad Music Ministry organized a fundraising concert called “Goodness Rising” to build a **Gawad Kalinga**⁹ village for 100 impoverished families displaced by Typhoon Haiyan.

Photo/art exhibit

Another way is to find artists willing to showcase and sell their work and provide a percentage of the sale to the organization. This type of event not only raises funds but also gives local artists an avenue to display their work. In 2014, “Haiyan International Fundraising Art Exhibition” was organized featuring artworks from over 40 international artists and 17 Filipino artists. The proceeds went to the Liter of Light Program of My Shelter Foundation, which provided simple solar-lighting to disaster-stricken areas.

Dinner/dance for a cause

Dinners and dances for a cause are among the popular fundraising events as costs can be planned early depending on the confirmed guest numbers. In 2015, Disaster Recovery International Foundation hosted “Dance for Nepal”, a one-night dance event that raised funds for the survivors of the 7.8 magnitude earthquake in western Nepal. The revenue was donated to the DRI Foundation Nepal Relief Fund.

Fun run

Another healthy fundraising event is fun runs, a non-competitive race that is open to anyone. A prime example is the “Run for the Pasig River”¹⁰ in October 2010 in the Philippines, which holds The Guinness Book of World Records as the world’s largest running event.

Individual/Face-to-Face Fundraising

Here are some methods of doing individual or face-to-face fundraising¹¹



1. In Person

Volunteers representing your organization ask donations from the public. Many churches and humanitarian organization do the same. They collect small amounts thru collection-boxes, envelopes or static collection boxes

⁹ Gawad Kalinga Community Development Foundation, Inc. (GK) is a Philippine-based movement that aims to end poverty for 5 million families, by first restoring the dignity of the poor.

¹⁰ The Run for the Pasig River is an annual advocacy run organized by ABS-CBN Foundation’s KapitBisig para sallog Pasig that serves as its fundraising and information campaign for the ongoing rehabilitation for the River.

¹¹ Richard Holloway, Towards Financial Self-Reliance, Aga Khan Foundation, 2001

in shops, malls and other public places. Consider putting up a few donations boxes at local stores/restaurants etc. (with permission of course). Honesty plays a key role in the choice of volunteers as fund collectors.

Other Examples:

- Second collection at Catholic Church masses¹²
- Alay Kapwa (Offering of Oneself). This flagship program is the Lenten evangelization and fundraising program of the Philippine Catholic Church. Currently, it serves as an emergency fund during calamities and other major social concerns.
- Calls for donation to a Bank Account
- Loose change in Tin Cans (25 cents) like Pondo ng Pinoy¹³
- Donation Boxes for In-Kind donations

2. At Events

During special events, friends and family are the first lines of contacts for individual fundraising given either in cash or checks. You can come up with a donation sheet to hand out or email to them. The donation sheets should note information like name, email address, and amount donated or pledged.

3. Through Direct Mail

In this method, you write letters to heads of companies or organizations asking for a contribution. Draw up a mailing list and cultivate your relationship with your individual donors.

4. Through the use of social media and appearances or interviews in broadcast media (TV and radio)

¹² Second Collections in Catholic parishes during masses is often called for by each Diocese as a special appeal for assistance to victims of disasters either due to natural hazards or complex emergencies.

¹³ Pondo ng Pinoy Community Foundation, Inc. (PnPCFI) is a not-for-profit organization founded by Cardinal Gaudencio Rosales in June 2004. More commonly known as Pondo ng Pinoy, it aims to set up an operational expression of the love of Jesus by calling Christian faithful into greater consciousness of poverty.



Tips on best practices suggested by professional fundraisers:¹⁴

1. See fundraising as a way of offering people an opportunity to do something worthwhile. Go for the heart – the purse will follow.
2. Whenever possible, listen to donors and their feedback regarding your fundraising efforts, particularly the strengths and weaknesses of your approach.
3. Tell the donors about the people being helped by your organization.
4. Sincerely thank donors many times for their contributions.
5. All donors – whether they give big or small contributions – are valuable.

¹⁴ Ibid.

Part 3: Understanding the Donors



Who are your donors?

When you think of a "donor," who do you immediately think of?

Below are five primary types of donors or five major sources of income and other resources for your CBO¹⁵:



1. Prospects

Local governments are mandated to implement disaster preparedness and risk reduction programs. Moreover, there are local businesses, philanthropists, or High Net-Worth (HNW) individuals. Perhaps you are working with a local partner institution, like a locally-based NGOs or FBOs or a local university, college, or school.

Many of you will rely on fundraising from within your own village or organization or from individuals you have already been dealing with.

While your first priority must be to develop your relationship with all your existing donors, you may already have found that this type of fundraising is limited in scope and depth; indeed, the most disadvantaged and vulnerable communities will find this type of fundraising the hardest to achieve, quite simply because the economic base you are tapping into is more limited.

"Official donors" like the United States Agency for International Development (USAID), Canadian International Development Agency (CIDA), Australian AID (AusAID), Japan International Cooperation Agency (JICA), Department for International Development (DFID), European Union (EU), United Nations Development Programme (UNDP), Asian Development Bank (ADB) or any of a number of well-known bilateral and



¹⁵ <https://www.entrepreneur.com/article/233135>

multilateral donor agencies may all be present in your country. But for CBOs and small NGOs, this is probably not the place to start! Securing grants from large governmental agencies or “official donors” as they are often called is a highly technical process requiring high levels of organizational sophistication and professional skills and knowledge on how these agencies work. You may well end up accessing some funds from these sources but it will not come directly but through “intermediary” organizations, International NGOs, large local NGOs, FBOs, and other aid contractors.

Or perhaps you are thinking of some of the famous foundations that donate huge amounts of funding for development work in Asia such as Asia Foundation, Bill & Melinda Gates Foundation, Apl de AP Foundation, The Heinrich Boll Foundation, The Ford Foundation, The Rockefeller Foundation, and so on.

2. Individual Donors

You might be better off thinking of individuals.

In almost all countries where civil society is encouraged and strong, by far the largest amount of funding is sourced from individuals. Individuals contribute about 70 to 80% of all income donated to charities and non-profit organizations, including CBOs.



Individuals, traditional organizations and FBOs or Local Faith Communities mainly operate on a high level of trust. Funders come from personal contacts and faith-based organizations and networks.

- Know your communities
 - The local organizations must have baseline information of the communities.
 - Who are the key leaders that have integrity and influence?
- Maintain a documentation procedure and regular feedbacking to donors.
- Communicate with the people you serve or partner with, and engage in meaningful dialogue.

3. Official Donors - Governmental Agencies, IOs

4. Corporate

5. NGOs/Foundations

Learn about your donors

Once a donor understands the work of your organization, it is time to learn about them. After all, this relationship is a two-way street.¹⁶ It would be good to know more about the philanthropic interests of your donor – what causes are close to their heart? What have they supported previously?



Knowing your donors would also lead to ways in effectively approaching them. Young donors prefer online communications and social media engagement, while older donors may respond better to mail or face-to-face interactions.

In times of disaster, it is best to fully grasp the intention of donors in giving to CBOs. Most of them may give because the situation is compelling. With that comes to passion and their desire to reach out to more groups who can drive the support in improving the lives of the most vulnerable communities. By understanding the donors' motivation for giving is the key to stepping into a lasting relationship with them. Most donors also try to check and balance the values to keep them motivated to give.

Fundraising elements that attract donors

What would inspire a donor to support a cause? Donors are inspired by a strong cause or program that responds to the needs of communities and are scalable depending on the amount of funding received, and one that is clearly defined in terms of scope and time frame.

Donors prefer the kind of fundraising wherein issues are founded on research and are backed up with information about the beneficiaries or communities at stake. Therefore, it is important to profile the community (i.e. family size, occupation/livelihood, age) for donors to know more about the beneficiaries.

What is your ask? A price tag helps donors visualize the benefit of their support and it make prompt decisions. Also, breaking down the project can also be attractive to donors. For example \$5 for a brick, \$1,000 for a hospital bed.

Solid goal. Let your donors know the end in sight: How many classrooms in how many regions? How many students served? These goals will also help you as an organization to evaluate your outreach and find your own lessons learned for future campaigns.

¹⁶ https://resources.causevox.com/hubfs/eBooks/Donor_Engagement__Retention_Playbook_-_CauseVox.pdf?t=1467312973697

The 2017 Global Trends in Giving Report published by Nonprofit Tech for Good¹⁷ revealed the many factors that influence giving practices. After conducting a survey of 4,100 donors across 95 countries, the research established a link between technology, effective fundraising, and donor outreach.

Below are some of the highlights from the report:

- Online giving technology combined with access to a global, 24/7 news cycle and more affordable international travel has led to an increase in donors with an empathetic worldview.
- The rise in online giving is correlated to the rise of social media. Social media inspires donors to give: 62% surveyed said that Facebook inspires them to give, 15% Twitter, 10% Instagram.
- But in this age of social media, email remains a crucial and effective fundraising tool: 38% of online donors worldwide say that email has most often inspired them to give and 57% say that email is how they first learned about a fundraising event. This data shows that the decision to give is personal.
- Visually-compelling, effective online campaigns require financial investments and 94% of donors surveyed agree that NGOs need to invest resources in digital communications to stay relevant in the digital donation age.

In a webinar also hosted by Nonprofit Tech for Good on Emerging Trends in Fundraising¹⁸ and Communication on December 2017, the “Revival of Email” and smartphone usage was highlighted. It is recommended that email be prioritized as a primary communication and fundraising channel in 2018.

- There are currently 6.3 billion email accounts worldwide and the number is expected to grow to 7.7 billion by 2021 – a growth rate of 22%.
- Email revival is also influenced by the increase of smartphone users worldwide -- 56% of email opens are now mobile.
- Smartphone use has reached 2.4 billion and is projected to grow to 6.1 billion by 2020.

¹⁷ <http://www.nptechforgood.com/2017/09/12/announcing-the-first-edition-of-the-2017-global-trends-in-giving-report/>

¹⁸ <http://www.nptechforgood.com/2017/12/19/10-emerging-trends-in-online-communications-and-fundraising-to-watch-in-2018/>

Timing. Timing is an important consideration in approaching your donors. Your timing is just as important as your messaging and community. There are three types of timing: launch, duration, and communication.¹⁹

- Increase awareness in the grant timelines of grantmaking institutions so you can submit the request for funds promptly.
- Check holidays, special days, and events. Know your calendar so you can take advantage of special days, which can bring added incentive.
- Look for cause-related days like World Water Day, International Day of Poverty, Earth Day, or Disaster Risk Reduction (DRR) day.

¹⁹ <https://www.causevox.com/communications-timing-crowdfunding/>



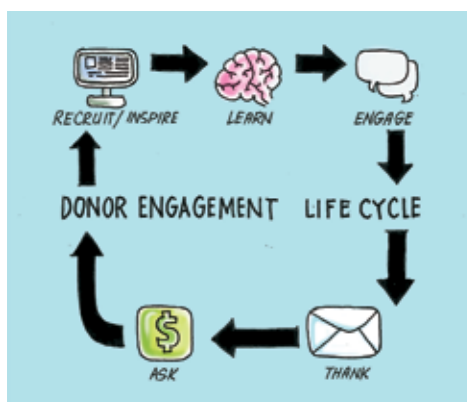
For its campaign to rebuild schools in typhoon-hit areas in the Philippines, Philam Foundation focused on the rehabilitation of classrooms in public schools. In partnership with the Department of Education, Philam Foundation launched Philam Paaralan (School) which aims to empower more Filipino youth by building fully-furnished schools with restrooms in calamity-stricken, unserved and underserved areas around the country.

In approaching donors, Philam Foundation pegged the ask at USD20,000 (Php1,000,000) for one classroom to service 50 students. This “price tag” helped donors visualize the benefit of their support and enabled the foundation to create opportunities for matching, as classroom buildings can house 2-4 classrooms. They approached donors armed with these numbers, therefore making it easier to recruit and match donations to build several classrooms.

Having a focused campaign also helped Philam Foundation strengthen their classroom building program by employing disaster-resistant construction practices and forging relationships with schools and school districts. Since launching their program in 2011, Philam Foundation has built 130 classrooms in calamity-stricken areas.

Engaging donors

Donor engagement is an important donor retention strategy and an opportunity for donors to be more involved in the philanthropic decisions they make. Regular interaction with your donors allows your organization or your cause to be at the top of their mind, therefore laying a good foundation for repeat giving.



Holiday Giving

November and December are the Giving Season for the nonprofit community, as holidays such as Thanksgiving, Christmas and New Year's occur during this time of the year. As these holidays near, many people feel encouraged to give more generously than during the rest of the year. The movement #Giving Tuesday²⁰ was created to honor the giving spirit - this is the Tuesday after Thanksgiving. Surveys conducted by the Center on Philanthropy at Indiana University have demonstrated that donors in the United States tend to give 24 percent of their annual total donation amount between Thanksgiving and New Year's Day. Additionally, a survey of high-net-worth donors found that 42.7 percent of those surveyed gave more during the holidays while 44.4 percent gave "about the same." From the nonprofit's perspective, many organizations report similar conclusions.

According to the Nonprofit Fundraising Survey²¹, over half of the non-profit organizations surveyed reported that they received over a quarter of their contributions between October and December, with 16 percent of all organizations receiving over half their year's total contributions during those same months.

Other "Giving festivals" are Daan Utsav²² in India. Launched in 2009, the festival is celebrated every year – commencing on Gandhi Jayanti – from October 2 to 8. Between November 2008 and February 2009, several individuals and NGO leaders got together and decided to launch an 'India Giving Week'. Riverside School in Gujarat came up with a 'Design for Change' contest. Goonj, an NGO based in Delhi, launched the 'Vastrasamman Campaign'. Toofles, a cause-agnostic fundraising platform, organized a 'Style for Smiles CEO Ramp Walk'. In Chennai, a Battle of the Buffet was run. These were just some of the events; there were many more organized in the year.

The process of engaging a donor takes time and resources. According to The Donor Strategy Playbook developed by CauseVox²³, it begins with identifying donors, connecting and engaging potential donors in enrichment opportunities, the staff doing research and building a relationship with the donor, requesting for a donation, providing gestures of sincere appreciation, and reporting updates and success stories.

Effective donor engagement is not only driven by an organization's ability to raise funds, but also by its attitude towards its commitment to cause and its donors. Usha Menon, a fundraising expert shares an Asian perspective on key characteristics of effective fundraisers, "The ABCD of the Change Making Fundraiser."²⁴ In the article, she shares the importance of being "Authentic, Bold,

²⁰ For more information about this, visit <http://givingtuesday.org>

²¹ Nonprofit Research Collaborative. (2011, March). The 2010 Nonprofit Fundraising Survey Funds. Retrieved from https://npresearch.org/pdf/earlier-reports/NRC_Winter_April_2011.pdf

²² Daan Ustav. (n.d.) About the festival. Retrieved from <https://daanutsav.co/know-more/about-daanutsav/>

²³ https://resources.causevox.com/hubfs/eBooks/Donor_Engagement__Retention_Playbook_-_CauseVox.pdf?t=1467312973697

²⁴ <http://ushamenonasia.com/blog/?p=554>

Creative, Driven” fundraisers. She explains that fundraisers need to be explorers seeking partnerships and collaborations with donors.

Steps to keep your donors engaged:

- 1. Schedule a donor “check in”.** Keeping an open and regular communication with your supporters is essential in building a lasting relationship. Keep your donors’ interests up by providing updates on specific programs they donated to or updates on your organization.

When you communicate, it is important to be specific. Your thank you should connect the donor with what they’ve done for others. Showing them exactly how their donation is making a difference can help make the impact of their gift more tangible. Share photos or videos of significant events, especially programs that the donor has directly supported to bring donors closer to the project.

- 2. Share stories of impact.** Donors always want to know how their contribution helped solve a problem, uplift lives, or make a difference in the community in tangible ways. Encourage beneficiaries to write their stories. You could find creative ways to deliver these stories to your donors. This is an especially effective way to reach your donors during holidays or at the end of the year.

An ideal beneficiary story is a story of one person or community whose life was made better through the grant support. Other tips:

- Use first names of beneficiaries to make it more personal. To respect the privacy of beneficiaries, last names or other identifying details do not need to be used.
- Help donors visualize how their donation was spent.
- Include clear photos or videos of the beneficiary engaged in the project activities.

3. Follow the “donor engagement lifecycle” (CauseVox)

- Thank donors promptly, no matter what the circumstances may be.
- Provide detailed educational information regarding the health of the organization on an annual basis.
- Keep active on social media and send regular newsletters and mailings.
- Get donors involved, whether through site visits, event participation or volunteer opportunities.
- Remember to ask for another gift. Never assume that the donor remembers that it is the ‘time of the year to give’.

Inspiring donors



Commonly heard in fundraising is that it is friend-raising. A strong connection with your donors is founded on effective communication and relationship building.

Narrowing the CBO's search for donors is important. One way to generate new donors is to make them more interested in long-term partnerships. Organizations must consider searching nearest to the areas of concern, which is closer to home organizations. CBOs may build networks to interact with other partners and search for more able-minded volunteers to spend their time and talent to make organizations grow more profitably.

A video by the Fundraising Effectiveness Project²⁵ shares how monitoring and focusing on donor retention rate is beneficial for the organization. Groups with low donor retention rate spend resources on getting new donors only to lose donors over time. Non-profits that keep donors engaged gain long-term supporters who come back year after year – freeing up time and resources needed to find new donors that could eventually become repeat donors.

Thank your donors

- 1. Timing is key.** It is ideal to send a thank you note to the donor within two weeks of receipt of donation. It is important to inform donors if their contribution has been received on time to show that their gift is valued and important. Delays in acknowledgment often cause donors to raise concern.



²⁵ <http://afpfep.org/retention/>

2. Personalize. Take time to customize the thank you letters and always make sure that notes are personal, warm, and authentic. Ways to personalize letters could be to segment the audience based on gifts in order to craft the right message. Also, depending on certain cultures, using first names or terms of respect can be a powerful move in establishing a relationship with donors.

First-time donors may be interested to know developments in the organization – include an invitation to subscribe to the organization’s monthly newsletter that shows the progress of work. Develop a “Welcome Packet” for first-time donors, which could include brochures of the organization and information about the programs.

For some donors, handwritten notes or picking up the phone and telling donors how important their support is can make the organization stand out from the crowd.

Build your donor’s trust

Trust is the most important ingredient in sustaining and building a healthy relationship with donors.

Building trust and commitment from donors is not an easy engagement because it requires approaches, values, and behavior to ensure continued support towards the objectives of the organization.



There are approaches and ways by which CBO’s can harness its relationship with the donor.

In terms of communication, CBO’s should establish frequent contact with the donor. An honest, truthful and meaningful communication will strengthen the relationship and ensure continued support from them.

Secondly, decision making should be concrete and decisive. The donor wants a concrete, viable, and tangible project. If you are not capable of doing something they expect, be honest because if the organization cannot fulfill its commitment to the community, the donor might withdraw support. The fundraiser’s decision will determine the future of fundraising and the organization.

Thirdly, focus on the vision, mission, objectives, and principles of the organization. The loyalty you want to achieve from your donor reflects the kind of relationship you want to portray. The future engagement will depend on the established paradigm of the fundraising organization.

Fourthly, look forward to future engagements and not on short-term success. This means that the first engagement of support from the donor is only part and parcel of the bigger contribution that might be extended when a bigger project is launched in the near future.

Furthermore, guide the donors on how they will become active and effective participants in the activities of the organization. If you can help them build their person in ways they can appreciate their participation, you will earn their trust. And if the donor trusts the people who represent the organization they will commit more to pursue the goals and objectives of the organization.



If, for instance, projects failed to reach its goals and objectives because you committed a blunder in your decisions, it is better to admit it rather than cover it up with unreasonable alibis. Transparency and acceptance of mistakes radiate trust among colleagues and donor.



In the implementation of projects, documenting how the donations were used is important. If it is published in a newsletter or in media outlets, donors and partners may be encouraged to give donate more.



It is also necessary for the organization to organize a field or ocular visit with the donors in project areas where people benefited from their contributions and allow them to talk with the people in the community about how they benefited from their contributions.

Give Value

It is important to focus attention on how the organization values the support given and its impact on the community and to see the bigger picture as a step towards the realization of the organization's commitment to addressing community needs. With this institutional mindset, organizations can provide better advice donors in the way they give and make a better decision in their support.

Red flags in fundraising from donors' POV

Building a strong connection with donors is rooted in effective and efficient communication systems. Any compromise in communication may impact your fundraising. Some red flags that may disrupt your relationship with your donors:

- **Inactive Website or Social Media Page:**

Are your pages up to date? In our hyper-connected world, the public heavily relies on organizational web pages or social media pages for updated information on the organization. If your organization is active in social media, it is a good idea to connect your website to your social media activity to keep your online presence fresh.

Create a schedule to upload articles and images to your site. There are also free applications that enable automated updates on your social media pages.

- **Slow responses in communication:** Donors would be asking questions about your campaign and seeking more information – be ready to respond effectively by agreeing on a response strategy with your team.



Understanding donor psychology: motivations and barriers (How to break the barriers)

As a CBO, we never want to lose our donors. We want to keep them in our organization through their financial and material support.

Allison Gauss shared four psychological barriers²⁶ that keep people from giving to the fundraising campaign and how you can mitigate them. Knowing these concepts will enable you to be prepared to make your case. Below is a summary of the barriers and mitigation process shared by Allison Gauss:

1. The Fear of Regret

It may be hard to imagine someone regretting a donation, but the prospect of regret may be holding people back from taking action. Based on a research conducted by psychologists²⁷, even if the consequences are the same,



²⁶ See <https://www.classy.org/blog/overcoming-the-4-barriers-that-keep-donors-from-giving/>

²⁷ Zeelenberg, M., van Dijk, E., van den Bos, K., & Pieters, R. (2002). The inaction effect in the psychology of regret. *Journal of Personality and Social Psychology*, 82(3), 314-327.

people feel more regret over past actions than past inaction. This is why it may seem less emotionally risky to simply do nothing. So how do you reassure donors that getting involved in your work is the right decision?

Breaking the barrier

- **Trust:** An important part of fighting the fear of regret is by presenting your organization as trustworthy and upstanding. Don't give donors any reason to think they might regret getting involved. You can do this by prioritizing transparency and keeping donor information secure.
- **Impact:** Another tactic is to remind your audience that choosing not to give will definitely have negative consequences. "Without your support, we won't have the resources to shelter all the people displaced by the earthquake."

2. The Bystander Effect

The bystander effect is when people do not initiate to take action to address a need because they assume someone else will do it. If someone needs help and you're the only other person around, you will feel responsible to step in. But if you are just one in a group of bystanders, that responsibility is diffused among the group.



Your email subscribers and website visitors know they aren't the only one being asked to help. In fact, they may overestimate how many donors and supporters you have. They may not take action if they imagine there are a lot of other people who will help. So how do you make individuals step up?

Breaking the barrier

- **Personalization:** A simple way to break through that diffusion of responsibility is to make your appeal a personal message. Make sure emails address the recipient by name and reference their past involvement, if possible.
- **Individuality:** Emphasize the importance of every individual donor. Along with featuring impact stories of individual constituents you have helped, profile individual donors and their reasons for giving.

3. Donor Efficacy – aka “Every Penny Helps”

A one dollar donation is better than nothing, right?

Even a one cent donation is more than you started with. So why are donors hesitant to give what they might think is a small amount?



Supporters and donors often want to know that their contribution is making a difference. This is why you need to affirm the value of every gift.

Donor efficacy is the feeling that their gift matters and is having an impact. Why go to the trouble of taking action if you can't have any real impact?

In a study of door-to-door fundraisers asking for donations, simply adding the phrase “even a penny will help” to the appeal significantly increased the proportion of subjects who made a donation. The researchers called this method the Legitimization of Paltry Donation. Whatever you want to call it, it increased the number of people who got involved and took action. You can use this technique to help motivate donors who may not think their gift is worth the trouble.

Breaking the barrier

- **Every Word Matters:** As the study shows, simply including a phrase like “even a penny helps” or “no donation is too small” could influence more people to donate.
- **A Dollar Counts:** If applicable, you can tell certain segments of your audience that your average donation is less than \$20 (insert your own figure). Send the message that you know not everyone can give a lot of money but every donation really does make an impact.
- **Impact:** You can also show the impact of a small donation. For example make sure visitors to the site know that a small \$10 donation will buy a bed net to protect someone from Malaria. Show the tangible results a few dollars can make.

4. The Paradox of Choice

Too many choices make it hard to choose. The choice to support an organization can become fraught with choices and options. Donors ask: **Which cause should I give to? Which organization? How much should I give? Should I support a specific program?** It is a fine line between having options and forcing donors to make a lot of hard decisions.

Breaking the barrier

- **Simplicity:** Keep the options to take action simple with a “Donate” and a “Fundraise” button in your website. You should also keep any forms to donate or create a fundraising page as short as possible.
- **Encouragement:** Offer 3 or 4 suggested giving levels so donors face a manageable choice. This works best if you segment your contacts and you can suggest higher levels for big donors.
- **Specificity:** If you allow donors to designate a specific program for their gift, limit to only a few choices. Most importantly, include the option for the gift to be used “wherever needed.”

Breaking barriers can be a struggle and there will be lessons along the way. But it can help your prospective donors understand your causes and see that your mission is worth giving for.

A Final Word

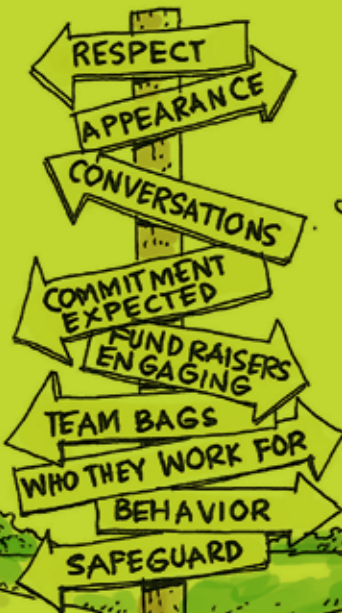
The people and corporations you are likely to approach begin with those closest to you and move slowly outward in concentric circles. The internet enables you to reach further afield, in some cases further than you ever thought possible.

Foundations and other funding institutions require more research through your networking and online researching. And while you are researching online for potential donors, don't forget to invest a little time in o-line fundraising resources: check out “YouTube”, “TED talks”, and fundraising websites like resource-alliance.org to see what's available in your region to continue your learning process and meet your fundraising needs.

It needs to be emphasized that while it is true that “people give to people,” that giving certainly need to trust and respect the channel through which they are giving: the facilitator and manager of their contribution. How do you or your organization gain trust and respect?

Through transparency by sharing information and demonstrating impact; through accountability by regular reporting and independent auditing, through competence and trust by engaging and developing good people with positive reputations and appropriate training; and – of course – through good governance and adherence to fundraising ethics.

Part 4: Fundraising Management



Who will do the fundraising?

Can I raise money for disaster preparedness? Disaster relief? Perhaps this is one of the most important questions you may have.

While it is commendable that people pull together and support communities who have been stricken by tragedies of this magnitude, we have to be very careful about monitoring the kind of fundraising done by our community organization. It is advisable that our efforts for raising funds to be strictly done within strict parameters to avoid complications and suspicions among the public and agencies in the communities.

Profile of a Good Fundraiser:

While there are many characteristics and attributes that good fundraisers have in common, a fundamental one is the commitment to the people and the cause they are raising funds for. While essentially good fundraisers are good salespeople, they only succeed in non-profit fundraising if their commitment shines through all they do. Some of the best fundraisers have been raising funds for the same causes and organizations all their professional lives



Proper decorum, ethics/credo

First Steps in Fundraising

Know your current and potential donors. People give for many reasons and it pays the fundraiser to study their donors closely and use this information to prepare for your ask.

Be clear about what you ask

Know exactly how much you are going to ask for and how it will be used, what impact it will have. It is more effective if you can tie your ask to a specific deliverable.

Unique Selling Proposition (USP)

Do you have a 'unique selling proposition' for your potential donors? It is a competitive world and your donors may be frequently approached by other good causes. What makes your organization and cause particularly unique or special?

It is a valuable exercise to define your USP and have it ready for your fundraisers to use.

Test your market and marketing approach

After using the results of your contextual analysis and you have determined which fund-raising method you intend to use, pilot test it with a small group of people.

The Fundraising Regulator provided Rule Books on different forms of fundraising that can be done in a community. These Rule Books apply to fundraisers working in local areas, especially in Asia, and staff who provide back office support for generation of funds. It is advisable to incorporate these rules into the organization's policies and procedures to ensure that staff and field workers fully understand and apply them.

The Street Rule Book²⁸ outlines the conduct expected of fundraisers engaging with members of the public in local areas.



1. Fundraisers are expected to RESPECT the public:

- Avoid behavior that may harm the reputation of the fundraising profession
- Avoid pursuing the public excessively
- Avoid members of the public who are seated or 'on duty'
- Be clearly identifiable as a CBO representative through appearance

2. Fundraisers are expected to RESPECT the fundraising environment:

- Clarify how the fundraiser's organization will be paid
- Identify and terminate conversations with potentially vulnerable members of the public
- Explain the length of commitment expected of the potential donor
- Maintain distance from shop entrances, cash points, and other street features
- Terminate a conversation when a person does not wish to be engaged

²⁸ Fundraising Regulator. (2017, August). Rule book street fundraising. Retrieved from <https://www.fundraisingregulator.org.uk/wp-content/uploads/2016/06/FR-Rulebook-Street-Fundraising-August-2017-5.pdf>

The Door-to-Door Rule Book²⁹ outlines proper fundraising ethics on how to approach households respectfully. These include:

- Avoid knocking on doors too early in the morning (before 9 am) or too late at night.
- Knock only on the main entrance of the door or buzz for entry if the home is in an apartment building.
- Do not try to block a person from closing their door on you.
- The fundraiser must be identifiable through their ID, business card, or the organization's badge pinned on their torso.
- Fundraisers must avoid knocking on doors with signs that say "no solicitations", "no cold callers", etc.

Three categories of legal fundraisers

As a CBO involved in disaster preparedness work, you may have certainly encountered people who believe in your mission and in the work you do. Their willingness to support you extends by helping you raise funds for your organization. While this is all good and well, it is strictly necessary for you to carefully monitor the kinds of fundraising being done on your organization's behalf. As a CBO, you are responsible to ensure that your organization is being properly represented and that prospective donors are not misinformed about where their money will go and how it will be used.



So how do we do this?

First, you have to categorize³⁰ the kind of fundraisers you have in our organization.

Category 1: Authorized Officer

An Authorized Officer is a member of the board or officers of the CBO tasked to do fundraising activities. Oftentimes, this task is designated to the President/ chairperson, treasurer, vice president, board member, or the committee on finance who can make financial decisions for the organization.



²⁹ Fundraising Regulator. (2017, August). Rule book door-to-door fundraising. Retrieved from <https://www.fundraisingregulator.org.uk/wp-content/uploads/2016/06/FR-Rulebook-Door-to-door-fundraising-3.pdf>

³⁰ The categories presented here are adopted from the Fundrazr Crowdfunding Network, which you can find here: <https://support.fundrazr.com/hc/en-us/articles/200055243-Can-I-raise-money-for-disaster-or-tragedy-relief->

If you are an Authorized Officer, you can simply create an organization campaign and raise money as your Organization.

Category 2: Volunteer raising funds for an organization

A volunteer fundraiser is someone who is willing to collect contributions on behalf of your organization.

If you have such fundraisers in your organization, they may create a personal campaign that clearly identifies your organization as the recipient of the money they will raise.

They must have your permission to raise funds on your behalf and this must be proven through a documentation that they can present to their prospective donors. They must also clearly state in their campaign how their collected funds will be transferred to your organization and how it will benefit your work.



Category 3: Individual fundraiser

There are individuals who are not part of your organization or who do not officially represent you but believe in the work you do. They want to initiate fundraising activities and you, as an organization, must give them guidelines to ensure that your work is still properly represented. Provide them with a letter that you are authorizing them to raise money on behalf of your organization.



Legal issues to be considered before organizing fundraising events

Fundraising is one way of helping disaster-affected communities recover their losses. Ideally, it should be done before any disasters happen. It is important to note, however, that there are still legal issues to consider when raising money and resources for your disaster preparedness work. According to the Ethics Resource Center (ERC)³¹, there are six legal issues that you must consider when organizing a fundraising event:

³¹ <https://www.gevme.com/blog/six-legal-issues-to-consider-for-your-fundraising-event/>

a. Check if you need a license

A fundraising event adheres to the same regulations imposed on any other events. Therefore, it is important to get in contact with your local government unit or local council to inquire how to get their permission. They will advise you on how to safely and legally carry out your event.

b. How will the collected resources be managed?

Collecting money can be a sensitive issue and you need to make sure that you are following the correct procedures throughout. You must have controls that ensure that any money given to your charity is dealt with in the right way. To that end, it's essential that all collection boxes must have their contents counted regularly so that someone is aware of the figure. At least two individuals should be involved in counting and recording the money. And any cash that has been collected at your event should be banked by the charity as soon as possible.

c. Do you have the correct charity information on your fundraising materials?

It should be noted that you need to make clear certain things on any materials you create to invite people to the event, as well as anything distributed at the event itself. These materials need to include the registered charity number, the full company name, and the registered address. It is important that donors and attendees feel that they are not being misled into making charitable donations, and being as transparent and honest as possible is always the best approach with your materials.

d. Can you run a raffle or lottery?

Raffles or lotteries are one of the most popular forms of fundraising and are often carried out at events. It is always possible to run a raffle or lottery, but it should be noted that you may need a license. This will depend on the kind of raffle you run. For those raffles that are considered 'non-commercial' – which generally indicates a small entrance fee such as the kind you might find at a fair or fun day – you do not need a license. However, if you are fundraising on a larger scale – for example, if tickets are sold in advance or advertised to the general public – you will need a license as it is considering to fall under gambling law.

e. Can you run a charity auction?

Charity auctions are actually very different from raffles and lotteries – they do not fall under gambling laws, so you do not need any specific license to carry out

an auction. However, it's important that you should follow any consumer legislation relating to auctions. There are laws that regulate auctions in the different countries. You may review these laws as it differs in different countries and communities where you will implement this activity. There may also be more specific regulations depending on the kinds of items that you are auctioning.

f. Can you work with a professional fundraising agency?

If you don't have much experience in organizing fundraising events it can actually be hugely valuable to work with a professional fundraising agency. Naturally, you will have to balance whether it is worthwhile to pay a professional agency to carry out fundraising for you – but in many cases, this can actually be a huge net gain for your fundraiser and help you to make more money for a good cause. Have a clear written arrangement with the fundraising agency so that you know exactly what they are going to provide and the fee that they expect for their services.

“

“Those who presume to serve the public good must assume the public trust”. He also added that “Public trust is the most important asset of the non-profit and philanthropic community. Donors give to charity and volunteers get involved with charitable organizations because they trust them to carry out their missions, to be good stewards of their resources, and to act according to the highest ethical standards. Most fundamentally, voluntary and philanthropic organizations abide by the highest ethical standards because it is the right thing to do.

Dr. Y.C. James Yen

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The legal process in fundraising for emerging CBOs

Fundraising is also known as an investment, especially for emerging CBOs. The startup process is usually very tedious, time-consuming, complicated. However, once the CBOs have initiated a simple startup, it will become more indispensable and exciting process. Some CBOs as emerging, it seems to be too complicated tasks and challenging because there are fewer people who know how to do it. It

may also be a confusing order of events in obtaining funding for smaller organizations who have just begun. It is an investment process because it requires more time, talent, effort and technology to raise funds for beginners. So here are some of the step-by-step processes in fundraising for CBOs who are new to this venture.

Preliminary steps:

Fundraising is an investment process. Many funders wanted to invest in CBOs disaster preparedness programs when they hit the “headline” button right from the start. This headline does not need a further explanation but they can immediately give a hunch that they are funding the right cause. Many CBOs may start writing a simple project proposal on the upsurge of the disaster or from the news that disaster may eventually happen. In practice, a strategic plan is required to start trading and refining your approaches to raise funds for a cause. However, there are so many legal processes that need to be accomplished when getting into an investment package for CBOs. There pertinent legal documents and licenses to be accomplished to effectively conveyed that the organization is actually in need of funds.

So, what should you prepare before you start to approach investors? Here are some simple steps required for CBOs to do once they receive an initial offer for funding or some donor expressing interest or pursuing a fundraising for the causes.

Step 1: Correct legal structure and Project Proposal

It is important that CBOs have legal documentation and entity. If at the moment you are operating as a beginner, and you haven't started raising funds yet, but intend to seek funders for the disaster preparedness program, you will need to incorporate as an emerging CBO. The legal structure of the CBO is crucial in making the headline and pitch because if the organizations are non-structured, there is a possibility of taking risks of who manage what and how.

Some notable guides to make a simple process.

- **Executive Summary** – This is the written ‘elevator pitch’ for your project. Funders are likely to know more about your causes and support them by the core of the organizational values and entity.
- **Project Proposal** – this is the detailed case for CBOs noble causes and operations, which will include your organizational structure, financial data, environmental scanning, etc. A mandate that showcases the entity of the CBOs and why they need the fund for the causes will assist in getting the right investment.
- **Public Presentation or ‘Pitch’** – sometimes CBOs will send is out as reading material and sometimes you will be standing up and presenting the proposal or submit them to prospective donors. CBOs must prepare two tailored versions of proposals to funders, one that is simple and catchy which need

urgent funding and the other one is more formal substantive that may ask legal requirement in order to pass.

- **Share capitalization** – CBOs submit proposals to funders but on the other hand, donors may also ask for the CBOs counterpart as shared capitalization. This will provide a profound understanding that you as emerging CBOs are capable of doing things of your own before and after investing into your cause.
- **Create a list of target funders or investors** – this is for CBOs benefit, not donor’s requirements. For disaster preparedness programs to be fully funded it will require some research background to suffice the needs of the funders to know how many and how much is yet to be done. Research the funders that you are going to approach and create a list of your ideal investors and tailor your documentation to their criteria.
- **Network** – this is not a legal part of the process in disaster preparedness but may be crucial. It is considered the most essential aspect of raising funds into the program. CBOs need to reach out to partners and stakeholders within your network who may be able to introduce you to potential funders or donors. There are pertinent and qualified people who can advise CBOs on the process and lead to the right donors. They can also prepare and help review the legal papers and documentation of CBOs. The partner networks have lots of contacts with experience in the various fundraising events that can support CBOs more than beyond assisting with the reports and documentation.

Step 2 – Due Diligence

Due diligence is the term given to the investigatory work done around a transaction between funding agencies and recipient organizations. It is where the donors conduct detailed research into the financial, legal structure, assets and liabilities, manpower, built capacities of the CBO, etc. The donor usually does preliminary request to provide legal documents which will include organizational profiles, program information, budgets, forecasts, key stakeholders, areas of jurisdiction, employees and employment contracts, schedule of intellectual property, a schedule of property or leases, a list of equipment owned by the CBO among many others such as bank loans, any existing or future litigation, tax and value added tax (VAT) filings and insurance documentation, and, if applicable, data protection policies, child protection policies, and other internal policies.

Step 3 – Term Sheet

The term sheet sets out the terms on which your funders are going to give funding to CBOs by taking equity in the organizational profile. It will also set out any conditions you will have to meet in order to successfully gain funding. It will also include decisions about the dilution of common shares and decision-making policies between the organizations and donors. The term sheet is not necessarily a legally binding agreement; it is just the headline terms of the long form documents listed in Step 4 before the parties go through the more major details of the agreement. The term sheet can be prepared by CBOs side or the funder’s, but in either case, it is important to seek advice from a legal solicitor to ensure

that both understand each other. It is also important that they may negotiate the most favorable terms possible to meet halfway.

Step 4 – Long Form Documents

Once the headline terms have been agreed and the due diligence has been completed, CBOs start to prepare the long form documentation which will implement the funding arrangement.

The following documentation will usually be involved:

- Organizational Agreement or Funding Agreement- this will set out the agreed terms in the term sheet in more detail. Funders may want to see this agreement to know how much control other organizations have in the process.
- Vesting Provisions (these may be drafted into the shareholders' agreement) – vesting provisions are usually designed to protect the donor or major shareholders from key members of the founding team leaving the company soon after funding investment, meaning that certain shares will 'vest' over time or upon meeting certain milestones or deliverables.
- Articles of Association – the articles govern the operation of the CBOs once it has received the funding.
- Detailed program – a set of programs and activities that can support where the money will go. How much is required to do it and who will finally accomplish the work. This also includes Primal (participatory research, innovation, monitoring, evaluation, accountability, and learning).

Step 5 – Closing Date/Receive Cash

Once all the specific conditions of funding investment have been met, the documents have been prepared and terms agreed, a closing date will be scheduled for the signing of the agreements and the transfer of the funds to the CBO accounts and funds utilization. Congratulations! – you have successfully secured your first round of funding.

Step 6 – Accounting & Administration

Immediately after securing the CBOs funding investment, the legal solicitor will have some initial housekeeping to arrange, which includes issuing accounting certificates, updating the organizational books and properly register with the legal authorities for validation.

However, it doesn't stop there. Once CBOs have external contributors, the organizational accounts and bookkeeping will need to be more substantive condition and completely up to date. CBOs will have reporting obligations as part of funding investment terms so at any given time they need to report on the financial health of the organization and thus, the money gets the value of they really ask for.

Part 5:
**Bridging the Gap
through Innovative
Fundraising**





What is innovation in fundraising?

In fundraising, innovation is about developing a strategy that will maximize the organization's fundraising capabilities. One of, if not the most, effective ways of showcasing innovation is through the utilization of technology.

When done right, the use of fundraising technologies can greatly improve a fundraising campaign. Some of the benefits include:

- Higher donor reach
- Easier way of donating
- Lower administrative and maintenance costs
- Effective way of communicating inspiring messages

Virtual reality in fundraising



Virtual reality is an immersive type of technology that provides the user an illusion of being somewhere else. This is usually accompanied by head mounted displays with headphones to provide a fully immersive experience.

According to Maik Meid of the German Fundraising Academy, *"Virtual reality is one of the most exciting new areas of fundraising. The movies and other inputs work directly in parts of the human brain, where classical fundraising instruments take more time to build the same level of awareness. This way, we can show major donors what a new school build will look like, walk through a refugee camp or visit the jungle."*

a) Benefits of using virtual reality in fundraising

By immersing people in the field and in difficult situations, VR provokes a strong emotional response to potential donors. According to a report by Facebook, people who view VR charity content are 48% more likely to donate to the causes they experienced. VR is also proven to be more effective in gaining donors than other forms of media. Some of the benefits include:

- Raises awareness in an interactive form
- Evokes empathy
- Minimizes the negative perception of face-to-face fundraising
- Increases donor rate

b) How to get started

Although investing in VR can sound quite intimidating at first, it might be relieving to know that there has been a significant decrease in the costs of equipment and production over the past few years due to the advent of new technologies. It is also a good idea to secure as much funding as one can through establishing partnerships.

There are also funding initiatives worth looking. Oculus, a virtual reality company, has an Oculus VR for Good Initiative and the Creators Lab program designed to promote positive social change, with the aim of showcasing the potential of VR and how it can help to change the lives of many. In 2017, some of the successful participants were involved in NGOs such as the International Justice, Malala Fund, Life After Hate and Infinite Flow, among others. Aside from funding, the other key elements to keep in mind include:

1. Research- determine objectives, needs, resources
2. VR Production- find vendors to provide the video production, hardware, web hosting, and distribution platform
3. Rent or buy equipment- cardboard VR headsets

c) Fundraising VR Success Stories

- **UNICEF 360 Concept**

Using a mobile app and a cardboard viewer, UNICEF enables people to experience first-hand the lives of vulnerable children in harsh climates and areas of conflict. The viewer can have a 360° field experience by turning their head in all directions.

- **World Wide Fund for Nature UK (WWF UK) Tiger Experience**

WWF UK used virtual reality to bring the real impact of their tiger conservation work with the call of action of signups for tiger adoption. An artificial pop-up rainforest was set up inside London shopping centers. The experience attracted a 50% increase in sign ups.

- **Amnesty International UK's #360Syria campaign**

Using 360° photography, Amnesty International sparked a strong reaction using devastating scenes of the Syria bombing in its #360 Syria campaign.

Amnesty uses VR in its face-to-face fundraising operations in the UK, allowing people to see the destruction brought by bombings in Aleppo. The campaign was awarded the prestigious Third Sector “Digital Innovation of the Year” award in 2016.

- **United Nation’s Clouds over Sidra**

VR filmmaker Chris Milk, in partnership with the United Nations, produced “Clouds Over Sidra”, a film that follows the experience of a 12-year old Syrian refugee. The film helped raise over \$3.8 billion, and a 100% increase in the charity’s normal donor rate.

Social media and messaging apps



The advent of social media has caused drastic changes in the lives of many, and will undoubtedly continue to do so. Social media mostly refer to websites such as Facebook, Twitter, Instagram and the like. However, social media is an overall term referring to all communication tools, such as the internet, to share and receive information.

In Asia, 48.1% of the population are internet users. As a result, there have been numerous occupations created within the past ten years that revolve solely around the online world. Furthermore, since social media has eased information and content sharing almost instantly from practically anywhere on the globe, numerous businesses have reoriented their services to utilize millions of potential new consumers.

a) Why use social media for fundraising?

Social media has changed the face of fundraising and has been an increasingly important channel to communicate with supporters. Social media usage has been proven effective in connecting supporters and donors, with an increase in fundraising results going as high as 40% in comparison with traditional fundraising efforts.

While the number of NGOs has increased over time, so has the number of potential supporters. In 2017, 92% of NGOs use Facebook and 34% pay for social advertisements.

The use of social media provides CBOs and NGOs numerous tools to access and target a wider audience, keep them abreast of the issues they support, solicit donations, build lasting relationships and encourage further action such as volunteering, signing petitions or attending events.

b) Fundraising plan using social media

When developing a social media integrated fundraising strategy, it is important to keep in mind the following points:³²

- 1. Choosing the right platform-** Identify the correct social media channel that aligns with the type of work, methods of communication, and target audience. However, a holistic approach across multiple social media tools will have the most success.
 - **Twitter** allows for short messages, but quick updates on rapidly evolving situations. Each tweet should be easily shareable, and your followers will widen reach and impact.
 - **Facebook** creates online communities that gather and share stories. A new set of fundraising tools was recently launched, which allows users to easily support any cause of their choice and ask the same of their friends and family online.
 - **YouTube**, the most popular streaming site, utilizes videos to show powerful and personal stories to connect with your target audience.
 - **Other tools include messaging applications** through which an organization can communicate instantly with their audience and other online fundraising platforms. The British fundraising platform Just Giving incorporated instant messaging applications into their fundraising strategy and raised over 1 million pounds as a result of users sharing their fundraising page through WhatsApp.
- 2. Telling your story -** Use social media to tell your story. This avenue can make people learn more about your cause and impact and can motivate them to give. Make use of hashtags in each post to promote your cause.
- 3. Building Networks -** Large non-profit organizations have already developed a name-brand and a loyal following for themselves. Social media is powerful, but avoid expecting immediate results. Developing an online presence takes time, but a loyal following can greatly multiply and expand efforts. Build that relationship by ensuring that each message and post is authentic to your organization's cause and engages any reader. There must be a clear call to action.
- 4. Activating Supporters -** Once your organization has gained a considerable following, supporters can be activated through:
 - Creation of a hashtag campaign
 - Choosing brand ambassadors
 - Creation of a fundraising tab on Facebook

³² <https://medium.com/techsoup/9-tips-to-maximize-your-fundraising-with-social-media-992a4f9e4d6f>

5. **Using Visuals** - The audience will want to look at content that has a lot of images and videos. Always use visuals to tell your story.
6. **Integrating Multiple Platforms** - NGOs such as WaterAid have demonstrated the results of an engagement focused campaign integrating multiple platforms. By reaching out, listening and responding, they effectively secured new donors. One of their approaches was the #Untapped appeal, which created a Facebook chatbot and invited supporters to interact with one of the villagers who was getting access to clean water for the first time.

Peer-to-peer fundraising through a digital platform

Peer-to-peer fundraising is a method of raising funds through leveraging on individuals to fundraise on the cause's behalf. Supporters of the cause can create personal fundraising pages, thereby creating a multiplier effect. Its 'personal' touch appeals to people more than giving to impersonal brands. The rise of various crowdfunding platforms means anyone can use peer-to-peer fundraising.

How it works

Using a crowdfunding platform, fundraisers of the cause reach other to their networks for support. Apart from donations, these networks are also encouraged to become fundraisers themselves. This multiplier effect causes a high increase in reach, thereby creating both high awareness of the cause and increasing its potential donor rate.

Elements of a Peer-to-Peer Fundraising:

- Setting up a Campaign
- Multiplying Reach
- Communicating with the Audience

Part 6:
**Practical Tools in
Fundraising**



Key elements in a campaign plan

Eric Streiff – an expert in Marketing, branding and fundraising strategist for nonprofit and for-profit organizations suggested four steps of the fund raising process. He said that *“the process steps for successful fundraising are somewhat mechanical by design – but – and it’s a big but—this “mechanical” process will only be effective if we focus on the person and not their wallet. This will force us to focus on the relationship and not the transaction.”*

Key elements of a good fundraising plan³³

a. Identification – Identifying potential donors are the first element and the most essential aspect of any fundraising campaign plan. Without prospects there can be no solicitation. This step also includes a qualification stage which includes comprehensive research and wealth screening of each prospect/donor to determine capacity and propensity.



b. Cultivation – Cultivation of the identified prospect is the second most important element in the fundraising process. During this stage the prospective donor is cultivated and nurtured for the potential solicitation. Too fast or too slow can both present problem. This element may require months if not years of relationship building (cultivation) prior to even considering making the approach (solicitation).



c. Solicitation – Solicitation of actual gifts is the single most difficult part in the fundraising process. At this stage the prospective donor is approached with a specific request



³³ <https://medium.com/@ericstreiff/the-four-steps-of-the-fundraising-process-26a887964e98>

for support, usually in the form of financial support, although it could be a request for a gift-in-kind. Typically the solicitation meeting, or series of meetings, is handled by two or more people – one of which is the person that made the introduction. This must be orchestrated very well.

- d. Stewardship** – Stewarding the donor is critical to building goodwill and planting the seeds for future gifts. During this stage the donor's gift is acknowledged and the donor is also regularly informed of the progress of the project and the results that were attained from their individual gift. Donors of all levels need to be stewarded to varying degrees depending on their level of financial commitment and involvement.



Roadmap for successful fundraising campaign³⁴

A good fundraising campaign is supported by a well-thought-out roadmap. A fundraising roadmap points the fundraising team to the right direction and guides where the campaign needs to go. Most importantly, the roadmap illustrates how to get to the desired destination. It lays out the best route by which the campaign can avoid potential obstacles and guides the fundraiser to reach their destination.

A successful roadmap takes account the following:

- **Fundraising Strategic goals** – the roadmap must be aligned and informed by the organizational priorities, the issues it is addressing and the support system. If the fundraising goal is \$10 million, the fundraising roadmap must articulate how the money will be spent and what impacts are intended.
- **Inputs from key staff, board members, donors, and other stakeholders** – it is important to have everyone agree on where the organization is headed. Everyone's input matters. Getting insights from the whole team provide a much broader perspective that could ensure a much safer trip towards a more successful campaign. Allocate time for an individual or group discussion with all stakeholders to specifically obtain their input to the fundraising program. Solicit opinions about what they like about the program, what makes them uncomfortable, what can they do more or less?

³⁴ Craig Shelley. Orr Associates, Inc. How to Build (and follow) a Fundraising Roadmap. <https://trust.guidestar.org/how-to-build-and-follow-a-fundraising-roadmap>

- **Source of current revenue** – the roadmap lets the team understand the journey to date. Has the team been overly dependent on one revenue stream (e.g. special events), and understand why? What are the current assets and liabilities (example, skills)? Is there a need to acquire new skills in order to achieve a more balanced stream of revenues?
- **External environment** – Awareness about who else is headed to the same destination. A good roadmap recognizes and understands how other non-profits with a similar mission are doing to reach their goal. This helps the organization to evaluate if it uses a similar or different strategy to attract philanthropic investments. Does the organization need to copy their ideas, compete in the playing field or develop new creative ideas that will be more beneficial for the campaign? Strong competitive awareness helps the organization to develop new strategies for approaching specific funders that are already investing in the competitor’s campaign.
- **Board capacity and interest in fundraising** – a good roadmap let the organization visualize the chances and realistic capacity of board members to give and get just by seeing the gaps along the way. These assumptions can be based on historical performance and discussions with the board. It is important to fill all these gaps in order to increase the funding from the board members. The roadmap could also support the organization in realizing if it is time to consider recruiting new or more board members.

The most accurate roadmap takes account the points above and creates plans including these four elements:

1. **Specific annual financial objectives** – with at least quarterly benchmarks for the first year out and practical solutions to sustain similar milestones in future years
2. **Key performance indicators for staff and board members** – that are leading indicators and eventual success. These should include things like numbers of donor visits, pipeline value, special event planning timelines and deadlines, individual donor give and get objectives. It is important to do regular tracing and reporting of these indicators to all concerned parties (internal and external)
3. **Recommendations on staff and volunteer structures** – in order to achieve specific financial objectives. As the roadmap leads to a much larger objective, the need to expand the organizations’ staff also increases. This need could be a result of getting new staff with a specific skill set, or could be adding new volunteers. This should be a key topographical feature of the roadmap
4. **Budget** – the roadmap sets out the investment needed and provides an analysis on the return of this investment to ensure that the campaign is getting the best value from every spending made.

Project proposal making

5 Tips for Creating a simple Project Proposal Outline

These simple tips for creating a good project proposal for disaster preparedness outline the CBOs focus on the substance of the proposed plan while using an easy-to-follow project proposal outline. However, CBOs must begin to get in the mind of the vulnerable people they are serving. Some funders have many questions and CBOs want to make sure all of those are answered in the project proposal document.

Most project proposals (including basic template) are designed to help CBOs answer all of those questions as they complete the document. A project proposal is a core documentation the helps CBOs advocate a cause for disaster preparedness project to donors and stakeholders. A project proposal is unique and the format is basically the same with the basic outline as follows:

- 1. Executive Summary:** Think of this as an elevator pitch. It sketches out the project in a way to hook the donors to give money for the cause in disaster preparedness program.
- 2. History:** Put the project in context, note any precedents and how funders can help or hurt the project's success right after the onslaught of calamities or disaster.
- 3. Requirements:** Describe in detail the main causes or problem of the project solves or what opportunity does it take advantage of before, during and after the disaster.
- 4. Solution:** Explain the plan to solve the problem or exploit the opportunity to get more support from stakeholders in terms of post rehabilitation and sustainability.
- 5. Authorization:** Note the people who have authorization throughout the project may influence the decision regarding post disaster scenario program implementation. It is best to consider the contribution of the community affected by the disaster.
- 6. Appendix:** This is where to attach papers supporting the proposal. That's the bare minimum requirements including data generated from the hazards, disaster or calamities.

Writing a project proposal is the first step in outlining what the project is designed to accomplish, and our template will help make sure you address all the concerns and questions of your audience. But there are many more ways you can pump up your proposal to make it more effective. Follow these five tips, and you will write a winning project proposal every time.



FAQs for CBOs before drafting a project proposal

What's the problem you're trying to solve?

How does the project align with your organization's overall strategic goals?

What are the benefits for the user?

What metrics will you use to measure success?

What are the deliverables?

What is the timeframe, what are the deadlines and how do you plan to meet them?

What are the resources you'll need to get the project done on time?

What's the project budget?

What are the risks and issues?

Who are the people responsible for the project and what are their roles?

How will the project be reported?

TIP 1: Plan Ahead

CBOs must think of the proposal as a project in and of itself. There is a need to apply all the project management skills and experience CBOs have towards defining the steps involved in creating the proposal, including how long it will take and what resources CBOs need to accomplish it. A good project proposal is well researched including time for research and data generation. It is important to ensure that planning for the actual presentation. Some funders start asking questions that may simply set up an urgent meeting. The preliminary work on the proposal is crucial for it to get a chance to a fair hearing. The next thing CBOs must consider getting peer feedback or even donor feedback on the process of drafting and developing the proposal. CBOs may request advisers to review your idea and drafts.

TIP 2: Write a Concise Executive Summary

CBOs must be aware of the audience in their pitch for a cause. It is very compelling to win the hearts of the donors from the start by understanding what actually happened. They go through the finer details of the proposal

during the project proposal presentation. Writing an executive summary will be concise so that the project sounds interesting and timely. It will address a problem or issue that needs resolution or defines an opportunity that can be beneficial to the most vulnerable people. This also defines how goals are set and how they will be able to achieve the workplans set ahead of time. In this part, it is imperative to acknowledge the risks and issues inherent in the project by noting them up front in the executive summary and address how the CBOs can mitigate them proactively. Avoid letting the donors stew in a state of worry and what ifs conditions. The best executive summary is a roll-up of all the research and due diligence you have put into the rest of the proposal for disaster preparedness program.

TIP 3: Get to the Point

Getting to the point is crucial without delay especially if the project proposal is intended for the community-based disaster preparedness program. The donor must have a clear understanding and intention for the project based on the event that actually happened. The body of the proposal will determine and articulate the details without getting lost in the process of implementing them. The project proposal must stick to the pertinent facts and goals it originally focused on. The donors will scan thoroughly the document, looking for data that validates the claim or cause. CBOs must examine the background and history, as well as a detailed synopsis of the type of disaster that the project is prepared for. All of these the details that the donors need to know should be laid out following the proper outline.



Pro Tip: Don't get too creative. It's not the time or place to flatter. Go straight to the point of the case for the project proposal. Once the data generated from the disaster is presented, the donors may want to get down to the nitty gritty of the project, without any unneeded flourishes, in an easily scannable document so that they can make the best decision possible.

TIP 4: Explain How You Will Achieve the Goal

The proposed project on community-based disaster preparedness program can boil down to the plan that CBOs formulated to get from point A to point Z. There must be some dead ends on this route or you're not going to get approval. Disaster strikes once but the effects and impacts last longer than expected; but there will always be a deadline.

Know the difference between a goal and an objective. Goals are broad, defining the project overall. But that doesn't mean that it can be vague with the purpose. Objectives are the details about how you will achieve those goals. To do this, follow the old rule of the Five Ws: Who, What, When, Where and Why? These

objectives must always support the goals set, and they should make logical sense in the order in which CBOs applied for the project.

SMART - Specific, Measurable, Achievable, Realistic and Time

Following this logic, CBOs are able to convince decision-makers and donors that the project proposal is not just SMART, but also in life-saving and noble.

TIP 5: Show Historic Precedent or Situational Data

CBOs do not have to reinvent their entity just to get more funds during the disaster preparedness project proposal. They can show some pertinent documents or historical data that gives the current proposal a solid foundation on which to present the proposed project to donors.

Historical or situational data is simply data collected about past disaster events, in this case, prior projects or team management. However, there are some instances that some proposal may not necessarily be connected to CBOs successful projects of the past because the one that CBOs proposing is timely, community-managed and life-saving grace for the most vulnerable people. They can cite some similar goals or constraints and explain to donors that the proposal is viable and significant. Find data to support the project like the number of families affected, house destroyed, properties damaged, lives lost, etc., that makes the proposal a winning paper. Once the proposal is approved, the real work begins.

CBOs have to plan, schedule, manage resources, monitor progress, and report back to the donors of the actual implementation using the logical framework, M&E Tools, PRA tools, financial accountability, and staff management among others. To do this efficiently and productively may demand a more adept, technically equipped and dynamic project management team using a technologically tested community implementation tools.

Tools CBOs need for fundraising

After you have developed your resource mobilization plan and assigned roles for tapping resources from various sources, you need to prepare your tools, or in other words your marketing material. Obviously, you will not seek funding from donor agencies without a proposal and you will not organize fundraising events without getting your information brochure ready. So, what are the promotional materials required to carry out the resource mobilization process? Funds for NGO's website suggested tools to prepare for fundraising activity.

Below is the summary of the suggested tools for your CBO to prepare before fundraising activities be done³⁵:

- a. Organizational Profile:** Make sure you have developed your organizational profile that includes the basic information about the name of your organization, contact address, contact person, objectives, vision, working areas etc.
- b. Brochure:** A brochure is a more attractive way of presenting your organizational profile. You can get it printed with interesting text and graphics.
- c. Annual Report:** The annual report comes with the complete documentation of one year's activity along with the financial details.
- d. Governing Document:** A governing document provides an overview of how your organization is structured.
- e. Fact Sheet:** A fact sheet offers quick and concise information about the organization.
- f. Website:** Websites have now become essential tools of identification. They can play a powerful role while raising funds from international donors. Any donor sitting remotely would first like to take a look at your website.

You have identified different types of resources that can be tapped for your organization, you can start giving priority (or stars) for each of them. Giving priority to each of them helps save time. For example, you may have to spend more time in tapping funding from potential donors and less time on seeking individual donations. You can discuss within your team on prioritizing this as you know the best about your situation. You may find that there is a possibility of getting international volunteers easily than writing and submitting proposals. In this case, you can spend more time searching for these volunteers.

Besides prioritizing these sources of support, you can also assign responsibilities for yourself and your staff. For example, you as the head of the organization can write effective proposals so you can assign yourself for tapping the 'Potential Donor Agencies' support area. Your staff may be good at field work; then they can be involved in going around your city to collect individual donations or any type of in-kind support.

³⁵ <https://www.fundsforngos.org/free-resources-for-ngos/tools-ngo-raising-funds/>

Part 7: Case Stories

From Bali to Palu with Love
The Yoga Rescue

Sunday October 21
12:00-17:00

Admission based on a minimum donation of Rp. 100k per person

Program:
12:00 - 14:00 100 Sun Salutations
14:00 - 15:00 Yin Yoga
15:00 - 16:30 Hatha Yoga
16:30 - 17:00 Meditation

Please bring your own mat

KERALA FLOODS
Please Donate Now

WILD THIRDS COFFEE AND FRIENDS OF ALLIES PRESENT

HEART BEATS FOR TIMOR

supporting reforestation in timor-leste

16 NOVEMBER BPM THE YORKSHIRE HOTEL

SPECIAL GUESTS **PETER SONIC** AND MYSTIC TRIO



From Bali to Palu with Love

(Charity Yoga Marathon to support the victims of the Sulawesi earthquake and tsunami)

Public event on 21 October 2018 - Hosted by The Yoga Rescue and IDEP Foundation

On September 28, 2018, a series of earthquakes including a 7.5 on the Richter Scale that triggered a tsunami of at least 1.5m hit very bad in Palu and Donggala, Central Sulawesi. The quakes and tsunami have left the two cities severely damaged. Up to 30 September, 832 people were reported dead, more than 540 injured and many people still missing. The airport has been reopened for aid only despite major damage to the buildings.



    theyogarescue

The Yoga Rescue

From Bali to Palu with Love

Charity Yoga Marathon to help the citizens of Palu and Donggala on Sulawesi that have been hit hard by the earthquake and tsunami.

100% of the donations will go to the IDEP Foundation (www.idepfoundation.org)

Program

12:00 - 14:00	108 Sun Salutations
14:00 - 15:00	Yin Yoga
15:00 - 16:30	Hatha Yoga
16:30 - 17:00	Meditation

Please bring your own mat

Sunday October 21
 **12:00-17:00**

Admission based on a minimum donation of Rp. 100k per person

For more information please contact us on info@theyogarescue.com
WA +62 8 123 713 7979

Location
The Yoga Rescue
Jln. Raya Uluwatu,
Gg. Mantili No.1,
Jimbaran, Kuta Selatan,
Badung, 80361 Bali

Charity Yoga Marathon was organized to help the citizens of Palu&Donggala on Sulawesi that have been hit hard by the earthquake and tsunami.

Admission was based on a minimum donation of Rp. 100k per person. 100% of the donations will go to the @idepfoundation.

Please bring your own mat.

About the organizer

For almost two decades, IDEP Foundation has been delivering practical programs and public education activities to communities in need all over Indonesia. IDEP develops and delivers training, community programs and media about sustainable development through Permaculture, and community-based disaster management.

To date the work that has been done has resulted in:

- Over 10,000 kids joined environmental educational activities
- Over 50,000 disaster survivors assisted
- Over 14,000 downloads of educational media
- Over 1,500 people learned disaster management
- Over 100,000 given emergency assistance
- Over 40 educational films produced
- Over 5,000 people learned environmental management
- Our media includes films, educational resources, booklets, manuals, board games, kid's activity books, and awareness-raising media such as posters and campaigns.

All of this important work was made possible through supporters like yourselves. IDEP continues helping communities and needs your continuous support.

Visit IDEP Foundation for more information.

Heart Beats for Timor with Wild Timor Coffee

(A local concert/benefit event to support community deforestation initiatives in Timor-Leste)

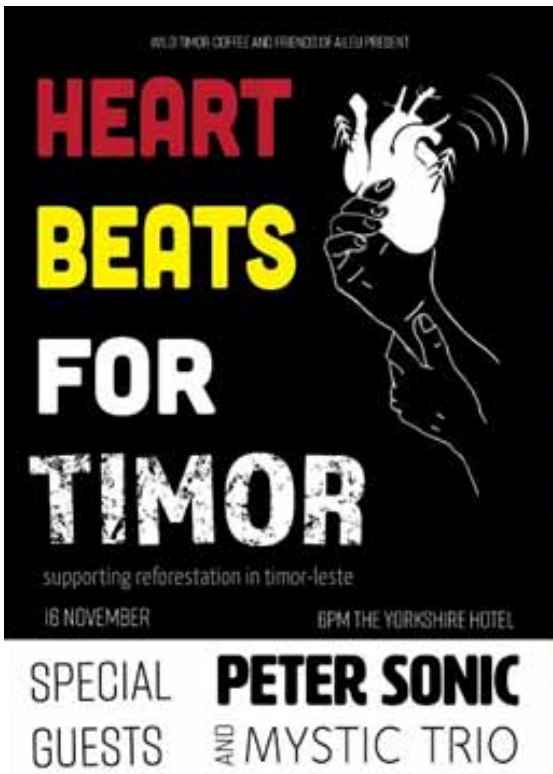
Public Event on 16 November 2018, 6 PM at The Yorkshire Hotel
Hosted by Friends of Aileu

Wild Timor Coffee and the Friends of Aileu are teaming up to host an evening of great music and fun for all our friends- that's you guys!

Featuring very special guests Peter Sonic and Mystic Trio at the Yorkshire Hotel. We will also have games and great prizes on the night. This is definitely not one to miss.

Proceeds raised will go to help local communities protect soil and water resources in Lequidoe, a mountainous region in Aileu, Timor-Leste.

Deforestation and severe soil erosion have been taking their toll on the community for many years now. The Aileu Resource and Training Centre (ARTC), a local NGO partner of the Friends of Aileu, are working to implement reforestation solutions and water source protection. This will also create paid work opportunities for the Timorese for the duration of the project.



Let's support their efforts and have a great time while we're at it!

Tickets available via Eventbrite - we encourage you to hit the "Donate" option if you can while you are there!<https://bit.ly/2NEAFxm>

For more information, visit the official website.

About the organizer:

Friends of Aileu, the East Timor Partnership Project of Moreland City Council, Hume City Council and their communities, is an ongoing friendship relationship with the Municipality and people of Aileu, Timor-Leste (East Timor).

The friendship relationship was established in 2000 to support sustainable development in the District of Aileu as East Timor was embarking on a path of recovery after centuries of colonial rule and a generation of military occupation, to become the independent nation of Timor-Leste in 2002.

The friendship relationship endures today and will continue into the future as Aileu embraces the Timor-Leste government's decentralization processes in preparation for representative local government with increased service delivery responsibilities.



Friends of Aileu works with government and non-government organizations in Aileu in a spirit of friendship, based on principles of mutual cooperation and local decision making.

Kerala Floods – Donate Now Campaign

(Donation campaign appealed by a Disaster Relief NGO - Rapid Response India)

Kerala, devastated by one of the worst floods in 100 years. The floods have paralyzed normal life of millions of people. Lakhs of people have been affected and thousands of victims are in desperate need of help. We are on the ground, providing relief and recovery support to the affected people. Please join us in helping the flood-affected communities of Kerala.

- Dry Ration for 5 families @ Rs 5,000
- Bed Kit for 10 families @ Rs 10,000
- Education Kit for 50 children @ Rs 25,000
- Livelihood Support (Ex.Fishing Nets) for 5 families @ Rs 50,000
- Household Well Restoration for 5 families @ Rs 60,000



KERALA FLO
Please Donate



Our Ongoing Flood Response in Kerala

Rapid Response is actively working in multiple areas of Kerala to carry out the relief and recovery efforts. Our team has conducted the Need Assessment. As per the need assessment report, there is a dire need for early recovery and reconstruction efforts. Our early recovery efforts will be focusing on Water and Sanitation, Livelihoods and Education sectors.

In long term, we are planning for the reconstruction of houses and school buildings.

About the organizer

Rapid Response is an award-winning organization, providing disaster response and preparedness services across India. As a disaster relief agency, RR help people to survive and rebuild their lives through food, medical, education, shelter, and livelihood programs. Their most recent interventions in Tamil Nadu, Assam and Bihar have impacted thousands of lives!



Conclusion

1. Fundraising Goal

The focus of fundraising is not the money raised; rather, it is about meeting the needs of people, bringing about change, and having an impact on people's lives. People give to people, not to organizations or causes. Fundraising is about connecting people with resources to people who have dire needs. Fundraisers look for resources to relieve suffering, help people, and give them an opportunity, hope, and safety (in the case of DRR). It is always about people and how their need can be bridged.

2. Fundraising roadmap

A good fundraising campaign is supported by a well-thought-out roadmap. A fundraising roadmap points the fundraising team to the right direction and guides where the campaign needs to go. Most importantly, the roadmap illustrates how to go to the desired destination. It lays out the best route by which the campaign can avoid potential obstacles and guides the fundraiser to reach their destination.

3. Fundraising team

Fundraising, like any major aspect of CBOs operations, requires leadership and dedicated personnel. The fundraising manager will champion all fundraising activities, organize the team, draw on all human resources available, maintain records, lead the planning, and monitor the progress. Fundraisers and project managers must ensure two-way accountability for how all the funds raised have actually been used and what has been achieved. The key is communicating action and success to encourage full involvement.

4. Fundraiser and donor relationship

Fundraisers must manage the development of relationships with each and every donor. Every donor gives for a different reason and with a different set of expectations. Friend-making comes before fundraising. Trust is the most important ingredient in sustaining and building a healthy relationship with donors. Building trust and commitment from donors is not an easy engagement because it requires approaches, values, and behavior to ensure continued support towards the objectives of the organization.

5. Enjoy the journey

Fundraising is a high mission and labor-intensive work. It requires a great amount of patience and determination to do extensive preparation, administration and persuasion to land initial donations, and secure future funding donations. For you to be an effective fundraiser, you must enjoy what you are doing and feel proud of the opportunities made to match resources and needs, and ultimately uplift lives. Whether you are saving lives, providing relief, meeting unmet needs, securing human rights or bringing about social justice, as a fundraiser you are actually bringing people into your cause and helping them to make an important social contribution.

Writeshop Participants

Alexander V. Mainit

Alexander joined IIRR in 2018 as the Program Specialist of the RCA-Give2Asia's NGO Disaster Preparedness Program. He has over a decade of solid experience in the field of DRR. His diverse and extensive experience begun in 2006 when he joined the Typhoon Reming Response team in Albay under the Department of Social Welfare and Development (DSWD) program. He has then embarked on doing more field coordination roles for various international humanitarian organizations. In 2009, he joined the Community and Family Services International (CFSI) and closely worked with the UN World Food Programme for the DRR Response program for Typhoon Ondoy. In 2014, together with the CFSI and the DRR Operation Center in Ormoc, Leyte, he supported the conduct of Psycho Social Intervention (PSI) for the typhoon Yolanda affected communities and supported the identification/reinstallation of Early Warning System to further enhance their provincial and municipal DRR Plans. In 2016, he joined the Food for the Hungry Philippines as their DRR Regional Coordinator to strengthen the contingency plans of various barangays and municipalities in the National Capital Region and Region 3. Alex is a graduate of A.B. Philosophy from Christ the King Mission Seminary and holds a Master of Arts degree in Theology from the Recoletos School of Theology.

Alexie Ferreria-Mercado

Alexie has been with Give2Asia since June 2012 where she began as a Field Advisor to the Philippines, managing due diligence and project monitoring of Philippine grantees of Give2Asia. In addition to this role, she is also managing the Fiscal Sponsorship Program and has been since 2016. Prior to joining Give2Asia, Alexie was with the Asia Pacific Philanthropy Consortium for 6 years, an independent association of philanthropic institutions and organizations that supported the growth and development of philanthropy in the Asia Pacific region.

She began her career at the Ayala Foundation, developing and managing their projects on Work-Life Balance and Youth Leadership. Alexie completed her Master's degree in International Relations in the Brussels campus of the University of Kent, Canterbury. She is also a graduate of the Ateneo de Manila University, with a Bachelor's degree in Communications.

Annie-Gasic Secretario

Annie is the Secretariat Coordinator of the RCA and has been with IIRR for more than 18 years. She provides administrative support to the Director and staff of the RCA, Cambodia Country Office, and Myanmar Country Office. She coordinates administrative and logistical requirements of regional staff and team, including travel plans of regional staff. She also assists in finance-related transactions of program activities. She is computer-savvy and adept with all basic MS Office programs, including publishing and design software. She handles and maintains IIRR's email and Prolinnova's website, an international multi-stakeholder platform where IIRR is a part of. Annie holds a Bachelor of Science degree in Foreign Service, major in International Trade, from the Lyceum of the Philippines.

Giulia Erika M. Soria

Giulia joined IIRR in 2016 and is the Development Communication Specialist of RCA. She develops communication strategies and knowledge products for the Institute. She leads the design, facilitation, and overall implementation of participatory publication development, or the Writeshop. She also coordinates the development of proposals for communication and documentation of IIRR experiences from its learning community activities. She prepares public information plans and materials to support IIRR Asia. Before joining IIRR, Giulia has done extensive communication work in the humanitarian sector in the Philippines. She holds a Master of Arts degree in Development Studies from the University of Auckland and a Bachelor of Science degree in Development Communication from the University of the Philippines.

Jerome L. Montemayor

Jerome joined IIRR in 2016 and is currently the OIC Regional Director and Program Director of the RCA. As the Program Director, he provides strategic and innovative leadership to country programs and ensures institutional accountability and good governance across the region. He also manages the development of monitoring and evaluation tools and tools for measuring outcomes and impact. Prior to IIRR, Jerome has spent more than 24 years in program/project management, social enterprise management, resource mobilization, education and training, partnership building, and information and communication. In 2004, he co-facilitated the establishment of the Philippine Tropical Forest Foundation and led its Post-Haiyan (Yolanda) Forest and Community Rehabilitation program in 2015. Jerome holds a Master of Science degree in Environmental Studies from Miriam College, and a Bachelor of Science degree in Business Administration from the De La Salle University – College of Saint Benilde.

Dr. John R. Batten, MBE

After more than 30 years in Nairobi, Kenya, John recently returned to the Philippines, where he is currently Senior Adviser to the International Institute of Rural Reconstruction (IIRR) and Chancellor at Thames International Business School (TI). John began his development career with IIRR as Chairman of the Education and Culture Group, and later became International Training Director, 1978/85. After moving to Kenya as Regional Adviser for Training and Technical Assistance with CARE International, 1986/89; he joined ActionAid-Kenya, as Country Director, 1989/95. John was subsequently appointed CEO of ActionAid International based in London, UK, 1995/98, before returning to Nairobi as Director General at the African Medical Research Foundation (AMREF).

In 2001, John co-founded the Poverty Eradication Network (PEN), providing organizational capacity building services in areas of Organizational Development, Managing Change, Strategic Planning, Good Governance and Local Resource Mobilization to Civil Society Organizations (CSOs) in Eastern and Southern Africa. As PEN Executive Director, John played a leading role in establishing and strengthening CSO networks; co-founding 'Viwango' (Kenya's first independent CSO certification body) and establishing the CSO Reference Group, which galvanized CSO input into the Kenyan Public Benefit Organization (PBO) Act 2013.

Throughout his career, John has provided capacity building services to more than 120 organizations and networks in more than 40 countries in North America, the EU, Africa and Asia.

Lebi Sumiog Patadlas

Lebi has played various leading roles in strengthening NGOs in the Philippines, particularly in Mindanao. With almost four decades of experience in resource mobilization, research, rural development, and post-disaster relief and rehabilitation response, Lebi significantly helped organizations to tackle issues covering human rights, justice and peace, women empowerment, and community development. He was the National Program Coordinator of the Relief and Rehabilitation Program of the United Church of Christ in the Philippines (UCCP) and was UCCP's key person for post-disaster response during the devastating Earthquake in Northern Luzon in 1990, the eruptions of Mt. Pinatubo in 1991, and the Landslide disaster in Ormoc City in 1992. He has supported the production of publications and guidebooks on disaster management. In 2006, Lebi became the Rural Livelihood Adviser for a women's organization in West Africa and supported Africa's Regional Bureau of Upland Agriculture in Afar Region for their social research work under the auspices of the Voluntary Service Overseas (VSO). He was eventually absorbed as a university lecturer in Samara University, Samara City, Afar Region, Ethiopia where he lectured on Agri-Business and Agricultural Extension.

Lebi graduated at Southern Christian College, College of Theology, with an A.B. major in Theology in 1980. He finished his post graduate studies at JH Cerilles State College (JHCSC), Dumingag Campus, Dumingag, Zamboanga del Sur on 2012, with a degree in Master of Arts in Agricultural Development (MAGDev). Presently, he still supports organizations as a private consultant in project proposal development, writing manuals and toolkits, lecture on organic farming and sustainable agriculture, project management and disaster preparedness.

Ma. Jenny Martinez Gevela

A dynamic Professional Development Expert since 1995. Jenny started her first development career as a Program Coordinator of Community Service of De La Salle University – College of St. Benilde. She graduated Bachelor of Arts in Community Development Economics graduate of University of St. La Salle, Bacolod City and earned units of Master of Science in Economics at Asian Social Institute, Manila (1998) and University of San Agustin, Iloilo City (1999). She has been working for more than 20 years in various development sectors. Prior to her engagement with IIRR- Regional Center for Asia as NGODPP Coordinator, working closely with Give2Asia, her commitment to serve in international organizations like Tearfund Shield Project, Typhoon Haiyan (Yolanda) Emergency Response in Roxas, Capiz as Project Officer in 2014, Consultant of World Bank Convergence SURS (Scaling-up Rural Sanitation) with DSWD and Food for the Hungry (2016) is recognizable. She also served as VSO volunteer in Bangladesh as Program Management Advisor of Bangladesh National Women Lawyers' Association (Program Management in 2008); Regional Coordinator of Indian Institute of Paralegal Studies, LAYA, India (2009). She also volunteered for "UNDP SDGs Stand Up Campaign 2010" in Orissa, India.

Merlie "Milet" B. Mendoza

Merlie "Milet" B. Mendoza is a regionally recognized humanitarian practitioner and peace and social development worker. For more than 25 years, she has worked as a government peace and social development worker in the field in Mindanao and other areas affected by disasters due to natural calamities and human-induced conflicts. She has shared her ground-based experience in humanitarian work and peace building in complex environments at various international and local conference including twice at the UN General Assembly and has facilitated and organized trainings related on the subject. She was also a founding member of the Asian Disaster Reduction and Response Network (ADRRN) in 2002 and was Executive Committee member until 2013, and the Mindanao Emergency Response Network (MERN) in mid-2000s.

In 2010, Milet has completed the Women Peace Makers' Program at the Joan B. Kroc Institute of Peace and Justice at the University of San Diego in California, USA. She has an International Diploma on Humanitarian Assistance (IDHA) from the Center for International Health and Cooperation of the Fordham University, New York City in June 2004.

Since 2007, Milet continued to be an independent humanitarian, and peace and development worker. She believes in the power of social organizing as a critical element for community empowerment.

Sharmaine Lotho

Sharmaine is a junior development professional with four years of combined work experience specializing in proposal writing, projects acquisition, knowledge management, and project management. She is currently working as a Bid Manager for ASSIST, an international NGO focused on capacity building. Her role includes securing projects and funds for the organization through the development of proposal documents for international organizations, international financial institutions, and other bilateral and multilateral organizations. Prior to ASSIST, she worked as a Researcher specializing in the Energy sector. Sharmaine graduated with a Bachelor of Arts degree in Asian Studies from the University of Santo Tomas.

Volunteer networks

Philippines

<https://ivolunteer.com.ph/>

www.ivolunteer.net.ph is the Philippines' first volunteerism website created in 2001 by a group of passionate individuals

<http://handsonmanila.org/>

HOM is the first Hands on Network affiliate in the Asia Pacific region. It is committed to empowering individuals to act as citizens and to realize their ability to contribute to the community in meaningful ways. By providing a variety of flexible tangible volunteer opportunities, HOM seeks to enhance citizen capacity to effectively serve the community.

<http://www.jvpfi.org/>

The Jesuit Volunteers Philippines Foundation Inc. (JVPFI) engages in nation-building by recruiting, training and sending volunteers for a year of service to marginalized communities and areas with the greatest need. Jesuit volunteers empower these communities as teachers, formators, community organizers, or enterprise development officers assigned to under-resourced schools, parishes, and NGOs across the country.

<http://www.xu.edu.ph/year-of-service>

The Xavier University - Year of Service (XU-YOS) is a volunteer sending program that helps facilitate peace and social development in Mindanao.

Illustrations by:
Ariel Lucerna



Design and Layout:
Celso Amutan



Many community based organizations in Asia have mobilized funds to support DRR programs that mitigate the damages brought by calamities and to curb risks and impacts. However, budget allocations for DRR are often inadequate and CBOs are left at crossroads on how to continue supporting vulnerable communities.

This guidebook features easy to understand language and offers practical tools in mobilizing funds to support community disaster preparedness.