

“5TH AUTUMN REGIONAL ADVOCACY SEMINAR ON FUNDRAISING: RESOURCING PATIENT ORGANISATIONS FOR A STRONG PATIENT MOVEMENT”

Workshop 3: Other sources: donations, membership, events

Moderator: Geoffrey Henning

Rapporteur: Margarida Pires-da-fonseca

“ A STRONG PATIENTS’ VOICE
TO DRIVE BETTER HEALTH IN EUROPE ”



- Identify your target audience
- Create database based on contacts /membership
- Raise awareness & increase visibility
- Get sustainable funds through regular donations
- Identify key fundraising tools for your organisation

- “Compassion” is the key to successful fundraising
- Database is the key tool for every successful fundraiser, that needs to be constantly updated
- Never miss the opportunity to ask for money (donation forms on leaflets, website, etc.)
- Understand your target audience and what they will give money for
- Keep your members “warm” – newsletters, updates, etc.

THANK YOU FOR YOUR ATTENTION!

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