

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

**National Working group: Analysing funding sources in Italy**

**Moderator: Simona Biancu**

**Rapporteur: Valter Dal Pos**

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



- Join networks/communities to minimize the cost per contact  
(to reach new donors)
- Proximity and dialogue with potential donors
- Improve storytelling and use it as a promotional tool

- Develop strategies based on the Fundraising pyramid
- Improve communication and develop an integrated, precise and effective communication strategy
- Develop legacy Fundraising

# THANK YOU FOR YOUR ATTENTION!

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**More information:**

[www.eu-patient.eu](http://www.eu-patient.eu)

[info@eu-patient.eu](mailto:info@eu-patient.eu)

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