

How to develop an organization fundraising strategy step by step

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The Secrets to Fundraising

- Needs dedication and resources
- Should give priority in your organization
- Identify resources: find pro bono professionals (free of charge) to help in business schools . (Be careful may benefit more than your organization!!) (look at MBA's Coimbra/ISCTE Portugal)ESADE Alumni Solidari (International)
- Understand the procedure for maintaining organization and sustainability:

The Secrets to Fundraising

- Design/ develop/ implement/ monitoring/ evaluation projects and organization
- Connect with communication strategy
- Have a specific business plan

Fundraising strategy elements

- Geographical plan and RRHH plan: have you the capability to carry out the plan: logistical capability?
- Ensure that the needs that you meet are objective and real community needs, not personal
- Adapt to current socio-economic and political situation.
- Develop plan and adjust to current needs. Be aware and build into plan.

Fundraising strategy elements

- We need to be results-driven, too many organizations, build trust.
- Importance of forgetting personal interest and having national strategic plans.

Fundraising strategy elements

- Communication plan: private and public to support your FR strategy. Include in the Communication pack and project proposal for the donor with clear protocol on advertising
- Organization structure: important for credibility and transparency. External audit required some countries e.g. Spain/ USA/ UK.
- Build on logo-visibility and use it

Fundraising strategy elements

- Recruiting volunteers in universities/ colleges/ corporations and corporate responsibility and expertise...perhaps only provisional
- Coordination: energy strategy: time-people-place
- Bureaucratic compliance to standard protocol: institutional donors + some private donors

Fundraising strategy elements

- Difficulty of making decision to invest in resources to maintain or grow organizational structure
- Resources available to support developing a fundraising strategy. Contact: Daryl Ursall based in Madrid