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3 July 2014

Dear Friends,

This week's Newsflash is focused on practical tips and steps for effective fundraising. Fundraising is essential for any CBO, but it can be one of the hardest tasks to accomplish. The resources below have compiled tips to make fundraising less daunting and have great ideas and suggestions on how to diversify your funding sources. We hope you enjoy this week's edition of the Newsflash!

Sincerely,

The Firelight Team

*(Resource) Fundraising Guide for Women's Community-Based Organizations by Women Thrive Worldwide*

*(Resource) The Resource Alliance: Knowledge Hub*

*(Accepting Concept Applications) The Conservation, Food and Health Foundation*

*(Accepting Proposals) FRIDA | The Young Feminist Fund*

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*(Resource) Fundraising Guide for Women's Community-Based Organizations by Women Thrive Worldwide*

This guide goes in-depth on multiple aspects of fundraising for CBOs. The first part of the guide focuses on developing a fundraising strategy. In order to develop a good strategy you must understand how much money you need, what kinds of resources are available, which ones you can realistically access, and what are your current and future needs. Since foundation funding is often short-term, your fundraising strategy should identify multiple sources of potential funding. CBOs can work to diversify their funding through multiple grants from various foundations, income-generating activities, individual donors, or membership fees.

Once you have a fundraising strategy, you need to identify potential donors ('prospects') to fulfill your funding needs. Your organization will need to conduct research on potential donors in order to create a list of prospects. A simple process can help you determine whether a person or organization is a good prospect for you. Here is how to do it:

1. **Capacity:** Does the person or organization have the money to give you right now? How much? For foundations or corporate donors, you can use the Internet to research the size of other grants that they have made in the past.
2. **Passion:** Does the person or organization have passion for your type of work? Make

sure there is a “match” between what you do and what the prospect is passionate about. You can determine their passion by looking at their past giving online, any annual reports or other publications they may have issued, and by directly communicating with them.

3. **Managing prospects:** Your prospect list is like a treasure. Keep track of your prospects on paper, a spreadsheet, or a chart on a computer. Your objective is to keep all your prospect information handy and easily usable – this is what makes it valuable. It is worth your time to set this up in whatever system works best for you so that you will be able to track information and stay in touch with people. Here is a sample of the information you should track:
  - a. Contact name and title, organization name, and address; \_Phone and email for the contact person and website address for the organization;
  - b. Potential funding amount;
  - c. You may also want to keep track of your notes on the cultivation process (such as information on the dates and content of phone calls or emails with prospects) and prospects’ project or program interests;
  - d. Next steps – when should you follow-up with someone and about what? What is the next logical step to help them build interest in your organization or to check in on funding? Make a concrete plan for engaging each potential donor.

Since not every donor is able to give what you are asking, the total potential gifts on your prospect list should exceed the amount you need to raise. Professional fundraisers generally estimate that the potential gifts from your “prospect pipeline” should total at least three times the amount you need to raise. So, for example, if your organization needs to raise \$1,000, total potential gifts in your prospect pipeline should total \$3,000 ( $\$1,000 \times 3 = \$3,000$ ).

Once you have developed a prospect list, the next step is to cultivate relationships with the potential donors. Cultivation is the process of developing a relationship over time with a potential or current donor. It is how you get to know each other, build trust, and gain consistent support. There are a few important steps to cultivate a relationship with a prospect:

1. **Research:** Try to learn as much as possible about the prospect so you understand their interests and how they align with your work
2. **Verify capacity:** Verify the capacity of the prospect and their interests. Once you establish contact with the prospect, try to build a personal rapport. Be sure to ask the prospect questions about themselves and their interests. This is how you find out whether this prospect is right for your organization.
3. **Stay in touch:** Stay in touch through regular emails, updates, or other communications. Plan to contact each prospect at least four times a year with a specific message that doesn’t ask for money. It always helps to have prior personal contact with a prospect before making an “ask” (a request for a contribution) – this includes foundations and larger institutional funders.

The next step is to develop a 'pitch'. The pitch is a quick introduction to your organization, with the goal of getting people interested in what you do and why it's important. A pitch should include:

1. Name and type of your organization
2. What you do and why it's critical
3. A "hook" or what makes you unique and a compelling reason for someone to learn more

There are many ways to raise money beyond grants from foundations. The guide suggests that organizations work to be creative and responsive to their environment. Often the best way to start is by surveying your community to discover opportunities for raising money that exist close to your home. If you provide needed services within your community, you have a potential built-in base of support from the people who live there. You should work to develop a strong network from the inside out by starting with people who are close to your organization. Having a strong basis of support in your community will create opportunities for people to donate money or their time and can also strengthen your application when you are applying for a foundation grant. Fundraising is not separate from community building, but is an integral part of it. Look for ways to integrate fundraising into the networking and community building activities your organization already does. There are many ways to raise money beyond foundations, such as:

- Membership dues
- Community fundraising events
- Fee for service/earned income/income generating activities/products
- In-kind gifts
- Businesses/corporations
- Giving circles
- Matching gifts
- Diaspora communities
- Community groups
- Governments
- Joint fundraising with other organizations

The key to successful fundraising is thorough research and being creative. The guide lists other fundraising resources and also a list of international grantmakers which make grants to small organizations in Appendix 3.

To read more about tips for successful fundraising and access the full guide, please visit: <http://bit.ly/1wxWFYi>

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(Resource) The Resource Alliance: Knowledge Hub

This website compiles various toolkits and articles on the basics of fundraising. The Knowledge Hub provides links to articles on the basics of fundraising principles, concepts, best practices, tools, techniques, and case studies. The website lists four main categories: fundraising fundamentals, fundraising tools & techniques, philanthropy, and assessment tool (currently being developed). These main categories contain numerous sub-categories ranging from branding and communication to donor prospect research. The articles on the website can be used to answer questions such as “How to tell effective stories for donor engagement?” or “How to get new donors to give to your organization?”. This is a one-stop website for the basics on fundraising.

To explore the resources the website offers, please visit: <http://bit.ly/1PyFNZ>

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(Accepting Concept Applications) The Conservation, Food and Health Foundation

The Conservation, Food and Health Foundation is accepting concept applications from organizations in the developing world for projects that demonstrate strong local leadership, promote professional development in the conservation, agricultural, and health sciences; develop the capacity of local organizations; and address a particular problem in the field.

### Primary Fields of Interest

4. **Conservation** – to improve ecological and environmental conditions in the developing world. Supports are provided to field research and related research activities, training, and technical assistance efforts that help conserve viable ecosystem and protect biological diversity in developing countries; and train local leaders in conservation and protection of resources.
5. **Food** – to improve access to food for consumption in developing countries. Projects that promote or develop specific sustainable agriculture practices with potential to advance science and practice in other countries; develop new approaches that address fuel and resource problems related to food production and preparation in developing countries; explore and refine innovative education and training interventions for small scale food producers and farmers; and advance new approaches to control pests and diseases affecting important food crops of developing countries are supported.
6. **Health** – public health programs that are preventive rather than curative in nature. It supports research, technical assistance, and training projects that improve public health through community-based efforts that address health promotion, disease prevention, family planning, and reproductive health; and increase the understanding and treatment of tropical diseases.

Grant request can be made up to \$25,000. There is no minimum bar.

## Eligibility Criteria

4. One organization can submit only one proposal in any calendar year.
5. Must submit proof of charitable/non-governmental status
6. Request for matching grant or joint grant (for projects funded by other sources) are accepted.

## Deadline: 1 July 2014

Note: Remember to check on the left sidebar. Find guidelines, concept application instructions and other relevant documents and read them before beginning with the application.

For more information, please visit <http://bit.ly/1mkRrf8>

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## (Accepting Proposals) FRIDA | The Young Feminist Fund

FRIDA | The Young Feminist Fund is accepting proposals from organizations led by women under 30 that work to promote the safety, equality, justice, rights and dignity of girls, women and other marginalized groups.

## Who can apply?

- Groups founded or led by young women or trans\* youth (under 30 years) that are committed to:
- Advancing and defending women's rights from a feminist perspective;
- Improving the lives of young women/transgender youth at local, national, regional or international levels;
- Inclusive organizing, collective action and feminist movement building
- Groups, networks, or collectives based in the Global South (Africa, Asia and the Pacific, The Middle East, Latin America and the Caribbean and Central, Southern, Eastern Europe and Caucasus and Central Asia).
- Groups founded in the past 5 years (i.e. your group was formed between 2010 – 2014).

## What is NOT supported by FRIDA?

- Groups or organizations that display an intolerant attitude towards others on the basis of age, religion, sex, race/ethnicity, disability, class or sexual orientation.
- Organizations working with young women and trans youth but led by individuals over 30 years of age. We do not fund youth "programs" of existing organizations — we fund youth-led groups.
- Scholarships, internship or school fees (including Doctoral or other research)

- Groups with budgets over \$25,000 USD
- Proposals submitted by individuals, government institutions, political organizations or religious groups.
- Groups that focus only on the provision of direct services (e.g. community literacy, formal education, technical training, craft or health care etc).
- Groups that focus on income generating activities.
- Groups based in the following highly-industrialized countries: Australia, Austria, Belgium, Canada, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Japan, Luxembourg, New Zealand, Netherlands, Norway, Portugal, South Korea, Spain, Sweden, Switzerland, United Kingdom, United States

**Deadline: 28 July 2014**

For more information, please visit: <http://bit.ly/1izinZ1>

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As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantee-partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past editions of the Firelight Newsflash can be found on our website:

<http://www.firelightfoundation.org/resources/newsflash>

We welcome your comments, feedback and ideas for upcoming Newsflashes at [newsletter@firelightfoundation.org](mailto:newsletter@firelightfoundation.org)

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