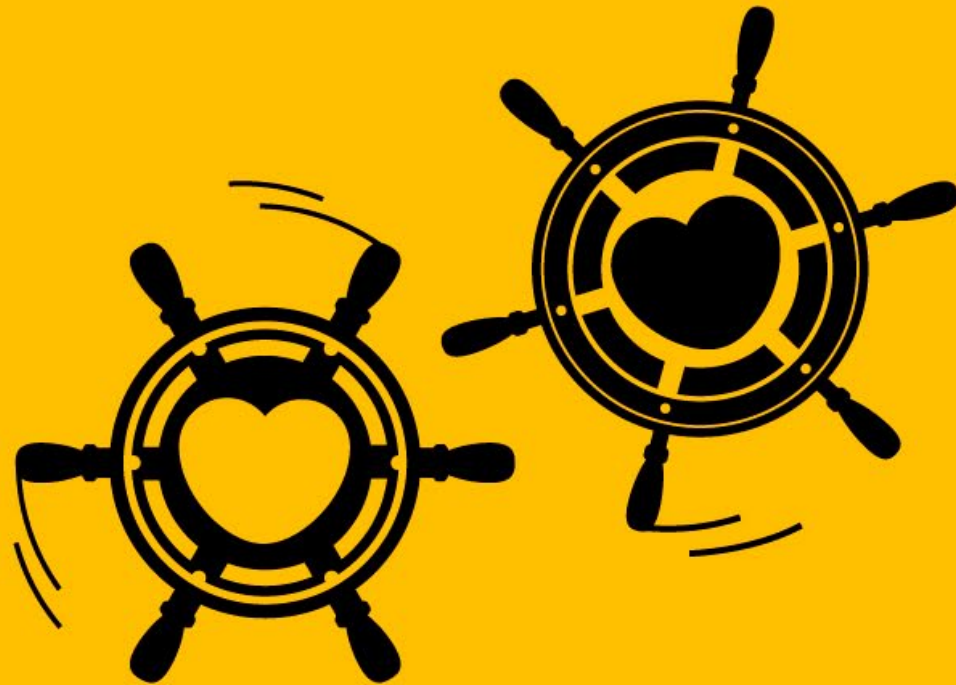


PLANNING A FUNDRAISING CAMPAIGN



This material is created as part of the Next Gen initiative. Next Gen is a joint initiative of the Active Citizens Fund Operator in Bulgaria and the Active Citizens Fund Operators in Slovakia and Lithuania to enhance the capacity of young leaders of civil society organisations. The Active Citizens Fund Operator in Bulgaria is the Open Society Institute - Sofia Foundation in partnership with Workshop for Civic Initiatives Foundation and Trust for Social Alternative Foundation.

Sofia 2024

This material is created with the financial support of the Active Citizens Fund Bulgaria under the Financial Mechanism of the European Economic Area. The entire responsibility for the content of the document carried by the Active Citizens Fund Operator in Bulgaria and under no circumstances can be taken to reflect the official opinion of the Financial Mechanism of the European Economic Area.

PLANNING A FUNDRAISING CAMPAIGN

It is important to allow sufficient time for the preparation and planning of fundraising campaigns, irrespective of their scale. Developing a campaign is much like developing a project and should follow the same principles. A number of important things need to be discussed in advance - what is the purpose of the campaign, who is the target group, what are the specific activities to be carried out and who is responsible for them, what results are expected, etc.

The main questions that need to be answered before the campaign is launched are:

What is the cause?

The word cause comes from Latin and means reason. When we talk about a fundraising campaign, we are referring to the "deeper cause" that lies at the heart of an organization and is linked to its mission, especially the part concerning values. Activities that are directly linked to its mission and values refer to potential fundraising campaigns.

It should never be forgotten that resources are not raised for resources' sake. The money, goods and volunteer labour that are provided by donors are only a means to enable the organisation's cause to be realised, to implement certain ideas and thus support a particular group of people in a particular locality or to help solve an important local problem.

Who are the stakeholders and supporters of a particular cause?

In order to answer this question, it is useful to draw up an indicative list of all the stakeholders and potential supporters of the cause. If it is related to the construction of a wheelchair ramp, it should not be thought that this is only important for disabled people and their relatives. Consideration should be given to whether there are other groups who would be directly interested. In this particular example, these could be young parents, who also find it difficult to negotiate steps with a pushchair, as well as the elderly.

Dedicate time for donor analysis and research.

This will provide clarity on:

- Expected motives for donating (e.g. upcoming elections, competition, children's health, etc.);
- The different capacities of the donors (what resources they currently have and in what quantity, what proportion they can spare, etc.);
- Preferences about the form of donation (whether volunteer labour, materials or money is more likely to be received as a donation).

What fundraising techniques are chosen?

It is a good idea to be clear about all the resources needed for the campaign - including money, people, contacts with important people, time for training volunteers - before starting to choose techniques. After this analysis, a judgement can be made as to whether the application of this or these techniques is appropriate in the context.

How much is expected to be raised?

It is good to have an idea in advance of each donor or group of donors specifically what and how much they can give. This way we will have the opportunity at the outset to make changes, if necessary, to ensure the success of the campaign.

Before proceeding to the actual implementation of the campaign, each member of the team (staff or volunteers) should know the answers to the following three questions:

- What activities or tasks need to be completed?
- By when should each of them be completed?
- Who is the person responsible for implementation?

Plan B. Last but not least - we should always have an alternative option in case the expected funds are not raised and for reasons beyond the control of the organisation the campaign is hindered or thwarted.

Once the campaign is over, success should be noted, as well as remembering to give critical feedback. This will help to assess what went well and what can be improved, what can be maintained and what can be changed so that the next fundraising campaign is even more successful.