



There could be a powerful international women's rights movement if only philanthropists would donate as much to real women as to paintings and sculptures of women.


Nicholas D. Kristof




# ADVOCACY RESOURCE MOBILIZATION



# FUNDRAISING

 Session time:  
60 min

**TIME** Activity 1  
Activity 2

 **FACILITATOR**  
Guide

## OBJECTIVES

- To have a basic understanding of fundraising activities
- To identify the different types of resources needed to implement a successful advocacy strategy
- To identify the different types of donors and their priorities


## MATERIAL

- Computer
- PowerPoint projector
- Internet connection
- Flip chart with session objectives written on it

## PRESENTATION

- Fundraising Session PowerPoint presentation

**ACTIVITY ONE**

 25 min



## Facilitator's Note

Because this session is based on a PowerPoint, it is important to be as dynamic and interactive in this session as possible. Present each slide in a dialog fashion and invite participants to ask questions at any point throughout the session. Review the “Tips for Facilitators” section in Chapter 2.2 to maximize the quality of your presentation. Finally, be sure to include a 5-minute break to energize and re-focus participants.

## Introduction to Fundraising

- 1** Review the written session objectives on the flip chart with the group. 5 min
- 2** Introduce the “Necessary Resources for Advocacy” slide: These are all of the elements we need to implement a successful advocacy strategy. Please note that not all of these resources are directly related to finances.
  - People (human resources)
  - Money (financial resources)
  - Capacities and information
  - Equipment (vehicles and computers)
  - Infrastructure (Internet, office)
  - Contacts (networks, allies, experts)
- 3** Present the “Identify the Resources that Your Organization Needs” slide
  - Consider your objectives, expected advocacy results, and activities.
  - Identify the resources that you already have.
  - What is the gap between your existing resources and the resources needed?
  - How (and with whom) can you fill this gap? 3 min


- 4 Present the “Fundamental Principles” slide
- Diversification is key.
  - Focus on the long term.
  - Invest in the capacity of your institution and your human resources.
  - Research potential donors and allies.
  - Be creative!
- 
- 5 Present the “Requirements for Successful Fundraising” slide: Highlight that donors give with their hearts as well as their heads. They also donate to your cause or organization only to impact the issue or population that they are passionate about, so communicating outcomes should always take priority over showcasing the organization itself.
- Donors need to know that their resources will be used in an effective and responsible way.
  - To generate confidence, they need:
    - Justification and legitimacy
    - Strategies and objectives
    - Institutional structure (Board of Directors)
    - Systems for monitoring and evaluation
- 6 Present the “Types of Fundraising” slide: There are different avenues for fundraising that involve writing proposals to donors, as well as raising money by providing a service or raising a product, or more traditional forms of fundraising that use media, like TV/phone/mail campaigns. Discuss the advantages and limitations to each form of fundraising.
- Donors
    - Private, multilateral, government
  - Consultancies
    - Service provision (i.e., translation services)
  - Special events (i.e., gala, reception)
  - Fundraising with your members
    - Membership campaigns
    - Direct mail
  - Fundraising with the general public
    - Phone-a-thon
    - Face to face (i.e., door to door)

3 min

# 12.1

## FUNDRAISING

ACTIVITY  
**TWO**

 30 min

### Successful Strategies for Fundraising

- 1 Present the “Know Your Donor” slide

  - What are the donors’ priorities and values?
  - What kind of projects have the donors previously financed and where?
  - Are there some types of funding that the donor does not fund?
  - What level of financing does the donor award?
  - Is there a proposal guide and deadline for proposal submission to the donor?

..... 5 min
- 2 Practical exercise: Go online using the projector in front of the participants and log on to a donor that you like. As an example, you could use the NoVo Foundation’s website: [www.novofoundation.org](http://www.novofoundation.org). Go through the website with the participants to look for the answers to the questions presented on the “Know Your Donor” slide.

..... 15 min
- 3 Suggest that participants begin compiling a brief kind of fundraising database so that they can track their fundraising efforts and also keep tabs on potential donors. For example, they can keep a list of fundraising efforts as shown in slide 10, as well as use an online calendar device (like Microsoft Outlook or Google Calendar) that can help them to track funder deadlines. For calendaring it is important not only to track the funder deadline, but also to install a reminder one and two months before the deadline to allow time to work on the proposal!
- 4 Close the session by emphasizing that this is a simple introduction to fundraising. For more resources, they can go to Chapter 15.7 for information on fundraising and proposal writing.

..... 5 min

## NOTES

.....

---

---

---

---

# FUNDRAISING

Session time:  
60 min

**TIME**  
Activity 1  
Activity 2

**PARTICIPANT**  
Guide

## OBJECTIVES

- To have a basic understanding of fundraising activities
- To identify the different types of resources needed to implement a successful advocacy strategy
- To identify the different types of donors and their priorities

## MATERIAL

- Computer
- PowerPoint projector
- Internet connection
- Flip chart with session objectives written on it

## PRESENTATION

- Fundraising Session PowerPoint presentation

**ACTIVITY ONE**

25 min

## Introduction to Fundraising

Discuss the basic elements of fundraising as they relate to advocacy strategies.

**ACTIVITY TWO**

30 min

## Successful Strategies for Fundraising

Discuss the different elements of donor funding priorities.

## NOTES

---



---



---




---




---

## PROPOSAL WRITING SESSION

 Session time:  
90 min

**TIME**  
Activity 1  
Activity 2  
Activity 3

 **FACILITATOR**  
Guide

### OBJECTIVES

- To understand the basics of proposal writing
- To be familiar with all of the components of a proposal
- To be familiar with “best practices” for proposal writing

### MATERIAL

- Computer connected to the internet and a projector
- Flip chart with the objectives of the session

### PRESENTATION


- PowerPoint Presentation for the “Proposal Writing Session”



### Facilitator’s Note

Because this session is based on a PowerPoint, it is important to be as dynamic and interactive in this session as possible. Present each slide in a dialog fashion and invite participants to ask questions at any point throughout the session. Review the “Tips for Facilitators” section in Chapter 2.2 to maximize the quality of your presentation. Finally, be sure to include a 5-minute break to energize and re-focus participants.

**ACTIVITY ONE**

 20 min


### Introduction to Proposal Writing

- 1 Introduce the session and review the written session objectives on the flip chart with the group. 5 min
- 2 Present the “Proposal Writing: Is It Worth It?”: These are the questions we need to consider when we assess a proposal opportunity. The overarching questions should always be: Is this proposal in line with our mission and vision? slide
  - What current need does the potential grant respond to?
  - Is the proposal in line with our mission?
  - Amount of funds
  - Who can the funds be used for?
  - Organizational requirements
  - Length of funding 5 min
- 3 Present the “Probabilities” slide
  - According to research, 20-25% of proposals are accepted.
  - More than half (60%), are rejected the first time because of the following:
    - The proposals are not written in alignment with the donor’s mission and values.
    - The organization did not follow proposal instructions. 5 min

# 12.2

## PROPOSAL WRITING SESSION

### ACTIVITY TWO

 50 min

## Components of a Successful Proposal

- 1** Present the “Proposal Components” slide
  - Cover page
  - Information page
  - Executive Summary
  - Justification and necessity
  - Project description
  - Organizational capacity
  - Timeline
  - Proposal
  - Appendix (attached documents)

3 min

---
- 2** Present the “Cover Page” slide
  - Write it last.
  - Write on organizational letterhead.
  - Make it short (1 page maximum).
  - Signed by the official representative of your organization.
  - Submitted by the legal or official representative of your organization.

3 min

---
- 3** Present the “Information page” slide
  - All donors have different formats.
  - Provide the contact information of the official or legal representative of the organization.
  - Include the total organizational budget.
  - Indicate the length of the project (relevant dates).
  - Provide a brief description of the project (1 paragraph).

4 min

---
- 4** Present the “Executive Summary” slide
  - Clear and concise (1-2 paragraphs).
  - Should be written after the proposal has been developed.
  - The Executive Summary is a brief review of your entire proposal.
  - Focus most on:
    - Why is your organization the best to complete this project?
    - What will be the principal achievements of this project?
    - Briefly outline the activities you will use to achieve the objectives of the project.
    - Amount you are asking for and how long the project will last.

5 min

---

# 12.2

## PROPOSAL WRITING SESSION

- 5** Present the “Project Justification and Need” slide

  - Identify the problem and the urgency.
  - Create the context and justification for your project.
  - Base your justification on an assessment or a recent evaluation (from the last five years).
  - Use relevant national, state-level, or local statistics to your project.
  - If the data does not exist, use your own base line.

---

5 min
- 6** Present the “Program Narrative” slide

  - What is the goal of your project?
  - Why is your project important?
  - Who are the principal actors, decision-makers, and anticipated allies?
  - Where will the project be implemented?
  - Who and how many people will participate in the project?

---

5 min
- 7** Present the “Goal, Objectives, and Activities” slide

  - Goal: The final outcome that your project intends to reach.
  - Objectives: The specific expected results of the project. Objectives are more specific than goals and refer to a specific location and time period. SMART.
  - Activities: What you are going to do to achieve your objectives.

---

5 min
- 8** Present the “Monitoring and Evaluation” slide

  - Should consist of between 10-15% of the budget.
  - Should include a mix of process and results indicators.
  - Should include both qualitative and quantitative information collection methods.
  - Responds to the question, “How will we know when our objectives have been achieved?”
  - Should be directly related to your objectives (SMART).

---

5 min
- 9** Present the “Institutional Capacity”: Based on the organization’s mission and vision statements as well as the latest SWOT analysis. If the proposal requires capacities that the organization does not have, identify potential key partners that will make the work a success. slide

  - Organizational Mission and Vision
  - Organizational history as a program provider, and your relevant qualities and skills
  - Description of potential collaborating organization or partner

---

5 min



# 12.2

## PROPOSAL WRITING SESSION



### NOTES

Recommended short 5-minute break here so that participants can stretch.

- 10** Present the “Budget” slide
- Follow the donor format!
  - Pay attention to staff costs (should be 50% or less).
  - Use the approved percent (or less) for benefits and indirect costs.
  - Make sure that the total numbers are 100% correct.
  - Ask for the maximum amount of funds available (only ask for less when the donors explicitly prefer it).
  - Justify all of the project costs and include the formula that you used to calculate the costs.
- 5 min

- 11** Present the “Annexes” slide
- Letters of support
  - Include Relevant organizational materials (campaigns, media, etc.)
  - Legal letter showing that your organization is a non-profit
  - Certificate of incorporation
  - Financial audit
  - List of the members of the Board of Directors of your organization
  - Description of key staff
  - Resumes of key staff
- 5 min

### ACTIVITY THREE



20 min

## General Recommendations

- 1** Present the “Characteristics of a Strong Proposal” slide
- Creative and realistic for the proposed time.
  - Show your experience, and know your weakness.
  - Clearly presents the need for the project.
  - Shows the organization’s additional resources (money, human resources, and/or services).
  - Demonstrates understanding of evaluation of your project.
- 5 min
- 2** Present the “Characteristics of A Strong Proposal (continued)” slide
- Provides a clear plan to implement the program.
  - Demonstrates collaboration strengthens the value of the program.
  - Shows possibilities for large impact and can be replicated.
  - Includes a sustainability plan to continue the project when funding ends.
- 5 min

# 12.2

## PROPOSAL WRITING SESSION

- 3** Present the “Practical Recommendations” slide

  - Research and have a good understanding of the following:
    - The donor’s Mission, goals, and objectives.
    - How your goals support the goals and Mission of the donor.
    - The type of projects that the donor has funded in the past, and those that they have not funded.

..... 5 min
  
- 4** Present the “Practical Recommendations (continued)” slide

  - Use simple language and avoid jargon and initials.
  - Make sure you follow the directions and include all required documents.
  - Make sure to indicate funding from other sources.

..... 5 min

## NOTES



---

---

---

---

---

---

---

---

---

---

---


---

## PROPOSAL WRITING SESSION

 Session time: 90 minutes  
**TIME**  
 Activity 1  
 Activity 2  
 Activity 3  
 **PARTICIPANT**  
 Guide

- OBJECTIVES**
  - To understand the basics of proposal writing
  - To be familiar with all of the components of a proposal
  - To be familiar with “best practices” for proposal writing
- MATERIAL**
  - Computer connected to the Internet and a projector
  - Flip chart with the objectives of the session
- PRESENTATION**
  - PowerPoint presentation for the “Proposal Writing Session”


**ACTIVITY ONE**

 20 min

### Introduction to Proposal Writing

Questions to consider before responding to a request for proposals.


**ACTIVITY TWO**

 50 min

### Components of a Successful Proposal

Review the different parts that are usually included in requests for proposals

**ACTIVITY THREE**

 20 min

### General Recommendations

Discuss the overall characteristics of a strong proposal.