Tools and approach to mobilise resources

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• World’s largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience.

• Best known for its life-saving work in emergencies.

• Gets vital food assistance to people in need when disaster strikes.
Our mission

(1) Ensuring access to safe, nutritious and sufficient food for all people all year round

(2) Ensuring an end to malnutrition

Supporting Indian Government strengthen its food-based social safety nets

- Mid-Day Meal (MDM)
- Targeted Public Distribution System (TPDS)
- Integrated Child Development Services (ICDS)
Key Facts: India

- 196 million undernourished people reside in India (around one fourth of the global burden – 821 million people)
- 38% children under five are stunted
- Overweight/obesity has doubled in the last decade
- 40% of food produced in India is wasted
Why fundraising?

Without fundraising, your organization wouldn’t be able to stay up and running, further your causes, or help those that you serve.
Ask questions

What do you want to achieve and why?

Where are we now?

What are we going to do next?
Managing work - tips

Exercise

1 2 3 4 5 6 7 8 9 10

I am a great multitasker

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

1 2 3 4 5 6 7 8 9 10
Managing work - tips

Create space to prioritise

Priorities

Do, Delegate, Delete, Diarize

Purpose, Clarity, Vision
Funding comes in **BITS**: 

- **BUSINESS** – SPONSORSHIP, DONATIONS
- **INDIVIDUALS** – MEMBERSHIP, DONATIONS, EVENTS, LEGACIES
- **TRUSTS & FOUNDATIONS**
- **STATUTORY** – GOVERNMENT
Developing your fundraising strategy

Current status - what is the organisation strategy, current donors, how much in what time frame, mechanism to receive funds, how much is required and when?

Identify the target audience – Partnership mapping – types of donors, drivers to give, focus areas, geographies, agenda

What is your Unique Selling Proposition? – why should someone fund your work?

Bank of ideas and fundraising channels

Retention!
THE FUNDRAISING CYCLE

- Know Your Donor
  - Who supports your cause?

- Plan Your Approach
  - Which channels are best to reach them?

- Make the Ask
  - Be clear and specific about what you want donors to do

- Show Your Appreciation
  - Thank donors for their gift and show how they've made a difference

- Keep Up the Conversation
  - What stories can you share to inspire further support?
Institutional Funding – Business, Foundations, Statutory

Corporate Social Responsibility
Voluntary social investment
Welfare investing
Aid investing
Payroll Giving
Employee matching grants
Impact investing
Getting to the task

THINK ABOUT

A programmatic approach

The ‘product’ (the programme or project idea)

Resource partners’ interests

Strong partnerships

Making a plan

A coordinated team approach
- Map resource partners interest, comparative advantage and track record
- Verify resource partner is an acceptable source
- Resource partner and technical meetings
- Concept notes, proposals and other promotional material
- Presentations to resource partners
- Foster individual contacts
- Reach an agreement on joint interests
- Agree to conditions of partnership, including procedures on use of resources
- Develop and formalize legal agreement
- Acknowledge resource partners’ contribution
- Ensure efficient and effective operations/management of resources
- Regularly report on resource partner’s contribution
- Develop communication tools
- Advocate for continued support
- Media coverage
- Disseminate information on results achieved and lessons learned
Healthcare spenders 2017-18

Top spenders

- Reliance Industries Limited
- Oil and Natural Gas Corporation Limited
- Tata Steel Limited
- NHPC Limited
- Hindustan Petroleum Corporation Limited
- Cipla Limited
- Torrent Pharmaceuticals Limited
- Colgate-Palmolive (India) Limited
- GlaxoSmithKline Consumer Healthcare Limited
- Dewan Housing Finance Corporation Limited
Fundraising Ideas

- At Schools, Colleges or University
- At Work
- At places of worship
- At malls
- Joy of Giving Week 2 to 8 October (Daanutsav)
- Celebrating International days in offices
- During festivals

Fundraising Channels

- Offline
  - Advertising/advertorials
  - Face to Face
  - Events
  - Telephone

- Online
  - Website
  - Social media
  - Crowd funding
Fundraising tips

- Use social media
- Email, email, email
- Make your message heartfelt and personal
- Donate to your own campaign
- Thank your contributors!
HUGE THANKS