



A Key for Sustainability!

Basic Fund Raising Training for Civil Society Organizations

Cemil Hafız



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PROGRAMME

DATE	TIME	SUBJECTS
8 December 2017	15:00	Introduction – Icebreaking
	15:10	Introduction to Fund Raising (FD) - Definition
	15:30	FR Steps
	15:45	Strategic Goals and Action Plan
	16:00	Annual or Periodical Plan
	16:30	GROUP STUDY 20 mins – 10 mins BREAK
	17:00	Approaching the Donors (Target Group – Product – Channel)
	17:20	Examples from FR Works
	18:00	GROUP STUDY 20 mins – 10 mins BREAK
	18:30	Multi-Channel Campaigns
	18:45	Improving Donor Relations
	19:00	Questions - Closing



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AIM OF THE TRAINING

- To Understand Fundraising
- To Understand the Importance of Fundraising
- To Understand the Strategy of Fundraising
- To Learn the Processes of Fundraising Planning and Evaluation
- To Get Acquainted with Fundraising Methods
- To Learn about Fundraising Tools
- To Learn How to Improve Donor Relations



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HOW WOULD YOU DEFINE FUNDRAISING?



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WHAT IS FUNDRAISING?

Fundraising is to collect money or aid in kind for a specific purpose and/or issue



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WHAT IS THE IMPORTANCE OF FUNDRAISING ?

It ensures the survival of the NGOs
It ensures the sustainability of all works (for the benefit of the society and country) undertaken by the NGOs in line with their objectives.



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FUNDRAISING FIELDS (METHODS)

1. FR for individual one time donation

2. FR with a Major Donor Approach
3. FR by way of Inheritance
4. FR for Regular Donation
5. FR by Product Sale
6. Crowdfunding
7. Funds Obtained by Cooperation with Companies – Sponsorships
8. FR by Issue Focused Marketing with Companies or mass marketing for SMEs.
9. FR with Public Funds – Grants
10. Benefiting from the Funds of Foundations
11. FR by activities



FUNDRAISING WORKERS

Professionals

Personnel on Wages

Consultants – Experts (Paid)

Volunteers

Unpaid workers

People affiliated with
organizations socially

Non-expert Labor Force



Bu proje Avrupa Birliği tarafından finanse edilmekte ve B&S Europe liderliğindeki konsorsiyum tarafından uygulanmaktadır.



WHAT ARE THE FUNDRAISING SYSTEMS AND PROCESSES?



1. Planning and evaluations systems – processes
2. Donor identification actions
3. Implementation methods (Scope)
4. Database – Available work development tools
5. Donor relations improvement actions



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STEP BY STEP FUNDRAISING

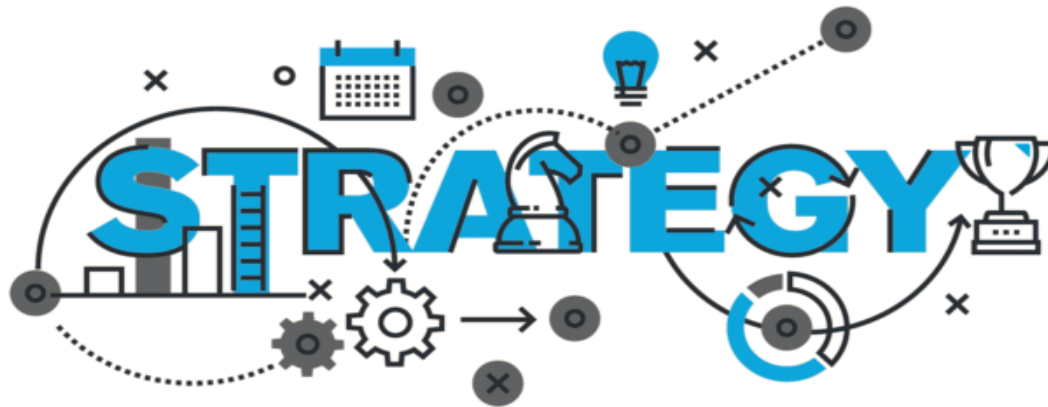
- Fundraising Strategy
- Periodical or annual plan for FR activities
- Target group– Product – Method – Channel – Approaching the donors
- Examples from Fundraising works
- Improving donor relations
- Working with Volunteers



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FUNDRAISING STRATEGY



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FUNDRAISING STRATEGY

It is an instrument/document setting out, in general terms, what and how the organization will do in order to increase its resources in cash or in-kind that necessary for the programs that it will implement. It can be prepared for a 2-5 year period.



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IMPORTANCE OF FUNDRAISING STRATEGY

Prevents fund raising activities to be managed upon reflexes

It is assessed as a road map.

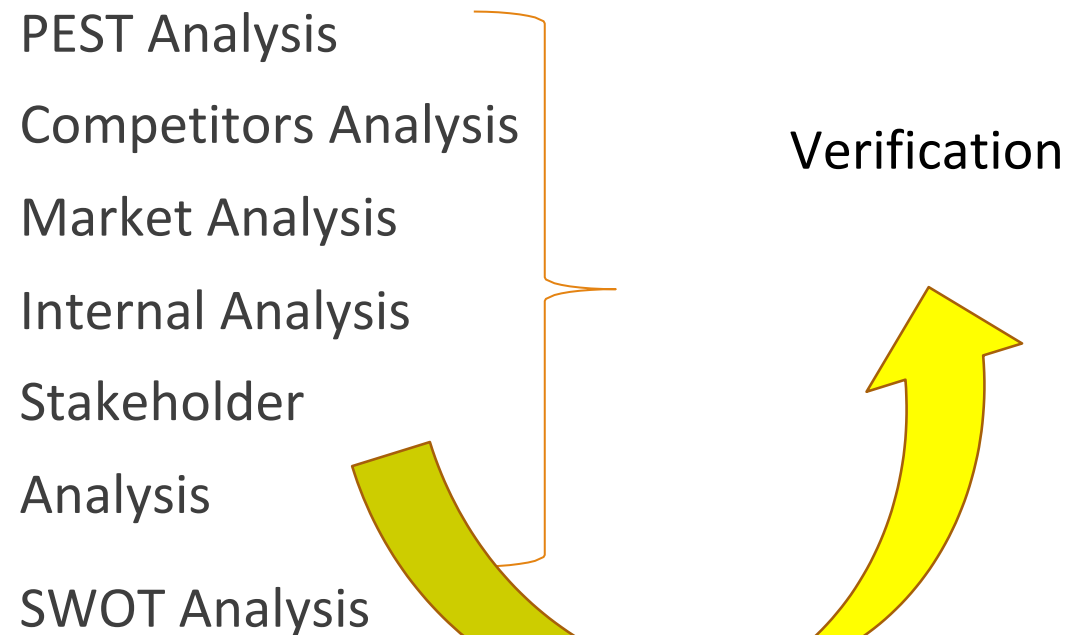
It enables everyone within the NGOs to see the same picture in terms of FR



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Before Determining Strategy (CONTROL - ANALYSIS)



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A TO Z OF STRATEGY

- We determine our fundraising location
- We determine Human Resources, FR methods, systems and processes to be used
- We decide in which fields FR will be done in order to ensure the diversification of NGO's revenues
- We determined the target groups that are compatible with the choice of FR methods
- We decide on the proposals with which we will approach specific target groups
- We decide on each specific way by which we will ask for donation from each specific target group



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FIRST STEP: FORMATION OF STRATEGIC INITIATIVES

Where are we now? Determination/assessment of situation

Where do we want to go? At what point we want to be in FR

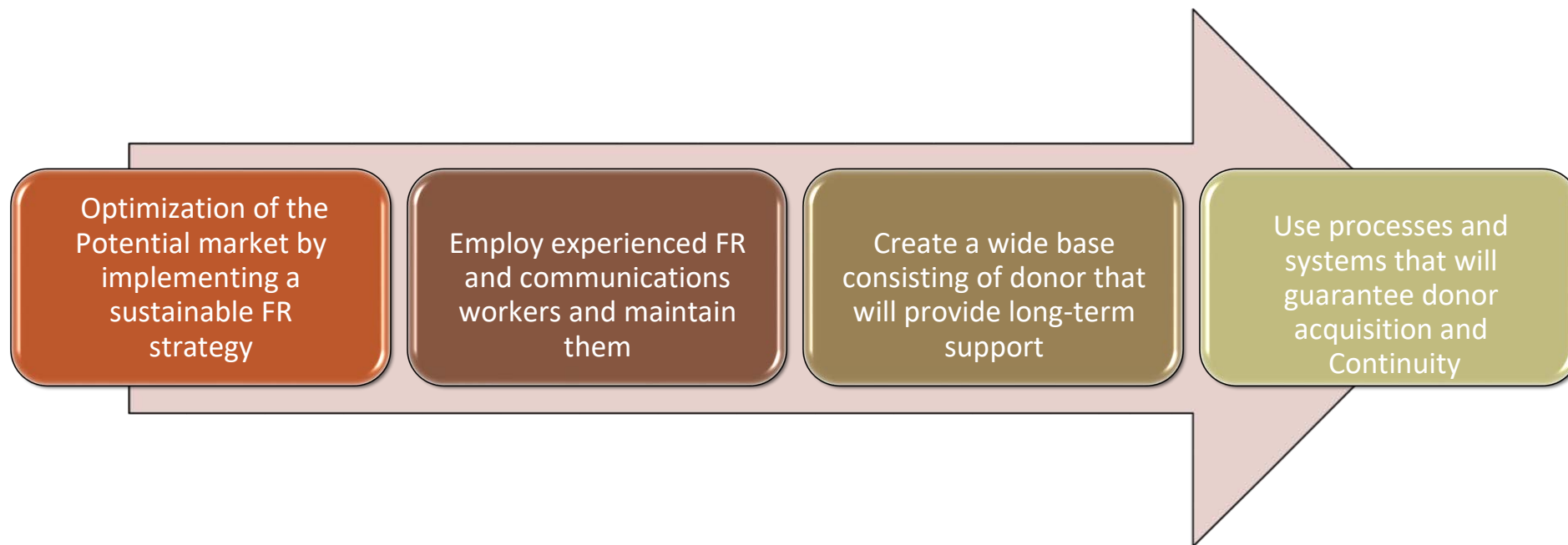
How we will reach that point? What are our strategic priorities (scales)?



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EXAMPLES OF STRATEGIC INITIATIVES



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GOAL SETTING FOR REALIZING THE INITIATIVES

Specific goals determined by the organizations (i.e for one year) will clarify the required budget for the respective year.



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WHAT DO STRATEGIC FR AIMS CONTAINS?

1. How much funding is required in total?
2. How will it be raised?
3. What are the resources (money- human – other?)
4. Are there any other resources required?



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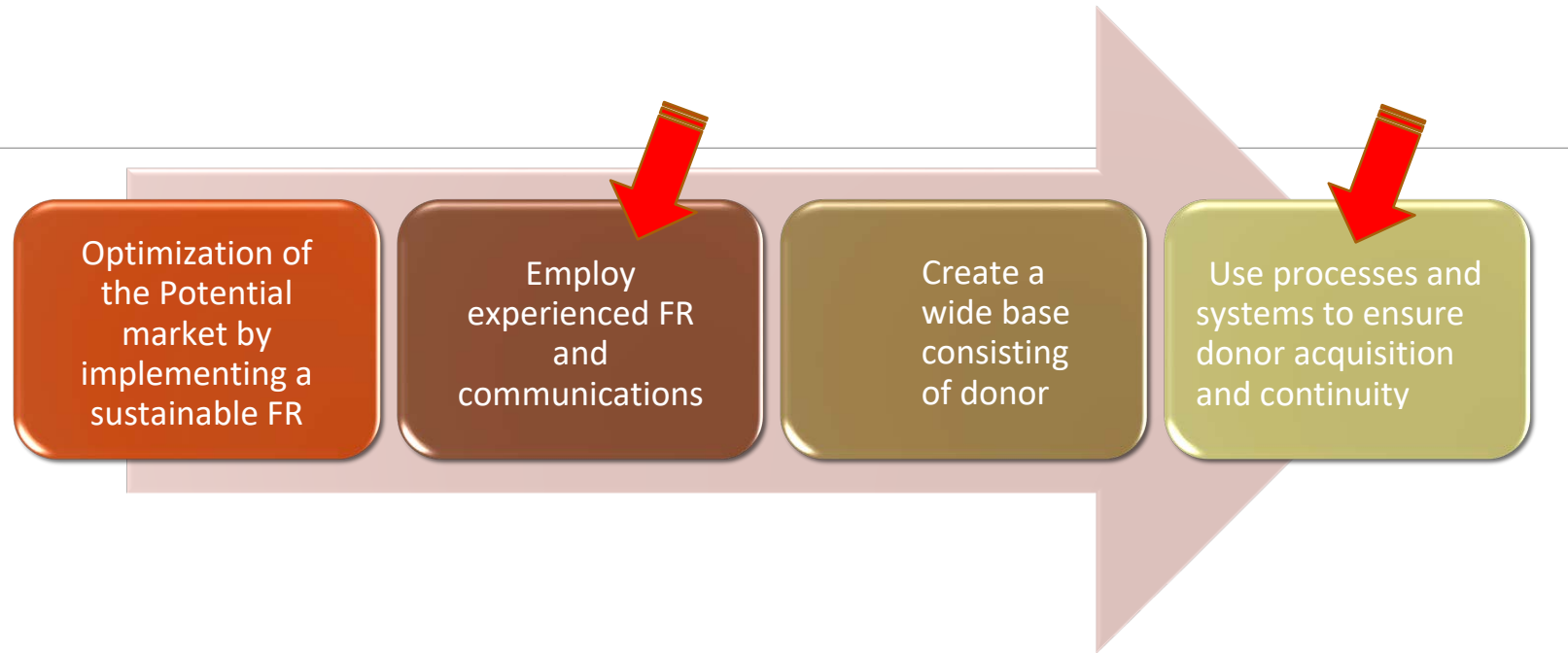
STRATEGIC FR GOAL - EXAMPLE

Within the following **three years**, a total of **TL 300,000** funding will be raised from **individual regular** donors, and corporate **sponsorships**, a total of **TL 60,000** will be spent for the FR activities to be made in this scope.



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We must also consider the investment to be made in HR, in Strategic FR Planning.
We must also consider the investments to be made in professional systems and processes as we increase our works in FR field.



STEP BY STEP FUNDRAISING

- Fundraising Strategy
- Periodic or annual plan for FR activities
- Target group– Product – Method – Channel – Approaching the donors
- Examples from Fundraising works
- Improving donor relations
- Working with Volunteers



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FUNDRAISING PLAN



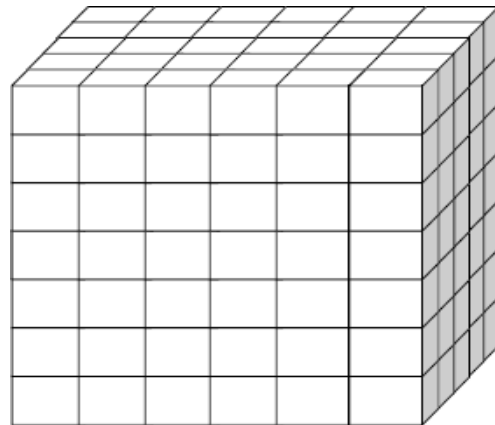
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FUNDRAISING PLAN

Products

- One time Donation
- Product Sale
- Regular Donation
- Inheritances
- Donation in-kind
- Sponsorship
- ...



Channels

- Letter
- Face to Face
- Media
- Activity
- Digital Communications
- ...

Target Group - MARKET

- Individuals
- Companies
- Foundations
- Major Donors
- Institutions
- ...



ACTIVITY PLAN – KEY QUESTIONS

- What is FR for? What is our revenue objective? **Goal**
- To whom FR will be directed at? How many people to be reaches? **Target Group**
- What will we want? **Product**
- When will we do it? **Time**
- Which communications channels will we use? How? **Method**
- Which donation channel will we propose? **Donation Channel**
- How much expense will we have? **Resources**
- How many people, time will we consume? **Other resources**
- How will we give feedback? How is donor cycle?



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GROUP STUDY



Create 3 groups, and try to plan periodic or annual fundraising activities for organizations of your choice.

Time 20 mins.



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STEP BY STEP FUNDRAISING

- Fundraising Strategy
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TARGET GROUP

- Individual
 - Professional Groups
 - Life space – style (socio-cultural – geographic)
 - Potential regular donor
 - Age groups compatible with NGOs
 - Major donor groups
 - Potential inheritors
- Corporate
 - SME
 - +30 Worker Medium Sized
 - +50 Big Potential
 - +100 Big Sized
 - Foundations
 - Corporate Sponsors
 - Grant Suppliers



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TARGET GROUP

PRODUCTS – DONATION TYPES

- **Cash Donations**

- Donations in cash
 - Conditional donation
 - Sponsorship
 - One time (spontaneous – temporary)
 - Periodic or monthly regular donation
 - Cash support from companies (Sponsorship – Cooperation – Partnership)
- Inheritances (Wills)
- Project or Issue focused donations –sponsorship
- Worker contributions linked to workplace
- Foundation funds

- **Donation in-kind** (Donations reliving the budget
Goods- services)



FUNDRAISING CATEGORIES- METHODS

- Fundraising from individuals
- Crowdfunding
- Memberships – regular donation - Subscriptions
- Product Sale
- Fundraising from activities
- Fundraising from inheritances
- Fundraising from companies – project support– sponsorship – issue focused marketing, etc...
- Major donor grants
- Benefiting from funds of the foundations
- Financing from State or National – International aid organizations



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COMMUNICATION AND DONATION CHANNELS

Communication Channels

- Sending Letter
- Digital Marketing
- Telemarketing
- SMS
- Face to Face Fundraising
- One to one communication
- Offer presentation - sending
- Product Sale and Lottery
- Conventional Media
- Activities
- Other Media Channels



DONATION CHANNELS

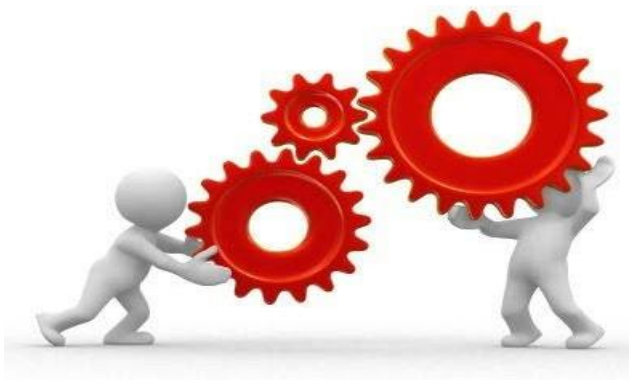
- Banka hesapları
- SMS
- Bank Order
- Salary Contribution
- Credit Card - Pos
- Internet Page Online Donation
- Donation by hand– Cash or in-kind

Açıklamalı [S1]: Channels on top of this are respectively:

- Bank Accounts
- SMS Sending
- Bank Order

APPROACHING THE DONORS

- When asking for support and/or communicating with the donors, you shall determine the methods to be used according to each individual and organization/organizations, and it is important to approach different target groups with different methods.



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UNDERSTANDING THE DONORS



During fundraising, we should first put ourselves in the shoes of the donor – whether individual or corporate, inheritor or regular donor, major etc.- and take the above into consideration.



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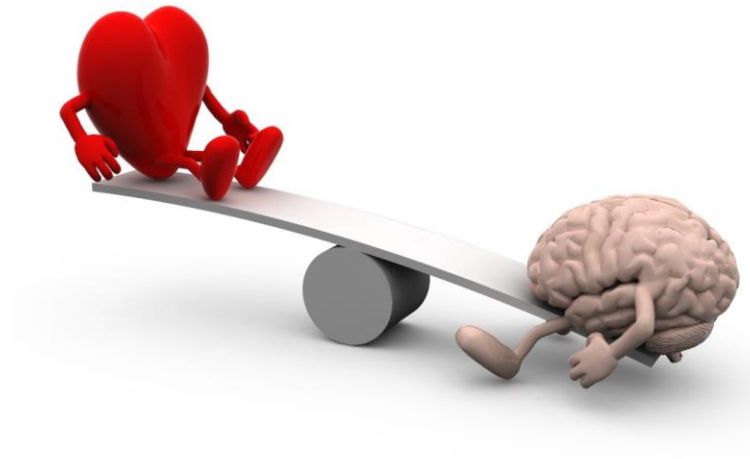


UNDERSTANDING THE DONORS

Deciding to make a donation

Rational? Sensitive?

FR starts with knowing and
making sense of (interpreting)
the donor...



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UNDERSTANDING THE DONORS

**most of the time, we decide to
donate with our feelings!!!**

And

In the 21st century, people give in
order to experience the spirit of
aiding. Because it makes people
feel good...

They give to connect with the world, to
see the world as they would like to see it...

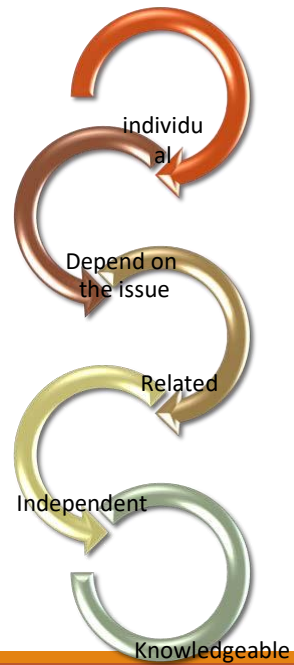


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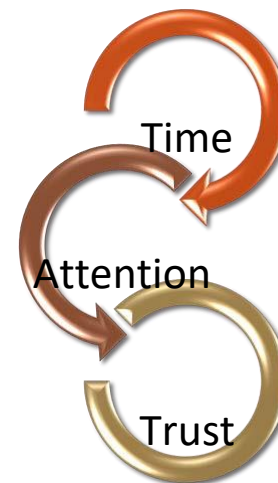


UNDERSTANDING DONORS

TODAY'S DONORS



TODAY'S SCARCITIES



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UNDERSTANDING DONORS

STEP BY STEP FUNDRAISING

- Fund Raising Strategy
- Periodical or annual plans for FR Activities
- Pilot implementations for activities
- Approaching the donors – Goal – Product – Channel
- **Examples from Fundraising Works- Methods**
- Improving Donor Relations
- Working with Volunteers



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FUNDRAISING WORKS EXAMPLES



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FACE TO FACE MARKETING

- Within the structure of your organization or service procurement
- Focused on direct marketing
- One to one – face to face
- On street or closed spaces
- Pre-determined places
- Well trained personnel
- Texts prepared before
- Pre-determined goal – donation
- Pre-adjusted donation methods
- Documentation
- Outlook compatible with the brand



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TELEMARKETING

- Within your structure or by service procurement
- Focused on direct marketing
- Texts previously studied
- Pre-determined goal – donation
- Pre-adjusted donation methods
- Quality telephone data



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NEW MEDIA - DIGITAL

- Facebook
- Twitter
- Instagram
- Youtube
- Internet Page
- ...

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DIJGITAL MEDIA – WHICH? WHY?

Blog

- Raise awareness
- Share expertise in the field

Face

- Share special days – activities - articles
- Increase your friends

- Find professionals and media contacts in the field
- Interfere in the agenda



DIJGITAL MEDIA – WHICH? WHY?

Linkdin

- Share expertise in the field
- Introduce yourself to businesses

Instagram

- Show your works
- Share your organizational culture

youtube

- Record and share your Organizational history and what is current
- Create memory



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PRODUCT SALE

- NGO's own product
- Retail sale to individuals
- Wholesale to corporations
- Advance order, if possible
- Non-periodic products
- Low production cost
- Easy storage
- Distribution support mechanism

KUPA KOLLEKSİYONU



Güven Kupa:
Huzuru ve güveni simgeleyen kupa.



Keşif Kupa:
Keşfin gücünü simgeleyen kupa.



Özgünlük Kupa:
Eşsiz fikirler yaratma yeteneğini simgeleyen kupa.

KARTPOSTAL KOLLEKSİYONU

ÇOCUKLARDAN-ÇOCUKLARA KOLLEKSİYONU



Neşeli Kartpostal:
Özgür,mutlu,neşeli çocukların simgesi kartpostal.

DÖRT RENK KOLLEKSİYONU



Turuncu Kartpostal:
Sıcaklı, verimlilik, memnuniyet ve sıhhatin simgesi kartpostal.



Mavi Kartpostal:
Doğanın, gökyüzünün, güvenin ve sadakatin simgesi kartpostal.



Kırmızı Kartpostal:
Enerjiyi, gücü, hakimiyeti simgeleyen kartpostal.



Yeşil Kartpostal:
Cömertlik, huzur, istikrarın simgesi kartpostal.

KIBRIS KOLLEKSİYONU

Kapı Kartpostal:
Mutlu yuvaya açılan bir yolu simgeleyen kartpostal.

Sahil & Plaj Kartpostal:
Sadeliği ve uzun bir hayatı simgeleyen kartpostal.

Tarihi Eser Kartpostal:
Geçmişin geleceğe armağanını simgeleyen kartpostal.

Zeytin Ağacı Kartpostal:
Yaşamımızı simgeleyen kartpostal.



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ACTIVITIES

- Arts and cultural activities
- Sports activities
- Activities about nature, and environmental hobbies.
- Activities such as festivals, kermes, etc.
- With the support of the sponsors
- Time scheduled for participation
- Multi-channel promotion



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SENDING LETTER

- Personalized approach
- Short and effective
- **Storytelling**
- Visual effectiveness
- Clear and understandable font size and character
- Answering What- When- Why- How questions
- Signed, if possible



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THINGS TO BE CONSIDERED WHILE STORYTELLING

- A strong introduction and an effective conflict
- A character effected by the conflict (authentic)
- A strong theme (main idea at the centre of the story =Golden Detail)
- Integrity of the Story (that the story is perceived as a whole from the beginning to the end)
- Effective solution



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GROUP STUDY



Create 3 groups, and choose an issue (for what will you ask donation?)

We know our story!

- Let's learn how we will tell... (½ page)
- Who is your reader? Think about it and
 - Ask for support with a letter telling your story

Time 30 mins



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MULTI-CHANNEL CAMPAIGNS

- Both online and offline channels are used
- Lasts for a certain period
- In general, they have high budget or have communications sponsors
- High revenue is targeted
- Channels used together
 - Letter , Poster, Flyer, Newspaper Advertisement-Interview
 - TV-Radio Ads- Interview, Billboard, Shelter Ads (Racquet)
 - Facebook Ads, web banner, Youtube – video, Twitter – Instagram, Web site, search pages...



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SOS 2016 RAMADAN CAMPAIGN - LETTER



Fitrelerinizle
daha fazla çocuğa
anne sevgisi
vermemize
yardım edin.

Faturalı hatlardan 4120'YE BOŞ MESAJ 20₺

SMS yardımı
Tüm operatörlerin faturalı hatlarından 4120'ye BOŞ MESAJ göndererek 20₺ tutarında bağış yapabilirsiniz. Daha fazla bağış yapmak isterseniz birden çok mesaj gönderebilirsiniz.

SOS Çocukköyü Demeği tüm halkımızın **Ramazan** ayını kutlar..



Zehra Anne'mizden mektup var.

Kucak açtım dört minik kol bana sarıldı. İki minik kız o an hayatıma girdi. Çok tatlıydılar.

Kıpır kıpır yerinde durmayan beş yaşındaki küçük kardeşin ne istediğini anlamak çok zordu. Hiç yerinde durmuyor oradan oraya anlamsızca koşup duruyordu. Bugüne kadar neler yaşamıştı merak ediyordum. Çoğu zaman uykusundan kabuslarla uyanıyor ve bana sarılmadan tekrar uykuya dalanıyordu. Uzun geceler boyunca onu kucagımda uyuttum. Bana sınırsız sarılığı yarak bir kuşun yuvasına ulaştığında annesine sığınmasına benzliyordu.

Yumuşacık küçük elleri, ipek gibi saçları vardı. Konuşamıyor ama bugüne kadar yaşadığı kederli hikâyeyi gözlerindeki derin ifade anlatıyordu. Uzmanlar gelişim geriliği olduğunu söyledi. Onu bıkmadan usanmadan her gün özel eğitime götürdüm. Tekrar sağlıklı ve normal bir çocuk olması için elimden geleni yaptım.

Aradan tam bir yıl geçti. Hayatımıza ilk girdiği günlerdeki resimlerine bakıyorum. Ne kadar büyümüş! Konuşmayı bilmeyen o minik yavru şimdi anneciğim diye çağırıyor, her şeyi benimle paylaşıyor.

Ona sevgi dolu bir yuvada kucak açarak, mutlu ve huzurlu bir yaşam verdik. Gün geçtikçe yaralarını sararak mutlu bir çocukluk geçirmesini sağlıyoruz. Evet bunu hep birlikte yaptık! Çocuklarına sabırla ve sevgiyle bakın verirken sizler gibi yardımını esirgemeyen, kalpleri iyilik dolu insanlardan güç alıyorum. Yaptığınız her bağışın bir çocuğa mutluluk ve huzur verdiğini, yeni bir yaşam şansı sağladığını düşünerek kalpleriniz huzurla dolsun. Bizleri yalnız bırakmayın...

Sevgilerle,
Zehra

(0392) 225 70 17



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SOS 2016 RAMADAN CAMPAIGN- FLYER



Fitrelerinizle daha fazla çocuğa anne sevgisi vermemize yardım edin.

Faturalı hatlardan 4120'YE BOŞ MESAJ 20₺

SMS yardımı
Tüm operatörlerin faturalı hatlarından 4120'ye BOŞ MESAJ göndererek 20₺ tutarında bağış yapabilirsiniz. Daha fazla bağış yapmak isterseniz birden çok mesaj gönderebilirsiniz.

SOS Çocukköyü Derneği tüm halkımızın Ramazan ayını kutlar...



SOS Çocukköyü Derneği
Ülkemizde aile bakanını kaybetme riski ile karşı karşıya olan çocukların sayısı her geçen gün artıyor. SOS Çocukköyü Derneği bu durumdaki çocuklara sevgi dolu bir aile kurarak onlara uzun süreli bakım veren ve çocukların ailelerinin yanında sağlıklı koşullarda yaşaması için öncelikli çalışmalar yürüten bir hayır kurumudur. Bugün SOS Çocukköyü Derneği'nin programlarında 254 çocuğa bakım ve destek verilmektedir.

Toplumsal dayanışma ve yardımlaşma
Toplumsal dayanışma ve yardımlaşmanın en güzel örneklerinin sergilendiği Ramazan Ayı'nda yapacağınız küçük bir yardım, çocuklarımızın yarınlarına umut olacaktır.

BANKA yardımı
Size en yakın Türk Bankası, Limasol Türk Kooperatif Bankası, Creditwest Bankası veya K.T. Kooperatif Merkez Bankası şubesine giderek aşağıdaki hesap numaralarına 0616 kampanya kodu ile bağış yapabilirsiniz.

- TÜRK BANKASI LTD. TL Hesabı: 015848733, STG Hesabı: 7092674
- LIMASOL TÜRK KOOPERATİF BANKASI TL Hesabı: 600318, STG Hesabı: 700694
- CREDITWEST BANKASI TL Hesabı: 15304658
- KIBRIS TÜRK KOOPERATİF MERKEZ BANKASI TL Hesabı: 285258

SMS yardımı
Tüm operatörlerin faturalı hatlarından 4120'ye BOŞ MESAJ göndererek 20₺ tutarında bağış yapabilirsiniz. Daha fazla bağış yapmak isterseniz birden çok mesaj gönderebilirsiniz.

ONLINE yardım
SOS Çocukköyü derneği resmi internet sitesi olan www.sosocukkozyu.org adresini ziyaret ederek online bağış yapabilirsiniz.

SOS Çocukköyü Derneği tüm halkımızın Ramazan ayını kutlar...

A. Dr. Fazıl Küçük Bulvarı Lefkoşa T: +90 392 225 76 71 F: +90 392 225 33 45 E: info@sosocukkozyu.org W: www.sosocukkozyu.org



Fitrelerinizle daha fazla çocuğa anne sevgisi vermemize yardım edin.

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A. Dr. Fazıl Küçük Bulvarı Lefkoşa T: +90 392 225 76 71 F: +90 392 225 33 45 E: info@sosocukkozyu.org W: www.sosocukkozyu.org



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SOS 2016 RAMADAN CAMPAIGN- BANNER



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SOS 2016 RAMAZAN KAMPANYASI-SİTE



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SOS 2016 RAMADAN CAMPAIGN- SOCIAL MEDIA



Fitrelerinizle daha fazla çocuğa anne sevgisi vermemize yardım edin.

Tüm operatörlerin faturalı hatlarından **4120**'ye **BOŞ MESAJ** göndererek **20 TL** tutarında **bağış** yapabilirsiniz. Daha fazla bağış yapmak isterseniz **birden çok mesaj** gönderebilirsiniz.



Küçük yürekler anne sevgisi ister.
Fitrelerinizle daha fazla çocuğa anne sevgisi vermemize yardım edin.

BANKA **SMS** **ONLINE**
yardım yardım yardım

Küçük yürekler anne sevgisi ister.

Tüm operatörlerin faturalı hatlarından **4120**'ye **BOŞ MESAJ** göndererek **20 TL** tutarında **bağış** yapabilirsiniz. Daha fazla bağış yapmak isterseniz **birden çok mesaj** gönderebilirsiniz.



SOS ÇOCUKKÖYÜ
(0392) 225 70 17



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STEP BY STEP FUNDRAISING

- Fundraising Strategy
- Periodical or annual plans for FR activities
- Pilot implementations for activities
- Approaching donors – Goal – Product – Channel
- Examples from Fundraising Activities
- Improving Donor Relations



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IMPROVING DONOR RELATIONS



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DONOR FEEDBACK

- Each donor shall be thanked
- Thanking statements shall be diversified
- A small present can be given, if possible
- A symbol that is catchy and kept in sight
- The purpose of donor shall be reacquainted
- Success stories shall be shared
- The effect of the donation shall be shown
- A thank you from beneficiaries is beneficial
- The appreciation shall be made personally, and by an authorized person, if possible



FEEDBACK FROM THE DONOR

- Channels from which the donor can give feedback to us
- Channels by which s/he can share his/her experience with others
- Tools by which s/he can show his/her feelings
- A structure where s/he can see other participants
- A platform where s/he can evaluate us



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ADVENTURE of a DONOR



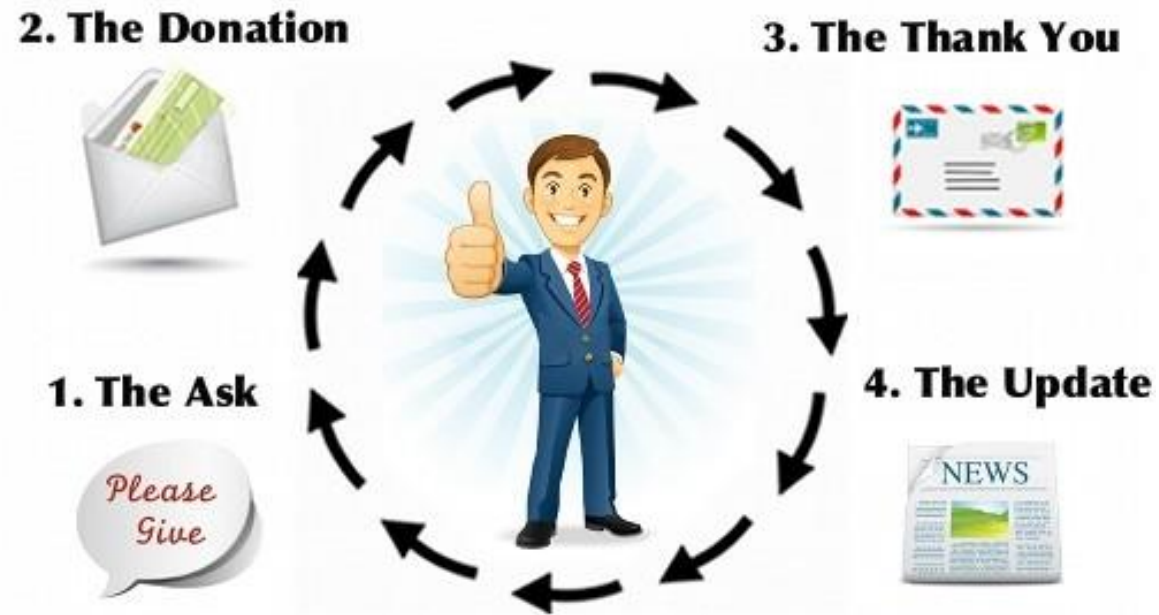
- The adventure of a potential donor begins with the first moment s/he meets the organization
- At a certain phase in adventure, s/he decides to be a donor
- The donor is classified according to her/his choice of support method (or the one proposed)
- Different feedback shall be given to donors of different classes/categories
- Each feedback in this adventure has a goal
- There are differences between experiencing making a donation and experiencing a donation adventure
- The goal is to make the donor feel happy throughout the adventure, and to continue the actions, and then carry it to a level further
- The ultimate goal is to ensure the loyalty of the donor, and to make the relationship with the NGO last as long as possible



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DONOR CYCLE



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EXAMPLE OF BASIC DONOR CYCLE



THANK YOU...

CEMİL HAFİZ

cemil.hafiz@gmail.com



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www.civicspace.eu

Facebook: [civicspaceeu](https://www.facebook.com/civicspaceeu)

Twitter: [@civicspaceeu](https://twitter.com/civicspaceeu)

info@civicspace.eu

(0090) 392 227 65 05



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