

CREATIVE FUNDRAISING

Notes from the discussions (both sessions)

Where and how have you found funds/support so far?

Groupe 1:

Partner up with other organizations
Joint events
Micro credit projects
Auctions
Government donations (in kind & \$)
Selling of items
Donations
Cross border projects
Fundraising events (dinners, concerts)
Embassies
Tourists (visitors center)
In-kind donations from public institutions & corporations
International organizations

Groupe 2 :

Corporate social responsibility
Hiring volunteers
Get interns
Photos exhibitions « to purchase ticket » ; « selling some photos »
Religious donations / Support from religious institutions
Donation from event/festival
Private sectors (oil company)
Phone companies
Pit pot
From world cup
Philanthropists
Request funding/help from rich refugees
Local business (in kind)
Beneficiaries (give back to community)
Universities +students
Street donations (“begging”)
Veterans of war
Senior citizens

How did you succeed? What are the tricks and lessons learnt?

Commitment and sincerity
Making links between the donors and the cause
Post request online facebook & twitter
Online donation
SACSI principle = Simple, Applicable, Calculable, Strategic, Interesting
Identify the needs
Show it is a win for them
Used network references
Invite donors to participate in workshop with activities (to get \$)
Running team – ran marathon
Personal letters sent to request \$
Sold T-shirt to pay for food and fuel on ban bus
Make the donor to know the organization
Donations instead of gifts
Use personal stories
Use online tools to advertise your program
Cooking classes Lao food
Make the donors feel they are making the difference
Make the info seem new
Always keep potential donors updated about what we are doing
Present success stories
Use visuals
Invite donors in your program and inform your activities
Ask partner NGOs to participate and pay for parts
Show the reality on the ground
Have some partners materials
“Sell yourself well”
Manage efficiently the information data – be credible
Be realistic and dear
Show important evaluations and assessments
Regular meetings with ambassadors, international communication with visual tools
Put the « face » on your project
Build a confident relationship
Credibility of the organization

Your Circles of Influence (where and how you can find sources of support)

1st CIRCLE :

-Family

- Friends
- Colleagues
- Neighbors
- CMC/ICBL
- Beneficiaries

2ND CIRCLE

- Restaurants
- DVD shops
- Supermarkets
- Golf club
- Fight club
- Gym
- Fishing farmers
- Rehabilitation centers
- Carpet sellers
- Malls
- Banks
- Restaurants/cafes
- Internet cafe
- Temples/ churches/mosques
- University
- Hotels
- Unions
- Schools
- Sport clubs
- Medical
- Businesses
- Hospitals
- Fashion
- Gambling/casinos
- Tourists

3rd CIRCLE

- Religious leaders
- Actors
- Designers
- Unions
- Corporate businesses
- Singers
- Publishers
- Millionaires
- Filmmakers
- Celebrities
- Parliamentarians
- Writers

- Ambassadors
- Oil exporters