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**The NGOS and the new mechanisms for funds  
mobilization**

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Action Research

**“The NGOS and the new mechanisms for funds  
mobilization”**

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English.



## **SUMMARY**

This research is a look at the basics of fundraising for Solidarity International Organizations and national. This is an action research which puts light on the role and approach fundraising for to maintain their existence and sustain their field actions. Thus, this document provides essential elements to make NGOs effective fundraising, sustainable and relevant...

The charitable works or even charities which are also non-profit develop projects of public interest. To be able to ensure their long-term mission, these organizations are located in the need for regular financial resources.

These recent come from various sources: governments, foundations, businesses or individuals. The English expression "Fundraising » or lifting of funds is used widely on the international plane. "Fundraising" means bringing together of capital. In the charitable associations, we speak rather of collection of donations. It is simply to develop a strategy for effective communication in order to provide the necessary financial means.

### **1) The tools of the Fundraising**

There are various ways to collect funds and retain the generous donors. The image and the presentation of your organization as well as the relationship coming from the custom dialog, play a crucial role for weaving a relational link with donors.

There are several ways to collect donations:

Among the conventional means, include the sending of a mail or mailing, the collection of donations in public places, the direct

contact by phone, the sponsorships, the testamentary bequests, the donations granted by enterprises, the state subsidies, financing through cantonal fund of the Lottery Romande, cultural or sporting events, the sale of various products, the donations through the Internet or by SMS text messages. Many sources of funding are possible. These sources can ensure the financing of NGOs when they are well utilized.

## **2) The logic of the Donation**

We mean by a donation, the payment of a sum of money in favor of a human cause without waiting for a counterpart.

To perform regular donations, donors must be convinced by the validity of the association that they support. For this, it is essential to keep the donor regularly informed about the projects of the organization of its activities and more particularly its achieved results. The monitoring of the most generous donors is very important. This work requires a lot of attention and human resources, an extensive correspondence and a personal relationship followed during many years, the sending of letters of thanks from journals outlining the achievements. The obtaining of large donations need a sustainable relationship and respect to the generous donors.

### **3) The Sponsoring and Sponsorship**

The sponsoring is differentiated from sponsorship, because it involves the benefits granted in return. The company sponsor in return requires a certain degree of visibility (mention of the logo of the company) in the media of communication, here it is a hidden advertising behind the human values or even that the company acquires the SER (Social and Environmental Responsibility).

Thus, by the commitments of sponsorship, the company aims to increase or improve its capital sympathy and consolidate its brand image with its customers or partners.

### **4) The public relations**

The public relations are used to enhance the image of the organization to the general public. The outcome of fundraising activities depends closely on public relations and the image that the organization will be able to give of itself.

### **5) Sustaining the relationship with donors**

The donation in question is not sufficient. It is essential to establish an exclusive and lasting relationship between the organization and the donors so as to ensure the permanence of the funds as well as the survival of the humanitarian action.

The success of a fundraising strategy of quality depends mainly

on the personal relations that the leadership of an organization can weave with donors. In effect, creating certain complicity between generous donors and officials of an organization allows you to establish strong and lasting relationships.

The most important thing is to establish close relations with the regular donors, as well as those who pay substantial donations. The donors whom we trust are showing generally more generous. In the light of our experience, the most generous donations come from 20 per cent of regular donors.

#### **6) The custom speech**

The custom speech represents the best way to convince the potential donors. In the context of a telephone campaign, the likelihood of obtaining a donation increases when the interlocutors actually know each other. The person who contacts the donor should manage the situation by following a strict scenario and be able to react accordingly. This requires a lot of tact, especially when it comes to learning about the possible amount that the donor would be willing to pay.

## **7) How does the fundraising work by phone?**

The dialog by phone is one of the most effective ways to motivate a person to make a donation in favor of a charitable association. The phone call brings people together because the conversation allows you to understand and quickly assess the state of mind of the interlocutors. The transmission of information concerning the organization is facilitated. As well, potential donors will be quicker *to* access the queries of the organization.

The fundraising by phone offers many advantages: thanks to the direct relationship that allows verbal communication, it is easier to introduce and clarify the projects, as well as the objectives of the organization. In addition, the telephone interview is the best way to know the opinion of people and answer any questions.

The preparation of a campaign phone requires the prior development of a detailed protocol of the content of telephone conversations. This allows you to anticipate the favorable responses to a donation, the compliments or any criticism and to react more quickly to the questions of the donors.

## **8) The benefits of fundraising by phone**

20 Years of experience in this field we show that the communication by phone has lost nothing of its attractiveness. Since the phone reveals the whole subtle palette and the richness of human relations and allows a flexibility and creativity almost limitless.

## **9) Variety of methods**

The Fundraising by phone is ideal when one has the following objectives:

- Automatic sampling of donations on a bank account authorized,
- Retention of the donor,
- Reactivation of inactive donors,
- Refresh the coordinates of the actual or prospective donors,
- Express gratitude to the people who have paid large sums,
- Strengthen the impact when it is question of proposing a sponsorship.

Even during a campaign of acquisition of new donors, the phone is really effective. A quick telephone survey will unveil the turning that will take a campaign. If the organization wishes to make a few changes to the scenario, they can be applied immediately. In the case where the campaign does not encounter the success expected, it is also possible to renounce the telephone interviews. Our guarantee of deficit keeps you safe from any risk of unnecessary spending.

#### **10) Professional planning as a key to success**

The Fundraising includes very specific characteristics of the acquisition system at different levels. The largest share of the charitable associations develops and organizes the different steps necessary to ensure the success of the telephone campaign.

- *The distribution/provision of tasks* : Here are the elements that guarantee a good preparation: sending a letter prior to the beginning of the telephone campaign, drafting the script, studying thoroughly the most frequently asked questions by the donors, searching for phone numbers, test phases, preselecting addresses, data base management, comparative administration of addresses, briefing of telephone operators and collaborators of the client's organization, and finally confirming the

campaign/conditions of the contract.

- *The Calls:* We are paying a special attention to the coordination, the quality and the outcome of the telephone calls, also to the motivation of our employees, to the adequacy of the scripts as well as the statistics of the results of the calls.
- *The follow up:* We attach a particular care to the drafting style of the mail; we add to it demands for clarification and convey our remarks or possible questions. Finally, we count the addresses and write the final reports.
- *The acquisition of donors* via the phone calls however requires a certain investment to be profitable. The telephone operators are aware that a donation depends on the quality of a conversation. Sometimes a prolonged conversation is necessary for a positive conclusion from a telephone call. The impact of a telephone call counts a lot to retain donors. The emotion created in the course of the conversation is essential in the deed for the donation.

## **11) Increase the donations of your donors**

There is nothing more rewarding than a successful telephone conversation leading to obtaining a donation from the faithful donors. The persons contacted are delighted to communicate with the organization that they support and have a sense of

recognition and gratitude towards. Often, these donors willingly pay a regular sum to their association by making use of the direct bank recovery or the flow of the post. This system therefore enjoys a favorable reception among the faithful donors.

### **12) The success lies in the similar links to friendship**

Obtaining a promise of donations from your donors is not an easy thing. In effect, these delicate relations require particular attention encompassing of the instruments of marketing such as letters of appreciation, invitations to events, written reports on the campaigns, and, periodically, telephone contacts. An intelligent and followed approach by this segment of donors allows to win a greater customers' loyalty and to promote donations from them. The number of donations from donors linked to an organization is estimated to be 70%.

### **13) Reactivation of inactive donors**

The secret of marketing in the sector of donations lies in a correct management of the files of addresses of regular donors. By their donations, the latter have demonstrated their interest in an organization and their willingness to support its projects. The sending of one or two letters refers to reviving their solicitude

and providing current information on the organization. This approach also generates donations. We find that among the contacts of a database, some of them are no longer donating since 18 to 36 months. It is this sector that should be managed better because these people have demonstrated in the past a certain interest. It would be a shame to lose them. Therefore how can we retrieve these former donors?

#### **14) The Fundraising through the phone**

Our experience demonstrates that resuming the dialog by phone is effective since 80% of donors can be contacted by telephone. During the telephone dialog, the causes of refusal are quickly established and the misunderstandings are excluded. About 60% of people contacted by phone request a renewal of donations. In addition, persons whom weren't possibly contacted, or those who absolutely refused, represent 50% of the removed contacts from the list. This sort of addresses allows you to delete any unnecessary investment in the inactive contacts. On the contrary, the dialog can be resumed with the other contacts. Statistics show that 55% to 65% of them are ready to renew their membership status.

The net revenues of a campaign to collect donations by telephone from donor and non-donor assets are by force less

important things than those obtained by appealing to the assets on this day -however, even this segment may seem interesting!

#### **15) Targeted research of new donors**

Each charitable association has experienced the decrease of faithful donors. In addressing this question, it can be seen that the causes are various: death, relocation, disinterest, etc. to acquire new donors, it is necessary to communicate with young generations, which will become the future donors, and try to win their support.

#### **16) Best practices and advice to NGOs to collect donations online**

- ***Choose collecting donations provider that embraces Web 2.0***

From PayPal to Google Checkout, through JustGive and NetworkforGood across aiderenligne or aiderdonner in France, there is a plethora of providers that can process donations for your organization. Processing fees range from 2.9% to 4.75%. Of all these suppliers, **Network for Good has paved the way for the adoption of fundraising Web 2.0 tools.** If someone makes a donation to your organization via Facebook Causes,