



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.





WFP IN INDIA

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



I am a great multitasker



1 2 3 4 5 6 7 8 9 10



1 a m a g r e a t m u l t i t a s k e r



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

Managing work - tips

Create space to prioritise



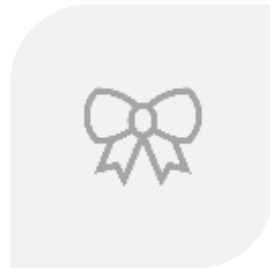
Priorities



Funding comes in BITS:



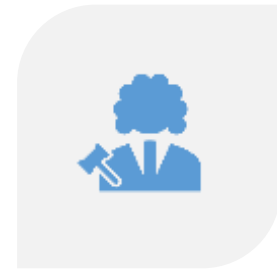
BUSINESS –
SPONSORSHIP, DONATIONS



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



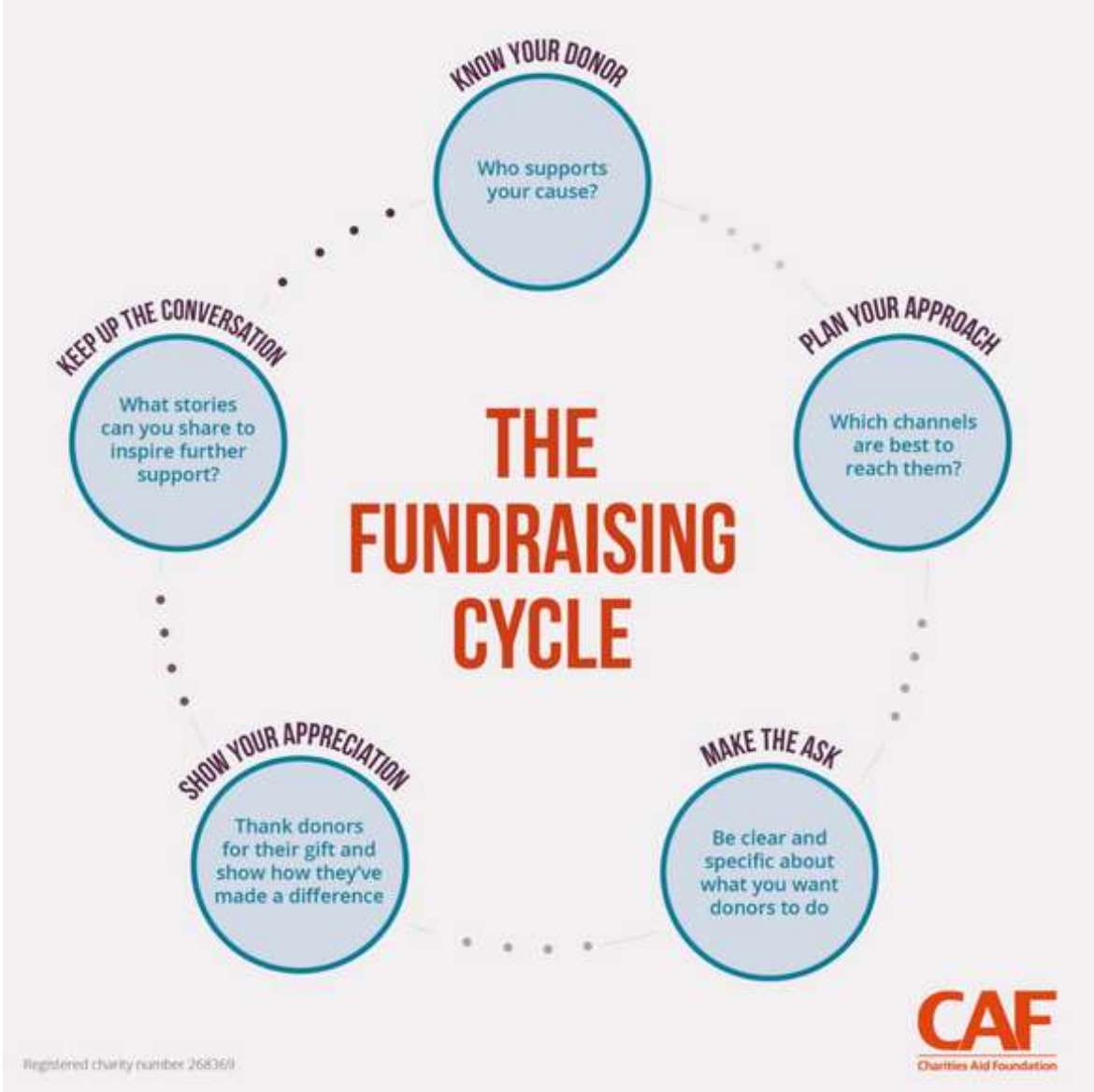
What is your Unique Selling Proposition? – why should someone fund your work?



Bank of ideas and fundraising channels



Retention!



Institutional Funding – Business, Foundations, Statutory

Corporate Social Responsibility

Voluntary social investment

Welfare investing

Aid investing

Payroll Giving

Employee matching grants

Impact investing

Individual giving

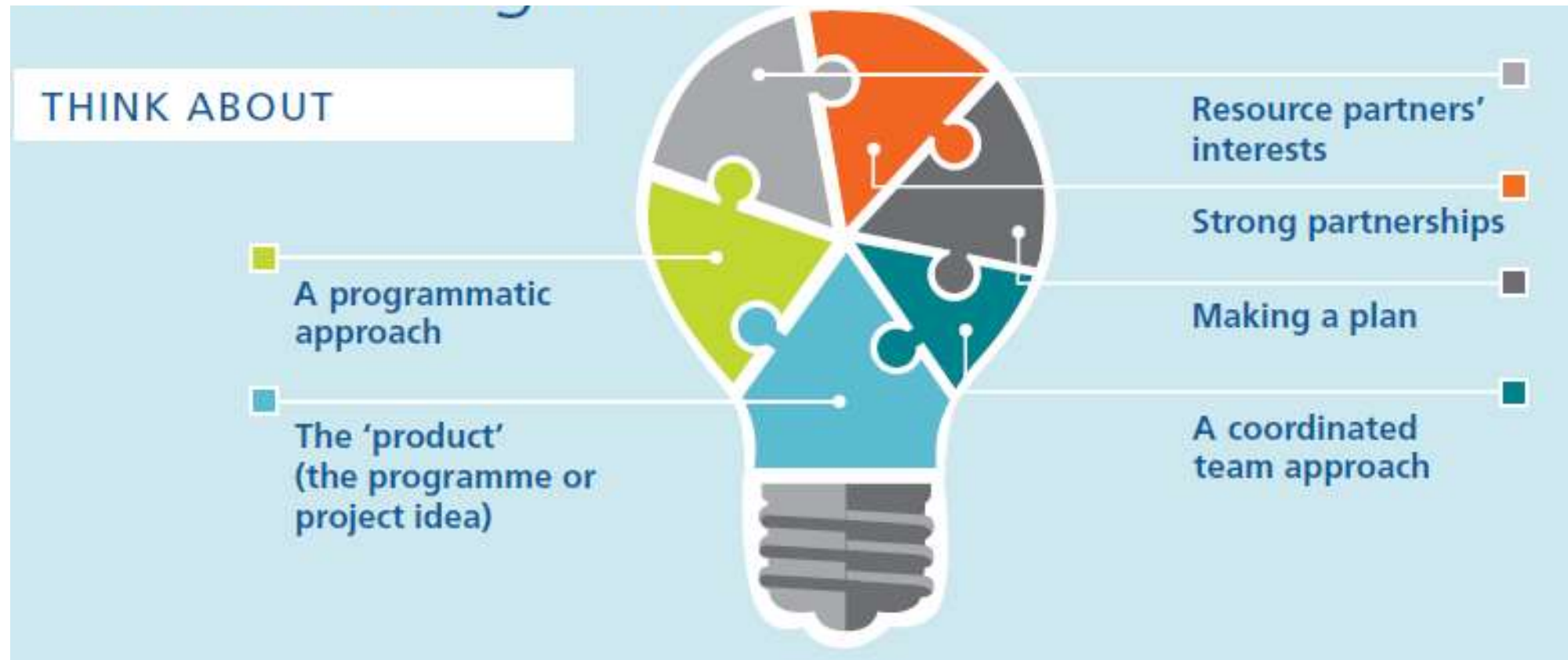
Charitable giving

High Networth Individual charitable giving

Crowd Funding

Cause support

Getting to the task





- 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

- Disseminate information on results achieved and lessons learned
- Develop communication tools
- Advocate for continued support
- Media coverage

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!

