

External Relations and Fundraising

BEE, FM and PD Joint workshop

elsa

The European Law Students' Association

Overview

- What is fundraising
- External relations
- Grants

elsa

The European Law Students' Association

What is fundraising

Process of searching for and gathering financial resources to support for our initiatives

Sources of funds:

- External
 - Partners
 - Grants
 - Donations
- Internal
 - Fees
 - Project revenues
 - Sales and advertising revenues

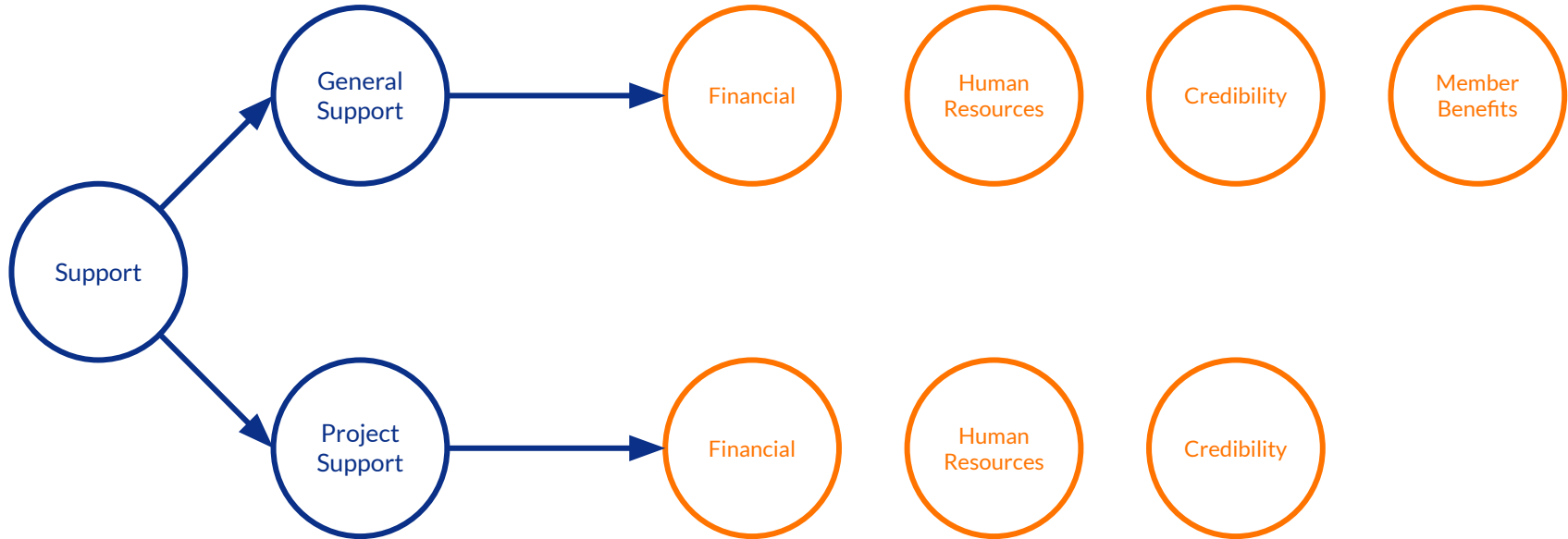
elsa

The European Law Students' Association

External Relations

- What and who to look for;
- What to give;
- Case Study: Professional Development;
- How to approach;
- External Relations Procedure;
- External Relations Academy.

What to look for?



Who to look for?

Law Firms

Law Schools

Research Centers

Language Schools

Public Institutions

Other Corporates

Other Associations

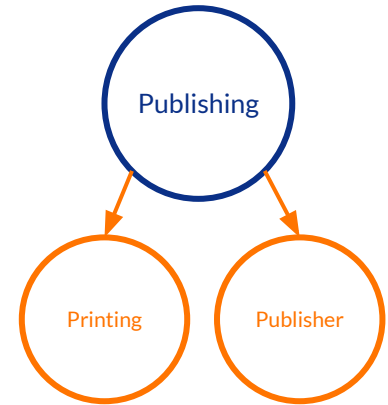
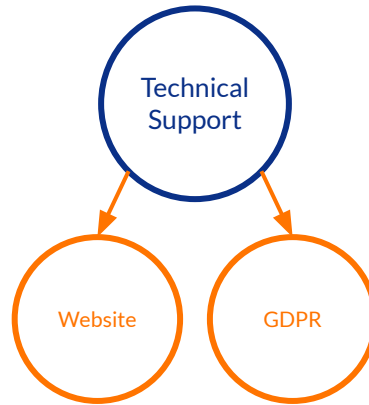
Hotels and Hostels

elsa

The European Law Students' Association

Is that all?

No! There are always other partners we can get:

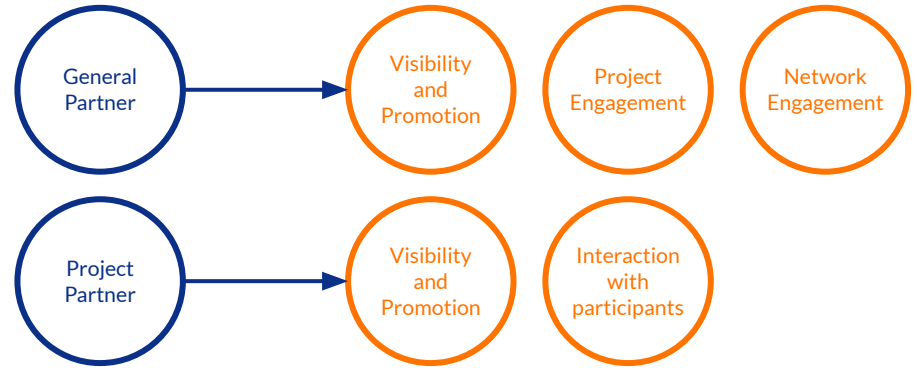


What to give?

Generally, partners are interested in two things:



How do we give it to them?



Let's practice!

elsa

The European Law Students' Association

Case Study

Professional Development

What can we sell?

To whom can we sell it?

Case Study: Professional Development

What can we sell with Professional Development?

- Visibility and Promotion:

Websites

Social
Media

Presentations

- Project Engagement:

Workshops

Career Fairs

Mock
Interviews

L@W

National
Traineeship
Programme

elsa

The European Law Students' Association

Case Study: Professional Development

To whom can we sell it to?

- Anyone offering legal jobs:

Law Firms

Consultancy

Other
Corporates

- Education Institutions:

Law Schools

Other
Learning
Centers

- Be creative:

Technology

Fashion

Housing

elsa

The European Law Students' Association

How to Approach?

The normal way → Email to general address

However, you may have other ways:

- Contacts from previous terms;
- Contacts developed by other Areas;
- Alumni.

What to do when you don't get a response?

- Wait. Sometimes it takes time;
- Resend the email;
- Try other methods: phone call, LinkedIn;
- Be ready to go for plan B.

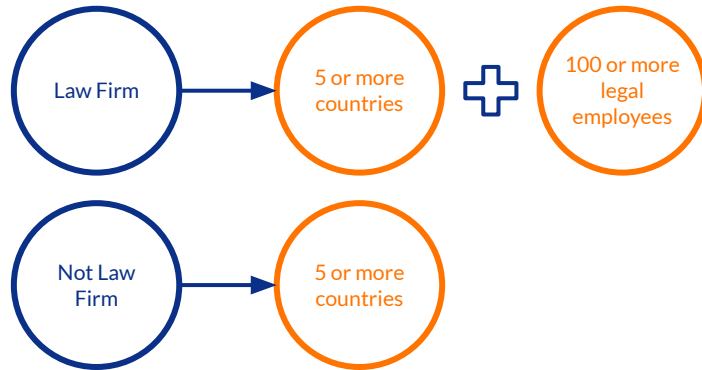
elsa

The European Law Students' Association

External Relations Procedure

Basic Concepts:

- International Corporate Contact



- International Institutional Contact



External Relations Procedure

Basic Concepts:

- National Corporate Contact



- National Institutional Contact



International Contacts - Contact the IB (Contact Approval Form)

National Contacts - The IB contacts you

External Relations Procedure

Attention to:

- 7 days to respond to the CAF;
- Need to present concrete reasons for refusal;
- If situated in a European State where there is a National Group, the permission of the National Group shall also be requested;
- Events co-organised by ELSA International;
- Contact Evaluation Form;
- Does not apply to obtain materials or products intended for promotion free of charge;
- Sanctions!

The logo for ELSA, featuring the word "elsa" in a stylized, lowercase, blue font with a slight shadow effect.

The European Law Students' Association

External Relations Academy

I'm waiting for you!



Grants



elsa

The European Law Students' Association

Types of grants

- Structural Grants: for general Administration
 - Board management
 - Offices/Housing
 - Secretariat
- Project grants: project related
 - Linked to an specific outcome
 - In line with the interests of the granters

Eligibility

Is it possible to apply as an NGO?

Can apply as a single applicant or do I need a consortium?

Does my group fit the regional requirements?

Does the grantors field of interest include the type of your activity or programme?

Does the grantor require a specific application form or proposal?

elsa

The European Law Students' Association

What can we (as ELSA) apply for?

International Grants

- Art. 1.1 DB: An international grant is a grant for which one or more National Groups and/or ELSA International is eligible under the criteria set out by the organisation providing the grant. National Grants

National Grants

- Art 1.2 DB: A national grant is a grant for which only one National Group is eligible under the criteria set out by the organisation providing the grant.



What do we apply for?

- Erasmus+
- EYF
- UNECA Grant
- City of Strasbourg
- Council of Europe Grant
- Google Ads Grant

elsa

The European Law Students' Association

How to apply.

0. Preparation

- a. Search for Grants
- b. See if the interests of each granter are in line with the interests of your organization
- c. Schedule your timelines

elsa

The European Law Students' Association

How to apply.

1. Proposal

- a. You should explain who you are (your organization) and what your vision is.
- b. Based on this you can describe what you want to accomplish with your application.
- c. You should state your organisation's or your activities objectives in a clear way.
- d. You should show the grant givers that you have a significant need in your application.
- e. In your proposal, you should prove that you have enough ability and experience to reach or accomplish your goal according to your application.
- f. In the application form, make sure to complete all of the required attachments.
- g. You should cover some important criteria; project purpose, why funds are needed and what will be achieved with this support.
- h. Describe what differentiates you from other grant seekers in a 'selling' way.

The logo for the European Law Students' Association (elsa) features the word "elsa" in a lowercase, bold, serif font. The letters are white and set against a dark blue background.

The European Law Students' Association

How to apply.

1. Proposal

- a. Presentation of the association
- b. Project summary
- c. Full Project Details
- d. Project outcome
- e. Impact

Remember, you are not alone!

elsa

The European Law Students' Association

How to apply.

2. Budget

- Prepare the budget for the project
- Bear in mind that some of the expenses of the project expenses might not be covered by the grant
- Be careful with the currencies

How to apply.

3. Reporting

- Final step of the grant
- Some documents you may have to present:
 - receipts or copies of them
 - list of participants for events
 - potential press cuts of events
 - evaluation forms of participants/organizers
 - detailed report of the event
- Fundamental in order to be granted the grant, or to keep it
- Sometimes you only receive part of the grant and another part is conditioned to the reporting

elsa

The European Law Students' Association

Remind!

We have a Grants Database



Q&A

elsa

The European Law Students' Association