

Fundraising Plans

X. ONLINE SUPPORTING AREA MEETING

11.09.2020

16:30-17:30

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Anatomy of FP

- 1. The Goal** (This number should not be drawn out of thin air. It should be based on the needs of the organization.)
- 2. The Mission / Your Message**
- 3. The Tactics**
- 4. The Timeline**



Why do we need a FP?

- ▶ To help us recognizing what we have to work with;
- ▶ To define our needs;
- ▶ To select our target;
- ▶ To choose our fundraising vehicle;
- ▶ To organize the steps required to put the fundraising plan in action;
- ▶ To demonstrate to the outside world that we are organized and professional.





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1. Take a look in our finances

Understanding our financial situation.

This way, we can extract key insights from this data such as where you've come from as a nonprofit and where we see our organization going on.



2. Define Our Numbers

To help our External Relations Strategy from our Presidents: it would be impossible to understand what we can reach, if we don't know our vision.

Our function is knowing our numbers, regarding to our:

- Expenses;
- Activities;
- Events.



3. Being updated about the new trends

- Having the control of information.
- Learning to apply.
- Understanding how can we organise this kind of organisation.





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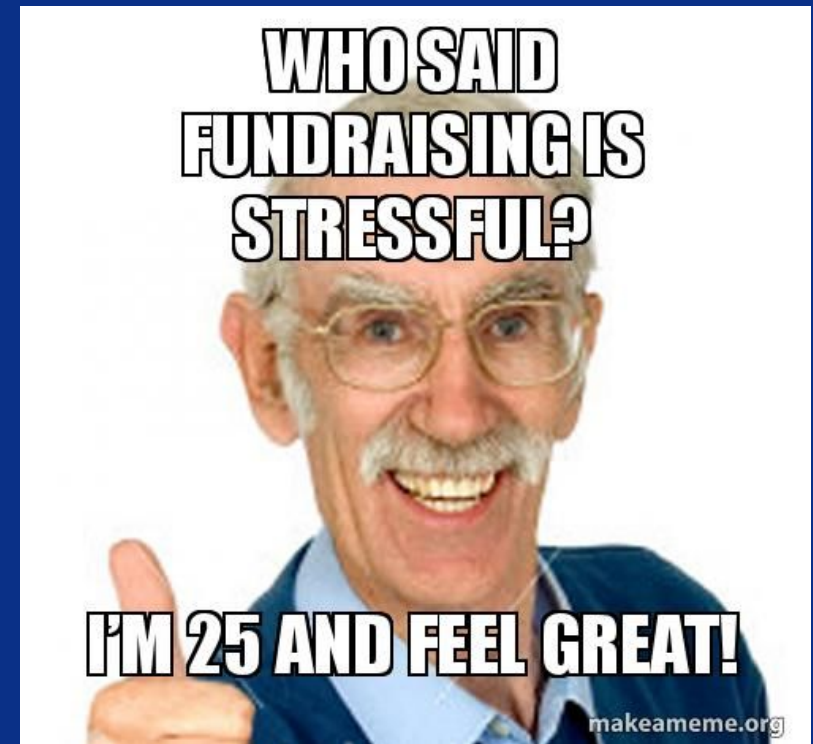
How can we work on it?

- ▶ Right database;
- ▶ Collect information about the interest of each partner;
- ▶ Define a path for each donor and sponsor;
- ▶ Information about the nature of each donor and sponsor.



Different Donors/Sponsors:

- Individual Donors/Sponsors
- Affinity Groups
- Corporations
- Foundations
- Public Institutions



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Grants of ELSA International



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Main Grants:

- ERASMUS +
- EUROPEAN YOUTH FOUNDATION
- CITY OF STRASBOURG GRANT
- UNECA
- COUNCIL OF EUROPE

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Erasmus +

- Education, Audiovisual and Culture Executive Agency
- Head of Department of the Agency, Ms Sophie Beernaerts, Selection Committee
- Civil Society Cooperation in the field of Youth
- Structural Grant / Youth operating grant
- Annual operating grant, ~~grant agreement~~
- Deadline: November
(https://eacea.ec.europa.eu/erasmus-plus/funding_e)
- Results: April



Erasmus +

- Annual Operating Grants - open call every year
 - 35,000 € per year
- Financing staff and statutory meetings (operating grants) - (unit cost per meeting) €3.381,00
- Content: Application + Annexes (Declaration on honour)
- Application: Aims and activities of organisation, description of the activities, objectives of the action and of the programme, work programme for the financial year in request, schedule of the activities, dissemination plan (multiplier effect), impact and sustainability, geographical coverage, Budget



EYF

- Project grant (non formal education)
- 3 stages: Preparation, Implementation, Follow up
- Context of the application: what, who, why, what, when, impact, follow up, how, timeline, Budget
- Structural grant: Support for at least 3 international activities during the 3 previous years
- Available every 2 years
- Maximum grant: 25.000 EUR for each of the two years

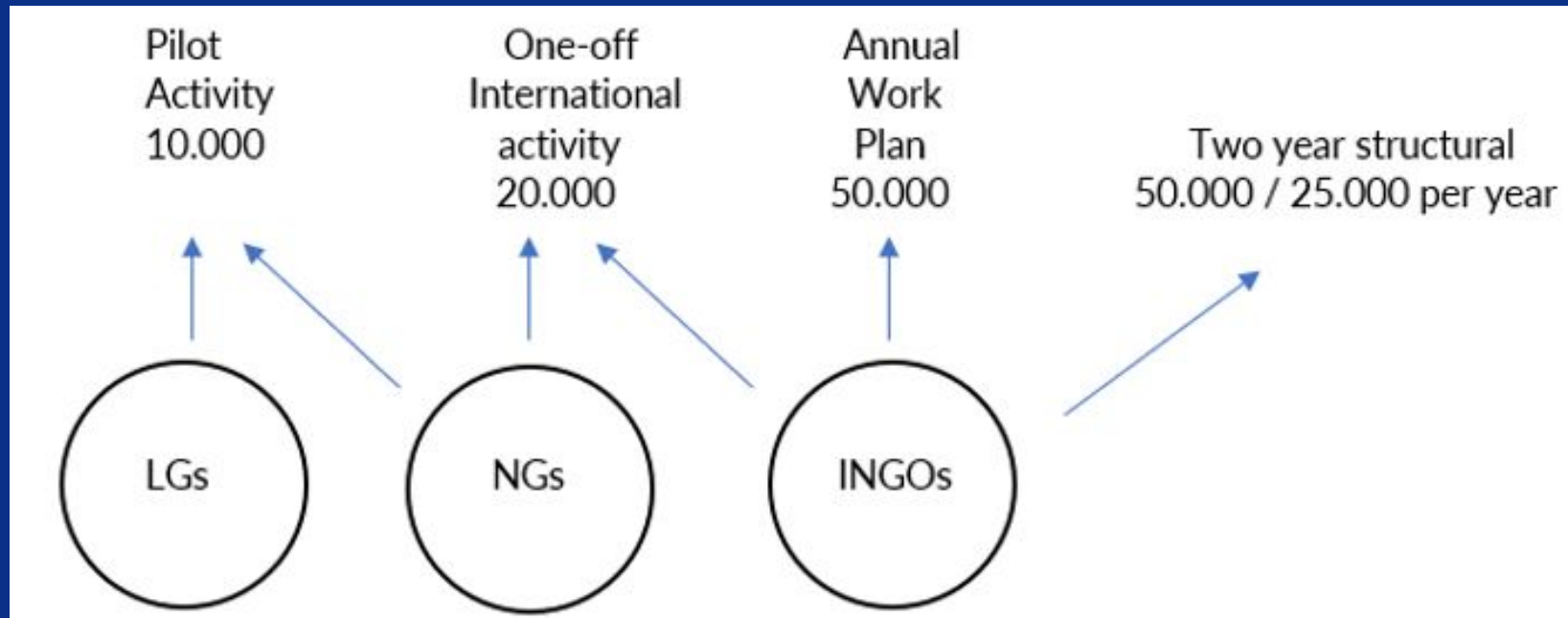


EYF

- European Youth Foundation
- Fund established by the Council of Europe
- **Three pillars: Human rights, Democracy, Rule of Law**
- Priorities (adopted every 2 years)
- **Key Priorities: Access to rights, youth participation and youth work, inclusive and peaceful societies**
- 20.000 EUR International activity
- Two application periods per year (April, October)
- Next deadline 1st of October
- Online Info session: 3rd and 4th of September (15th of August 2020)

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City of Strasbourg

- EHRMCC Final Oral Round
- Contact person: Reichenbach Joelle
(Joelle.REICHENBACH@strasbourg.eu)
- Amount: 2000€
- Deadline: October
- Results: Vote of the City Council
- Content: Application, EHRMCC Budget



UNECA

- United Nations Economic Commission for Africa
- Contact persons: Ifeyinwa Nwanneka Ogo ogo@un.org , David Luke luke@un.org , Batanai Clemence Chikwene chikwene@un.org
- Programme Cooperation agreement
- Estimated budget: 50.000 USD
- Deadline report: September



CoE

- General
- World Forum of Democracy
- EHRMCC

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New Grant

GOOGLE AD GRANT -10 K (Marketing)



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ROUNDTABLE



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