

## Fundraising

NGOs play an important role in society, but many of them encounter obstacles in their development and building for sustainability. One such obstacle is raising funds to carry out their work. Sustainable funding is one of the keys to ensure an organization’s effective operation. Fundraising is also a non-stop effort that will likely comprise the majority of the work done by the executive director of an organization.

Beginning with **How to Build Relationships with Donors**, this chapter aims to equip you with skills and provide an institutional donor’s perspective on fundraising. It is important to be able to describe your organization’s work in concise and compelling terms, so that you can “pitch” your work successfully to a donor. **How to Conduct a Five-Minute Pitch** is a simulation exercise for you to practice pitch methods after considering your actual circumstances. We have analyzed two grant proposals in **How to Write a Grant Proposal** — one for an HIV/AIDS prevention program in Oakland and another for a youth health program in Toronto. You will learn the qualities of a successful proposal by studying the strengths and weaknesses of these examples.

In the supplemental readings, we have included another article written by a institutional donor on fundraising — **Toolkit| 10 Things Not to Do in a Funding Proposal**. This article describes how to avoid the mistakes that many NGOs make when applying for funding. You can use the **Template| Pitch Preparation Form** to organize your

thoughts and make sure you cover all key information. You can keep record of your activities to look for potential donors by using the **Template | Donors Prospecting** in combination with the strategic plan and budget that you completed in the previous chapters.