

Fundraising for Justice Coalition of Religious at United Nations



Justice
Coalition of
Religious

Major Concerns in Fundraising Area of JCoR, UN

1. Guidance for building relationships with potential funders/donors
2. Developing a fundraising strategy
3. Increasing the visibility of our work
4. Materials we should prepare
5. Internal fundraising within the Organization
6. Independent legal entity or Operating under a fiscal sponsor



JCoR – Organizational Position

Who wants to Fundraise

- A meta level organization – Organization of Congregations and group of Congregations
- A membership Organization – usually run by membership fees
- Global presence , works with global issues
- Capacity Building Organization – Working with UN – Justice issues
- Operating under a fiscal sponsor for regulatory purposes



Guidance for Fundraising



- Donor Agencies as well as Individual Donors
- Fundraising is the raising of assets and resources from various sources for the support of an organization or a specific project. - *The Association of Fundraising Professionals*
- It is a profession today since many universities, hospitals, churches, foundations employ Fundraisers
- Fundraising comes with a cost which the professional world understands but not the Religious world.
- A quick look into how Donor Agencies work and Fundraising for an Organization works

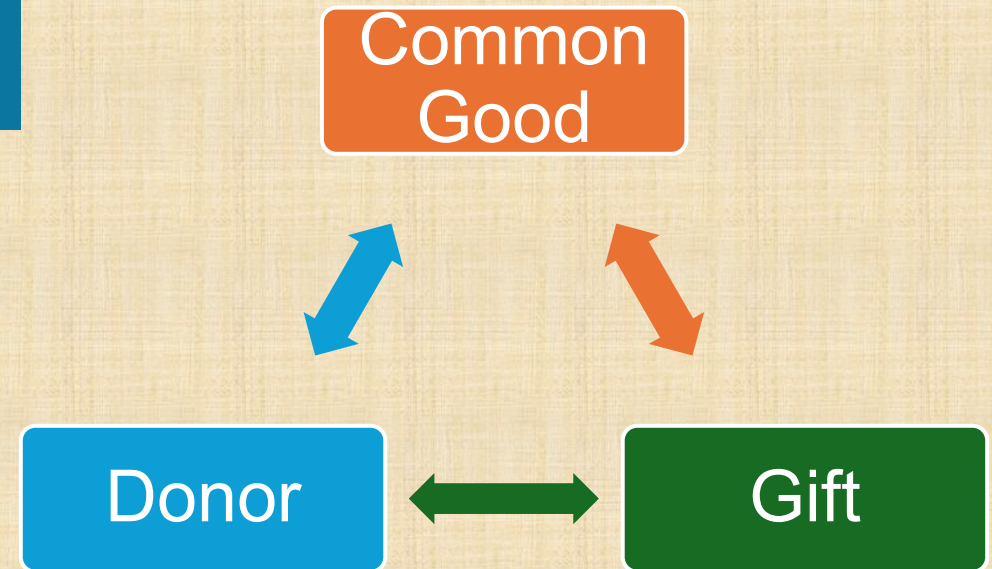
Seven Principles of Fundraising – Individual Donors

1. Cause – why people give
2. Need – how much is needed
3. Donors – who is going to give
4. Gifts – what and when they give
5. Vehicles – the means of receiving the gifts
6. Strategy – Fundraising plan
7. Action – Engagement with Ethics



1. Cause – Why people give

Dynamics of Fundraising



- Fund-raising: Creating long-term relationships with people interested in your organization and letting them invest in it
- Cause of JCoR - to strengthen the capacity of our members to address the root causes of unsustainable development
- A social global cause with regional engagements
- Make the Cause known to the stakeholders and donors
- Fundraising is directly proportional to the communication of the Cause

2. Need – What is required

- After connecting with the cause, understand what is your need
- What you ask for – has to be specific, tangible and the donor should be capable
- If you have described the problem well, there will be a sense of urgency – with a deadline and consequences
- Usually what you ask for will be 3Ms, Money, Materials and Manpower
- What is that which JCoR is needing – estimation of the need
- In terms of programs, budgets and financials



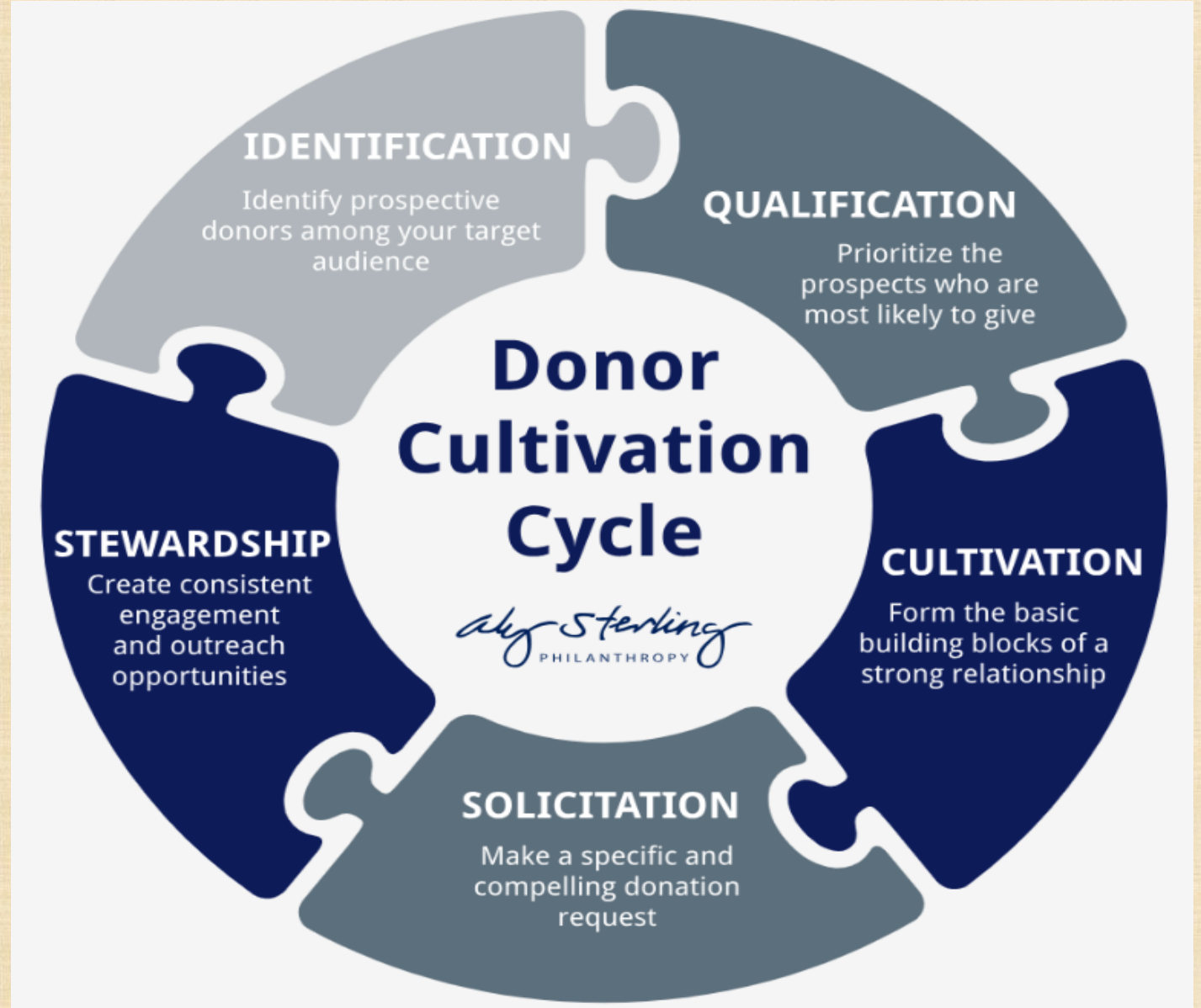
3. Donors - Developing the relationship with potential donors

- ❖ Fundraising is an ongoing process to get to know prospects and convert them into Donors
- ❖ Who can be the possible Donors of JCoR – please propose
- ❖ Developing communications and cultivation strategies to build the relationship
- ❖ Creating the possibilities for them to donate in a legal and easy manner
- ❖ Providing adequate and appropriate acknowledgment and recognition for donors



Donor Cultivation Cycle in Five Steps

1. Identification
2. Qualification
3. Cultivation
4. Solicitation
5. Stewardship



4. Gifts - Variety, Size, Frequency

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- Gifts from Donors - funds
 - Mixing of Variety, Size and Frequency



5. VEHICLES OF FUNDRAISING

Individual Giving

Crowdfunding

Direct Mail Marketing

Legacy

Diaspora & Alumni

Capital Fundraising

Payroll Funding

High-Net-Worth Individuals

Social-Media

Community Fundraising

Community Fundraising

Event Management

Organizational Fundraising/
Donor Agencies

Faith Based Impact Investment

Trusts & Foundations

Scholarship & Research Grants

Corporate Social Responsibility

6. Strategy – Fundraising plan



- Fundraising strategic planning is the process of creating a blueprint that guides an organization for a specified time period and helps accomplish its goals.
- The strategic planning process involves reflecting on your mission to identify your most important goals and determining the strategies you'll use to reach them.
- A good strategic plan ensures you have charted the necessary pathways to meet (and hopefully exceed) your organization's goals.
- Any plan should be supported by a budget which is not inside the funds raised, rather channeled from outside. It is the responsibility of the leadership to finance the budget for fundraising.

Sample of a Fundraising Plan

Strategic objectives	Smart goals	Fundraising activities	Who	Deadline
Major donors Upgrade % cultivation	Increasing donations from major donors by 10%	One-to-one meeting	John	By June 30
		Project proposal to two major donors	Jane	By December 31
	In the following financial year, ensure 100% retention of major donors	Invite all MD to our annual event	Jeff	By December 15
		Organise a dedicated meeting with beneficiaries	Jack	By September 15
	New donors Acquisition	Acquire 100 new donors in one year	Send four dedicated direct marketing storytelling	Jean
Increase the recurring donors	Get 20 new recurring donors	Add recurring giving option to our website donation appeals	Jerry	By February 28
		Telephone contact with all donors who have given three or more times in the last two years.	Janet	By July 15

7. Action – Engagement with Ethics

While we engage in Fundraising, we need to take care of the laws around Fundraising according the Country and International Laws.

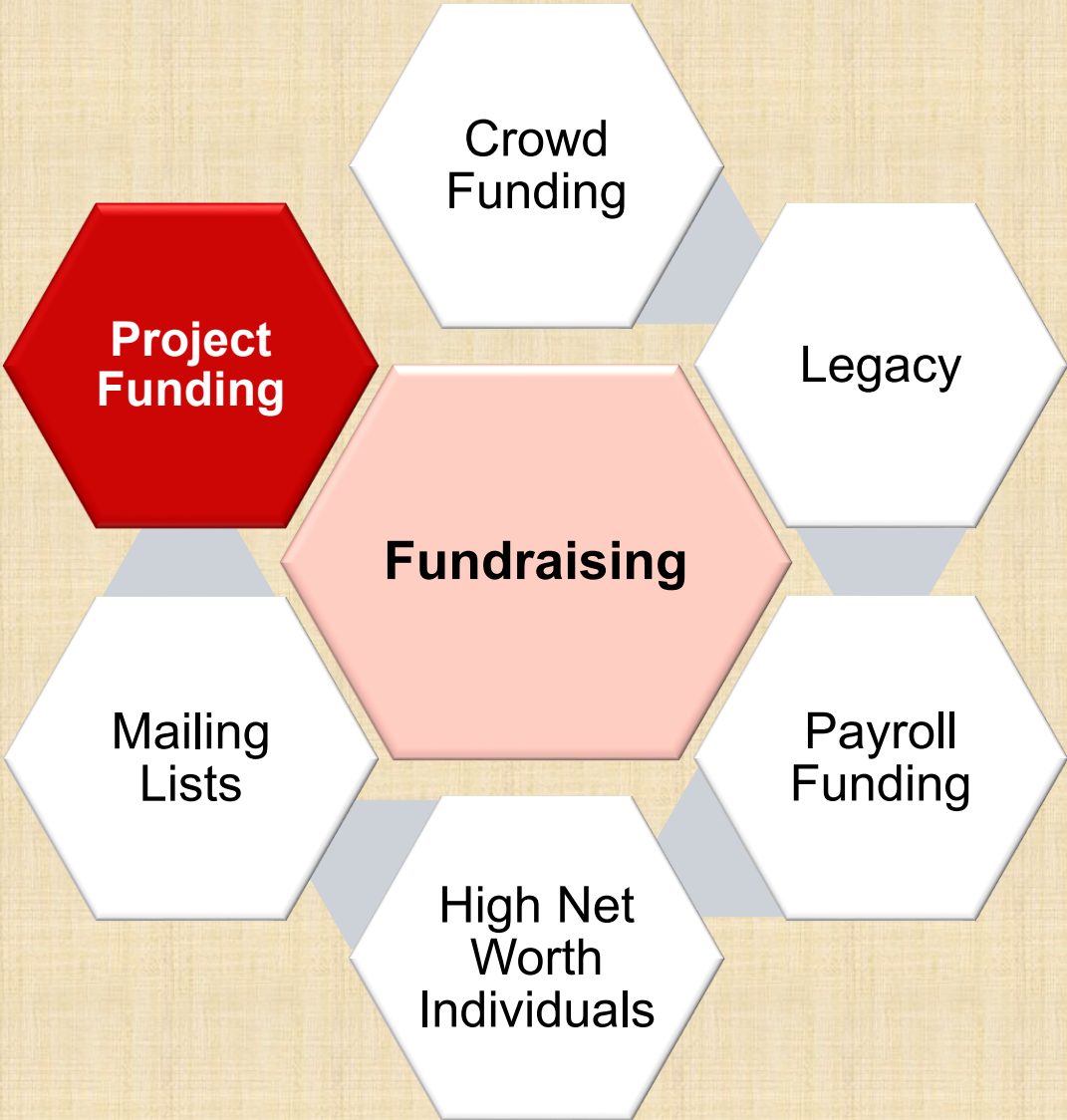
- Legal Compliance Checklist
- Data Privacy in the form of GDPR
- Privacy and Electronic Communications Regulations
- Tax exemptions for Gifts – A major help in USA and Canada for receiving donations for non-profit organizations
- Bookkeeping for Fundraising , government regulations regarding accounting gifts and donations
- The fundraising ratio: The ration between the income raised by a particular fundraising method and the cost of raising it.

Discuss in Groups

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2. Developing a fundraising strategy
3. Increasing the visibility of our work
4. Materials we should prepare
5. Internal fundraising within the Organization



Position of Projects among vehicles of fundraising



The Jesuit Development Offices - <https://xavier.network/>



Canadian
Jesuits
International



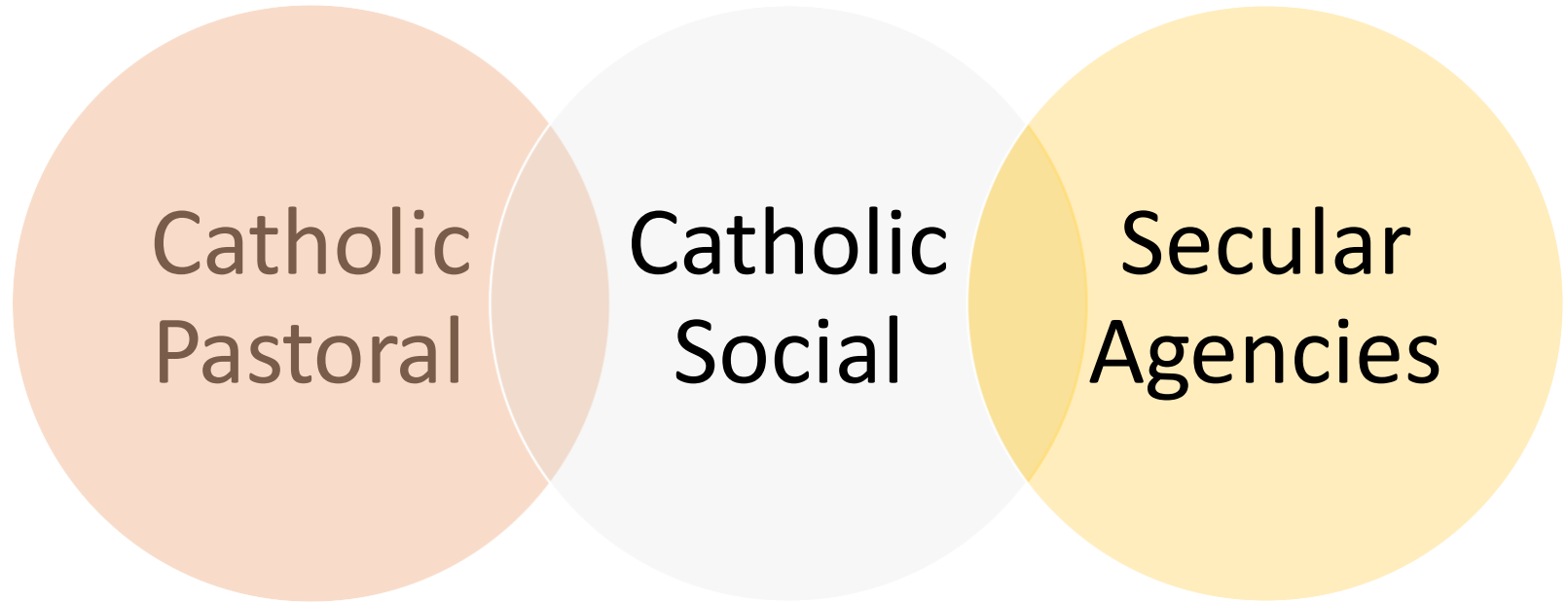
Basic Components of any Project Proposal



1. **Organizational Profile**
2. **Project Area Profile**
3. **Problem Analysis and Justification**
Logical Framework Matrix
4. **Time Management**
5. **Financial Budgeting**
6. **Documentation and Reporting Plan**
7. **Monitoring and Evaluation Plan**
8. **Sustainability of the Project**



Types of Donor Agencies



Possibilities of Funding from Donor Agencies

- Fiscal Agent by JCoR is not a viable idea unless you have all the necessary organizational requirements available
- Fundraising for specific purposes – Capacity Building , Raising awareness about UN among Sisters etc.
- Seed fund from major donor agencies
- Linking with fundraising offices of the member Congregations
- Organizing training in developing rights-based projects for the Congregational members
- Fundraising training for the Board of Directors
- Continuity of project work in collaboration with fiscal agent.

Thank you

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