



Development through Football

Fundraising

Developing a strategy for your organisation

Agenda

1. Why is fundraising important?

2. Identify needs, strengths and assets of your organisation

3. Identify the fit with a potential funder

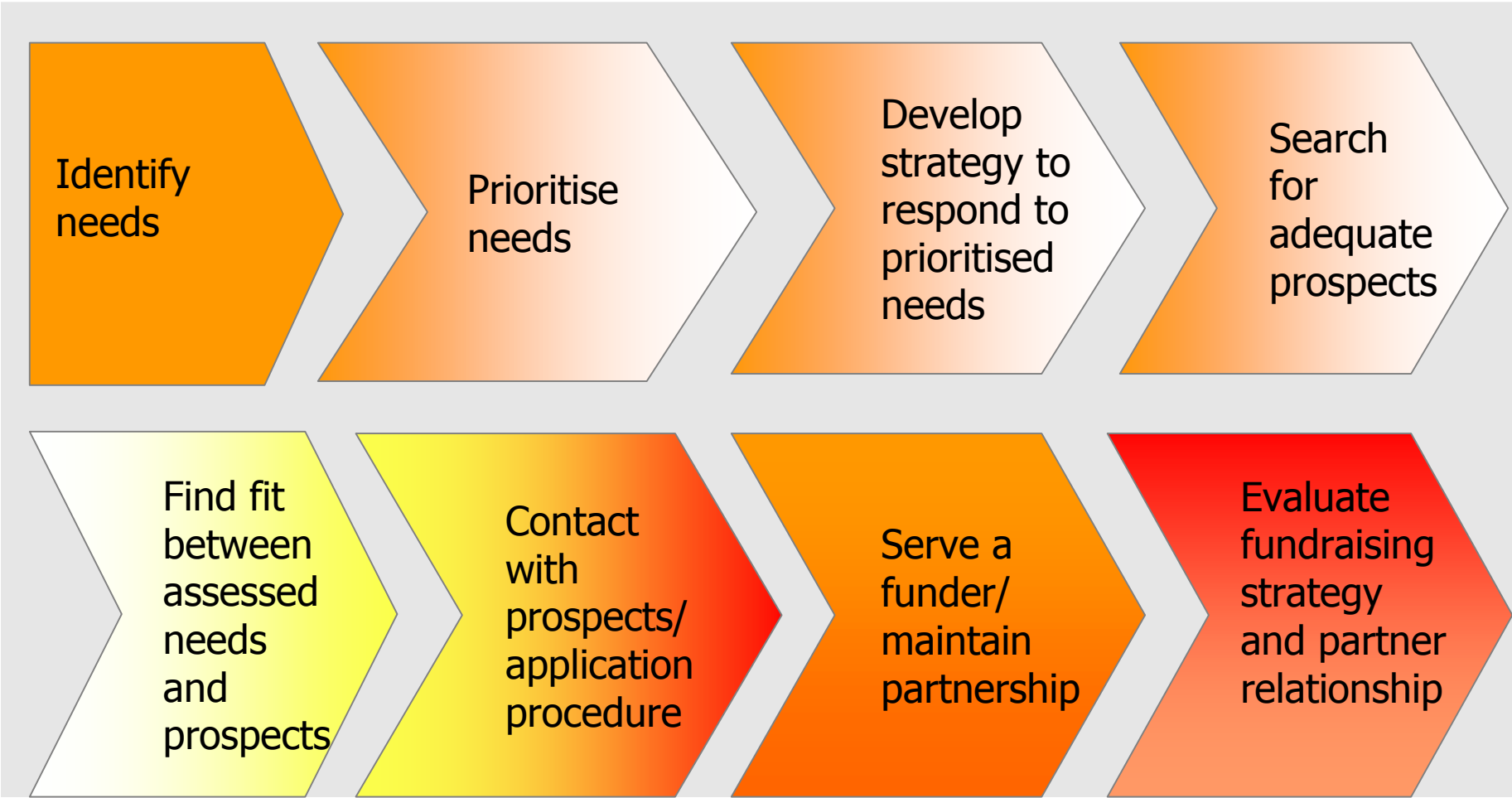
The importance of fundraising

- Enables long-term planning for your organisation and projects
- Enables development of new projects
- Enables you to diversify your income streams
- Helps you set priorities for your organisation
- Limits crisis fundraising

Fundraising planning ⇒ diversified income streams
⇒ financial stability

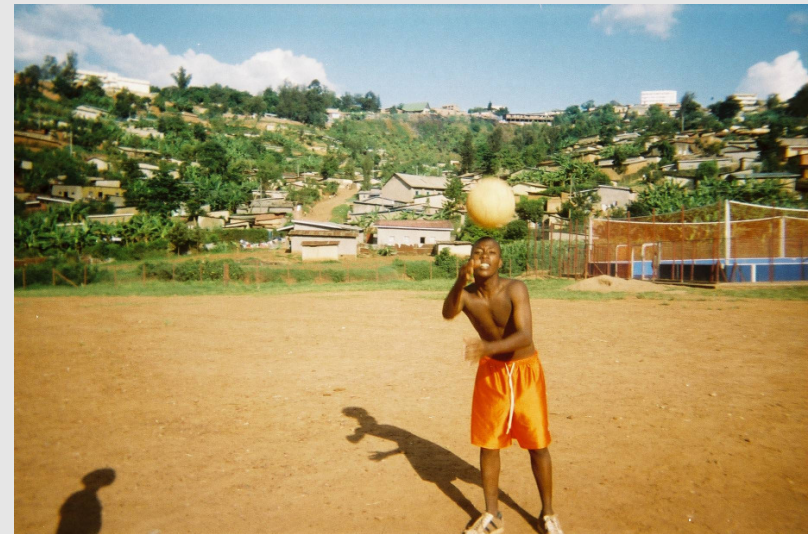


Fundraising as a process



Assessing objectives and needs is key for successful fundraising.

- What do I want to achieve?
- What do I need to do to achieve these goals?
- Prioritise the objectives of my organisation and the related needs
- Stay realistic



Review current and future funding streams

- Which funding partners do you currently have?
- Which partners will provide long-term security?
- What level of support can you expect from each partner?
- How much time and money will it take to secure additional partners?

What are the strengths and assets of your organisation?

Values, vision and mission

- What values does your organisation hold?
- What audience do you serve?
- What is the unique purpose of your organisation?

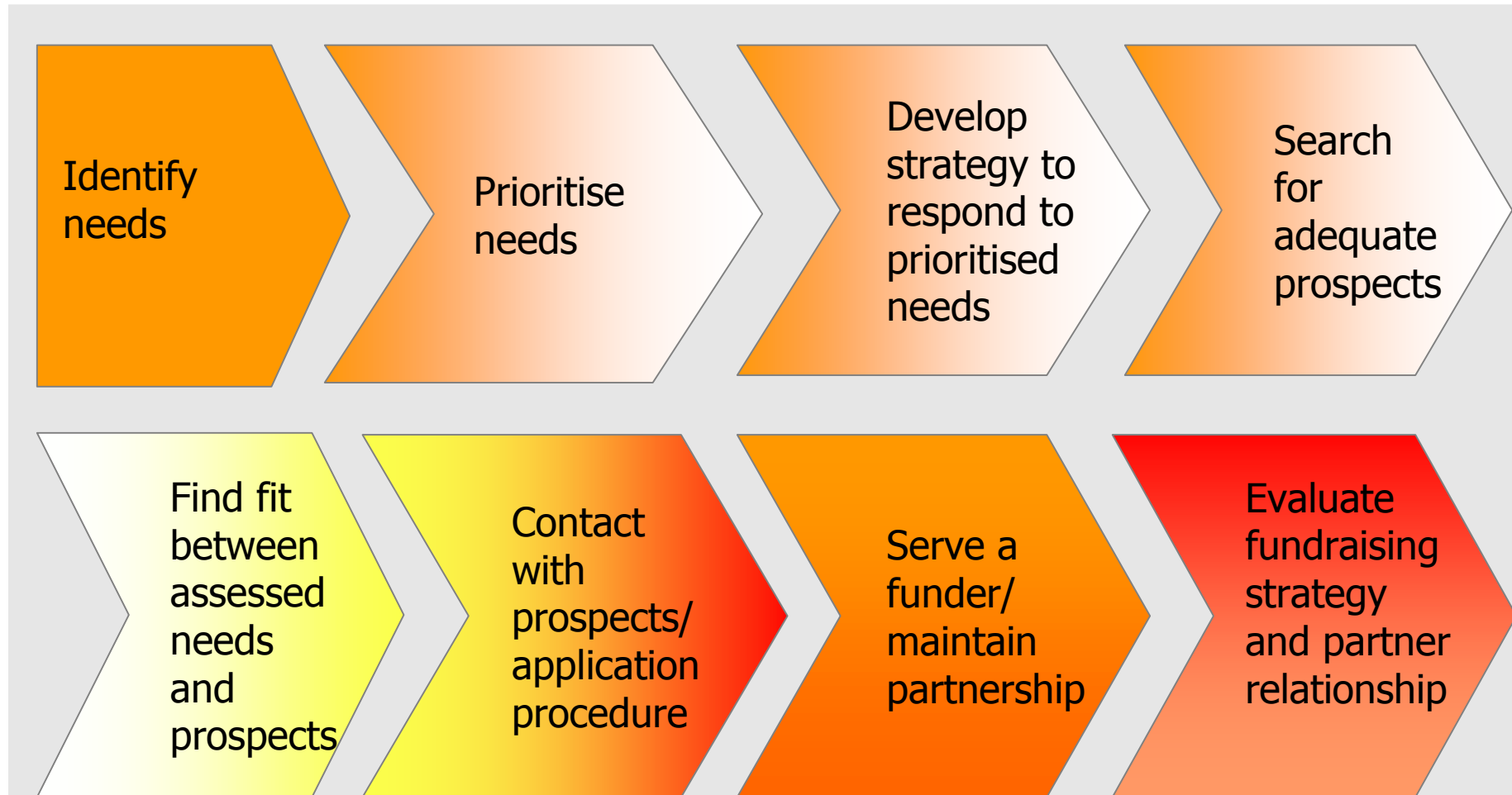
Accomplishments

- What are the ongoing core projects or programmes and what are the results or outcomes that you can point to as a result of these efforts?
- What are the core skills that enable your organisation to succeed in these efforts?
- How do you measure your effectiveness?
- Do you attract media visibility?

Make sure the funder fits the interests and needs of your organisation.

- Does the funder support the particular population group for which you are seeking funds?
- Does the funder indicate an interest in your country or geographic region?
- Does the funder make grants for the type of support you are requesting?
- Does the funder make grants for the amount of money you will be requesting?
- Does the funder require matching funding?

Fundraising as a process



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