Good Practice 16: Three Steps Towards Fundraising Professionalism

SKIVRE Training Scheme

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Good Practice 16: 
Three Steps Towards Fundraising Professionalism

Description

Non-profit organisations are steadily becoming more professional. But there are still vast differences between organisations and their levels of capacity. To help in the process of professionalisation this guide for local NGOs has been put together, based on fundraising checklists developed by Ernie Hayes.

With fundraising, there are no quick fixes, no magic shortcuts. Instead, the steady, regular work of your organisation – board members as well as the staff responsible for funding – will develop an effective strategy through many small steps. Community-based groups can become stronger as they plan and work together to raise money for product development projects.

There are three processes involved:

1. The process of professionalism
2. The planning of a project
3. Finding money for the targeted initiative

Note: These processes overlap in time.
Source/link

This good practice exercise is available under the following link:


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