FUNDRAISING

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What is Fundraising?

- collecting or raising money of individuals or organizations for a particular social reason

- Education support
- Cultural life support
- Fight against poverty/ illiteracy/ diseases

Types of charity activities

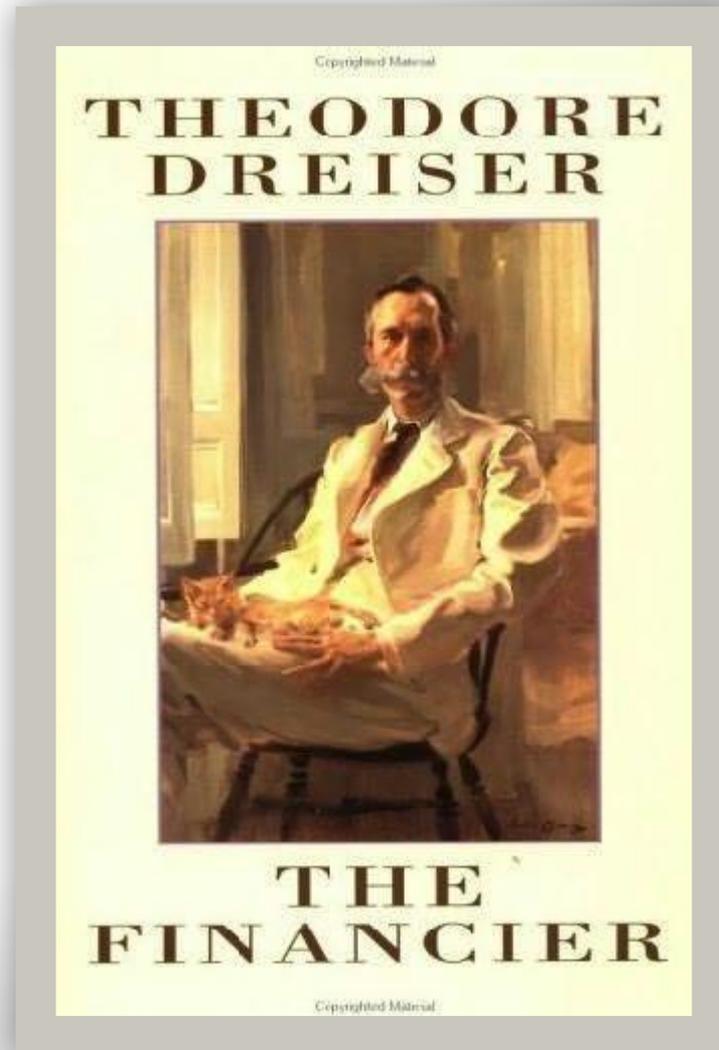- Funds
- Sponsorship
- Philanthropy

A bit of history

- **Benjamin Franklin** – charity institution, University of Pennsylvania
- **Henry Ford** – University of Chicago, Museum of Modern Arts
- **Ted Turner** – 1 billion to UN (1998)

Why? Reasons for fundraising

- To form or maintain the image

Reason # 2

- Social recognition

Reason # 3

- Financial (for the sake of advertising)

Reason # 4

- Economical (to reduce taxes)
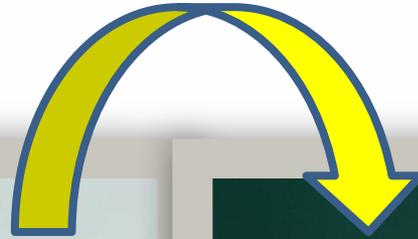
Reason # 5

- To improve life

Reason # 6

- Out of particular interest

Reason # 7

- Under pressure

Reason # 8

- Personal experience

Why? Reasons for fundraising

- To form or maintain the image
- Recognition
- Financial reasons
- Economical reasons
- To improve life
- Out of particular interest
- Under pressure
- Personal experience

Types of contributions

- Unrestricted
- Restricted
- Matching
- For membership

Fundraising rules

- For convincing purposes (believable, achievable, positive, important)

- Project easy to understand

- Famous fundraisers

- Highly competent leaders

- Urgent purposes

- Measurable results

Mistake # 1

Fundraising is begging

Mistake # 2

If there is a good reason, there will be a lot of contributions

Mistake # 4

Funds spend too much on salaries and other expenses

How does it work?

- Problem recognition
- Formulation of purposes
- Dividing into segments/ groups
- Choosing your target group
- Planning for each segment
- Execution
- Evaluation

Contacting Contributors

CULTIVATION

- Person to person
- Person to group
- Phone
- Letters

Contacting Contributors

- The Internet
- Mobile phones
- Advertising
- TV

Durex

Canon

THANK YOU FOR YOUR ATTENTION