NF Kinder
Neurofibromatose durch Forschung besiegen
Fundraising in a patient organization

• what are your dreams?

• what is your vision?

• what are your goals?

what do you need to get there?
Fundraising in a patient organization

• is it a priority on your agenda?

• is it part of your philosophy?

• is the board, are the members, staff/ volunteers supportive?

• do you have the necessary tools?

• do you have the know how?
Fundraising in a patient organization

What is fundraising???

„Fundraising is the principle of asking, asking again and asking for more“ (Kim Klein)

„Fundraising is the gentle art of teaching the joy of giving“ (Henry A. Rosso)

Fundraising is about building and maintaining relationships

Fundraising i NOT begging or scrounging - it is enabling
Fundraising in a patient organization

What is fundraising???

Fundraising is:

- a management task
- an investment (needs 3-5 years to be established)
- quick wins help but are most likely not sustainable
- patience pays off
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What is your story?

What makes your organization unique?

A- ttention

I- nterest

D- esire

A- ction
Fundraising in a patient organization

Difference between marketing for profit process and non profit process

Marketing

company

information

€

customer
Fundraising in a patient organization

Difference between marketing for profit process and non profit process

Non profit

problem

solution

information

NGO

good people
Fundraising in a patient organization

**must have**

**fundraising goals** - what do we want to achieve?

**fundraising strategy** - how do we plan to achieve these goals
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Is your organization ready for fundraising?

• purpose (mission)

• image in the public

• environment (industry, politics, other NGOs,…)

• communication strategy

• leadership

• fundraising staff

• fundraising budget
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What are fundraising tools?

- mailings
- telefundraising
- online-fundraising
- face-to-face fundraising
- legacy fundraising
- fundraising events
- sponsoring
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What are fundraising tasks?

- verbalization of fundraising goals
- to draw up a fundraising budget
- develop a fundraising strategy
- identification of donors
- set up and maintenance of a donor-database
- database marketing
- planing, implementation and evaluation of fundraising instruments
- donor management
- coordinating the team including volunteers
- accounting
- coordination of external partners (agencies)
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**motives of giving**

- values/ faith
- wish to make a difference
- satisfy our guilty conscience
- to give meaning to our life
- to last longer than life
- raising self-worth
- lowering taxes

*because they were asked to give*
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**some fundraising rules**

- fundraising is not about money, it is about needs as well as achievements

- people give to people, not to organizations

- share your problems as well as your solutions and your successes with your donors

- always be honest, open and truthful with your donors
Fundraising in a patient organization

Donor Pyramid of Fundraising Strategies

- Planned Gift Donor - Personal contact only
- Capital Donor - Personal contact only
- Special or Major Gift Donor - Personal contact, letter or phone call
- Renewed or Upgraded Donor - Personal contact, letter, or phone call
- First-Time Donor - Direct mail, telemarketing, fundraising benefit, Internet, media, or door-to-door contact
- Universe of Prospects

Source: The Fund Raising School, 2007 Ladder of Development Effectiveness
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how to plan fundraising

7 elements of success

- define the tasks
- state analysis
- goal-development
- strategy development and planing
- creative implementation
- production and realization
- evaluation
NF Kinder - Austrian patient organization for people with Neurofibromatosis

Our story so far

started from scratch in December 2013

preparation through fundraising college - final exam + fundraising plan in March 2014
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fundraising circle - it starts with you

- you
- family
- friends
- wider network
- public
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activate my circle

information evening for family, friends, people I knew

• explained the disease

• told my story

• showed my vision - provided possible solutions

• asked for help and support

my personal fundraising circle contributes 30.000 Euros per year
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networking exercise - visualize your network

draw a map of people - organizations - stakeholders

- sorted by topic (medical issues, media, patient advocacy issues, political issues, cooperations/industry, philanthropist...)

- quality relationship to the contact (good friends/close contact, somebody you know briefly,..)

- power of the contact (decision maker, multiplicator, enabler,...)

- how are these contacts probably connected to each other?

- develop an action plan: whom to contact for which purpose
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**setting up our infrastructure**

- bank account
- website
- social media
- online fundraising tool
- building a network
- building a press distributor
- developing materials (info leaflets, brochures, rollups etc.)
- setting up a database for donors
- assembled a medical advisory board
database
### Database Entry

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### ID Kontakt

ID Kontakt: [Redacted]
database
NF Kinder - Austrian patient organization for people with Neurofibromatosis

**importance of the media**

**raise awareness in**
- the mass society
- special target groups (families, health care professionals, companies,..)

**in order to**
- build an image
- introduce your solutions
- attract supporters
- attract other patients/families
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importance of the media

**educate people on health issue**

- understanding
- solidarity
- action

**information about your organization**

- who are you
- what are your goals
- what do you need
- what have you accomplished
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fundraising activities

fundraising circle - multiplier effect

Online-Fundraising

Corporate Fundraising

foundation fundraising

events
Online Fundraising

• Relatively cheap
• flexible and adjustable
• allows tracking
• channel potential donors to your website
• first step awareness - second step raising funds
Online Fundraising

**Jan's 40er Spendenaktion für NF**

von Spenden statt schenken

Sammelt für: Neurofibromatose Kinderklinik

**3,920,00 €**

Umfang bis: 25.01.2017 (beendet)

Spendenziel: **5,000,00 €**

**JETZT SPENDEN**

Lieber Freund, liebe, liebe Kollegen,

zu meinem 40. Geburtstag bitte ich, statt mich zu beschenken, einen Beitrag zur Gründung der NF Kinderklinik zu leisten! Jeder kleine Beitrag hilft dieser guten Sache!

Ihr könnt zwischen Einmalspenden oder regelmäßigen Spenden wählen, was dem Betrieb der ersten NF Kinderklinik in Österreich nachhaltig hilft.

Danke, dass ihr euch die Zeit nehmt, auf meine Aktionseite zu gehen. Spendet hier direkt, schnell und sicher für meine Spendenaaktion. Ich freue mich über jeden Betrag!

Ich danke euch jetzt schon für eure Unterstützung!

Herzlichen Dank,
Euer Jan

NF Kinder

Neurofibromatose durch Forschung besiegen
2 wöchiger Aufenthalt exkl. Flug in Kimasurf Deluxe Surfvilla auf Bali


Spende jetzt und tu doppelt Gutes!

Die drei grössten Spenden werden auf Wunsch veröffentlicht und dürfen sich über einen personalisierten Sonderpreis freuen.

PREISE

2 Wochen auf Bali in der Deluxe Villa von Kimasurf in Seminyak

Ein heisse zwei unvergessliche Wochen im Luxus, richtig, aber dennoch zentral gelegen und mit einem reichhaltigen Angebot ausgestattet.

www.kimasurf.com

Sprung von Europa Brücke

5.4.3.2.1. Bungee Ein Sprung von der 192 m hohen Europa Brücke!!! Wer das schafft... Schafft alles!!!

www.europeabungee.at

Red Bull Air Race Tickets

Die schnellsten Motorräder der Welt erobern den Luftraum über Spielberg, bei der offiziellen Wettbewerbszeit von beiden Ablössen müssen die Rennflugzeuge mit bis zu 370 km/h Toppyspeed mit Millimetergenau durch „Air Gates“ und Slalomkurse bewegt werden.

www.redbullairrace.com
Corporate Fundraising

- potential for big gifts
- potential for long term sponsorships
- good preparation required
- need to offer something for the companies - give & take principle
- utilize your network
## Sponsorships

### für companies/smaller donations
- patrons
  - NF Kinder-friends
  - Patrons „Part“
  - Patrons „Full“

### für Firmen/big donations
- NF childrens clinic partnerships
  - Junior-Partnership
  - Senior-Partnership
  - Co-Partnership
NF Kinder clinic partnerships

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<tr>
<td>Logo on Website, Newsletter, print material</td>
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<tr>
<td>Postings on Social Media (quote/Video-message)</td>
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entrance NF-Kinderklinik
Eingangsbereich Kinderklinik
Event Fundraising

- we chose to team up with partners - shared burden
- prefer small events - build experience
- also about awareness and new contacts for database
- utilize your network
Event Fundraising
Foundation Fundraising

- look for non operative foundations that support rare diseases
- contact organizations like lions club, rotary club
- also look for grants
- utilize your network
Fundraising in small organizations

- get know-how or get a fundraiser
- implement fundraising to your overall strategy
- develop a fundraising plan that fits your situation
- good story telling is essential
- in order to get something out - you have to put something in
- the more you put in - the more you get out
NF Kinder development

- **2014:**
  - Corporate Giving: 11,428.00
  - Total Income: 59,000

- **2015:**
  - Corporate Giving: 24,463.00
  - Total Income: 79,000

- **2016:**
  - Corporate Giving: 53,800.00
  - Total Income: 150,000
Fundraising training

certified fundraising training by the European Fundraising Association - here

available in Austria, France, Germany, Ireland, Italy, Norway, Spain, Switzerland, UK

get skills yourself - get a fundraiser
It’s just the beginning
backups
awareness raising
awareness raising
awareness raising
awareness raising
Fundraising training

aspects of fundraising

legal framework

fundraising tools

organizational infrastructure

overall communication skills (writing texts, presenting, negotiating,..)

PR / media work
Fundraising in a patient organization

how to plan fundraising

fundraising goals should be

• relevant for the whole organization

• in line with goals of the organization

• hierarchical

• oriented on target groups

• instruments/ tools should be sufficient to reach the goals
Fundraising in a patient organization

dimensions of fundraising goals

- **content** = what should be achieved
- **extent** = how much should be achieved
- **time** = until when should it be achieved
- **target groups** = who do we aim for
- **reference** = for whom should it be achieved
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**TV reports**

- 4 nationwide formats (5-11’)
- 1 regional format (2,5’)
- 2 news formats
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awareness spots

- 5 different spots (25” each)
- shown on 3 different national TV stations
- aired over 300 times
NF Kinder - Austrian patient organization for people with Neurofibromatosis
NF Kinder - Austrian patient organization for people with Neurofibromatosis

**Radio**

- reports
  - 1 nationwide format
  - 1 nationwide live format
  - 1 regional report

**Social Media**

- facebook
- youtube
- twitter
- instagram
Fundraising in a patient organization

**things to consider**

- if you want money, you have to ask for it
- thank before you bank
- donors are not ATMS
- most money comes from people, and most of those people are not rich
- people have the right to say no
- fundraising should not be confused with fund chasing, fund squeezing or fund hoarding
how much can you spend on fundraising?

- 20-35% of the income is considered acceptable
- 10-20% of the income is considered appropriate
- below 10% of the income is considered too low
Fundraising in a patient organization

ways of fundraising

public fundraising

• individual donors

• regular donors

• major donors

• members/ patrons

corporate fundraising

sponsoring

licensing

grants
Fundraising in a patient organization

sources of fundraising

public fundraising

• donations
• membership fees
• patrons
• auctions/ lotteries
Fundraising in a patient organization

What makes a good fundraiser?

Someone who is:

brave - proactive - innovativ - inspiring - authentic - enduring - communicative