

ATTACHMENT 3: FUNDRAISING STRATEGY CHECKLIST

Following are different fundraising strategies, along with brief comments on considerations for this type of strategy.

Fundraising from individuals—small donations

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|----------------------|---|---|
| | Email | <ul style="list-style-type: none"> • Inexpensive • Directly delivered to potential donors • Directs people to your website for further information and to donate | <ul style="list-style-type: none"> • Many emails are deleted without being read. • May be difficult to obtain and update email lists. |
| | Telephone calls | <ol style="list-style-type: none"> 1. Opportunity for direct conversation with potential donors. | <ol style="list-style-type: none"> 2. Labor intensive 3. May be viewed as intrusive 4. Calls may not be answered. 5. May be difficult to obtain and update phone numbers. |
| | Telephone - SMS | <ol style="list-style-type: none"> 1. Sends information about NPO events or activities directly to potential donors. | <ol style="list-style-type: none"> 2. Length of message is limited. 3. May be viewed as intrusive or ignored. 4. May be difficult to obtain and update phone numbers. |

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|-------------------------|---|--|
| | Door-to-door canvassing | a) Opportunity for direct conversation with potential donors. | b) Labor intensive c) May be viewed as intrusive |
| | Direct mail | <ul style="list-style-type: none"> • NPO message is directly delivered to potential donors | <ul style="list-style-type: none"> • Postage, paper and printing costs. • May be difficult to obtain and update address lists. |
| | Special events | <ul style="list-style-type: none"> • Can generate lots of money if well-attended. • Can generate good will for the NPO. | <ul style="list-style-type: none"> • Require major advanced planning. • Expenses can be substantial and may offset contributions received. |
| | Website | <ul style="list-style-type: none"> • Contains complete information about your NPO. • Can accommodate on-line donations. • Social network can refer people to your website. | <ul style="list-style-type: none"> • Costs associated with hosting and developing a website. • Need to update the website regularly. • There must be a way for people to learn about your website. • Need secure method for accepting on-line donations. |

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|---|---|---|
| | Social networking | <ol style="list-style-type: none"> 1. Inexpensive. 2. Messages can easily be shared with many people. 3. Can be used to direct people to your website. 4. Opportunity to develop communications and relationships with your community and to learn what is important to them. | <ol style="list-style-type: none"> 5. Social networking site must be regularly updated and monitored 6. Just because people see a message does not mean they will donate. |
| | Income generation through products and services (i.e. selling products) | <ol style="list-style-type: none"> 7. Can generate funds to support NPO activities. 8. If handled and communicated properly, sale of goods and services could positively raise the NPO's profile. 9. Could potentially result in funding as a social enterprise. | <ol style="list-style-type: none"> 10. Unclear regulatory environment in Vietnam. Sales of goods and services may have tax implications. 11. It takes time and financial resources to start up and run an income generation program effectively. This can potentially detract from work that supports your NPO's mission and beneficiaries. 12. If not handled or communicated properly, there may be confusion by donors about whether the NPO is a business and not a charity. |

Fundraising from individuals—large donations

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|--|---|--|
| | Face-to-face requests | <ul style="list-style-type: none"> • Potential donor gets in-depth understanding of the NPO and has all questions answered. • Personal relationship can help raise donor loyalty towards NPO. | <ul style="list-style-type: none"> • It takes time and effort to identify prospects and arrange for meetings. |
| | Bequests, insurance and other planned giving | <ul style="list-style-type: none"> • Can yield large donations over time. | <ul style="list-style-type: none"> • Requires considerable advance planning. May require legal assistance. |

Fundraising from organizations (religious groups, service clubs, professional groups, etc.)

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|--|---|---|
| | Presentations at meetings or events held by these groups | <ul style="list-style-type: none"> • Opportunity for direct communication with members of these organizations. • Provides opportunity to answer their questions and ask directly for contributions. | <ul style="list-style-type: none"> • Depending on membership, may not generate many donations. |
| | Articles in newsletters | <ul style="list-style-type: none"> • No-cost way of getting publicity. • Organizations may like this because it provides content for newsletters. | <ul style="list-style-type: none"> • Depending on readership, may not generate many donations. |
| | Advertisements/funding appeals in newsletters | <ul style="list-style-type: none"> • Can be a low cost way of getting publicity. | <ul style="list-style-type: none"> • Depending on readership, may not generate many donations. |
| | Commenting on blogs or social media of other organizations | <ul style="list-style-type: none"> • Increases awareness of your organization • May direct readers to your website. | <ul style="list-style-type: none"> • It takes time to monitor blogs and social media sites and to add intelligent comments. • May not generate many donations for your NPO. |

Fundraising from corporations

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|------------------------------------|---|---|
| | Participating in networking events | <ul style="list-style-type: none"> • Participating in networking events is an important prerequisite to requesting funding from corporations. Networking events allow your NPO to become known by members of the business community. • Participation can result in new contacts and potential referrals for NPOs, as long as the NPOs follow up with contacts from the networking events. | <ul style="list-style-type: none"> • Attending these events is time consuming. They may take place nights and weekends, requiring extra time for staff. • There are generally fees to attend these events. • There are expenses associated with preparation of business cards for these events. • Some events may require English skills. |
| | Face to face requests | <ul style="list-style-type: none"> • Potential donor can get in-depth understanding of the NPO and have all questions answered. • Opportunity to communicate the alignment between the potential donor's values and those of your NPO. • Personal relationship can help raise donor loyalty towards NPO. | <ul style="list-style-type: none"> • It takes time to identify and contact appropriate corporations. • Time and expense of preparing for the meetings, including developing professional materials describing your NPO's programs and needs. |

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|-------------------------------------|---|---|
| | Project proposals | <ul style="list-style-type: none"> • Larger corporations with corporate social responsibility programs may fund project proposals. | <ul style="list-style-type: none"> • Considerable effort is associated with developing proposals. • Proposals must correspond to the needs and requirements of the funder, which may not necessarily reflect the needs of your NPO. • Funding can be highly competitive. |
| | Contributions of goods and services | <ul style="list-style-type: none"> • Goods and service donations can offset need for money to purchase these items. | <ul style="list-style-type: none"> • Donated goods and services are not worthwhile if they are not useful for the NPO or its beneficiaries. |
| | Sponsorship of events | <ul style="list-style-type: none"> • By publicizing the corporation as a donor/sponsor, this can benefit both the corporation and the NPO. | <ul style="list-style-type: none"> • Your NPO may not want to be publically associated with a particular donor. • Corporate sponsorship may commercialize the event. |

Fundraising from foundations and government

| ✓ | Fundraising approach | Advantages | Disadvantages |
|---|----------------------|---|--|
| | Grant requests | <ul style="list-style-type: none"> • Can result in major funding. • Foundations and government agencies can be collaborative partners, not just a source of funds. They are often committed to the success of the organizations that they fund, and are prepared to provide management support or other help. | <ul style="list-style-type: none"> • Considerable effort is required to research foundations or government organizations and prepare grant requests. • Many grant requests are highly competitive. • Many grants have extensive reporting requirements. |
| | Fee-for-service work | <ul style="list-style-type: none"> • Can provide a continuing revenue source. | <ul style="list-style-type: none"> • Fee-for-service work may be highly regulated and may limit the NPO's ability to innovate or to shift focus. |