

# FUNDRAISING

Kutsenko KV



# 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



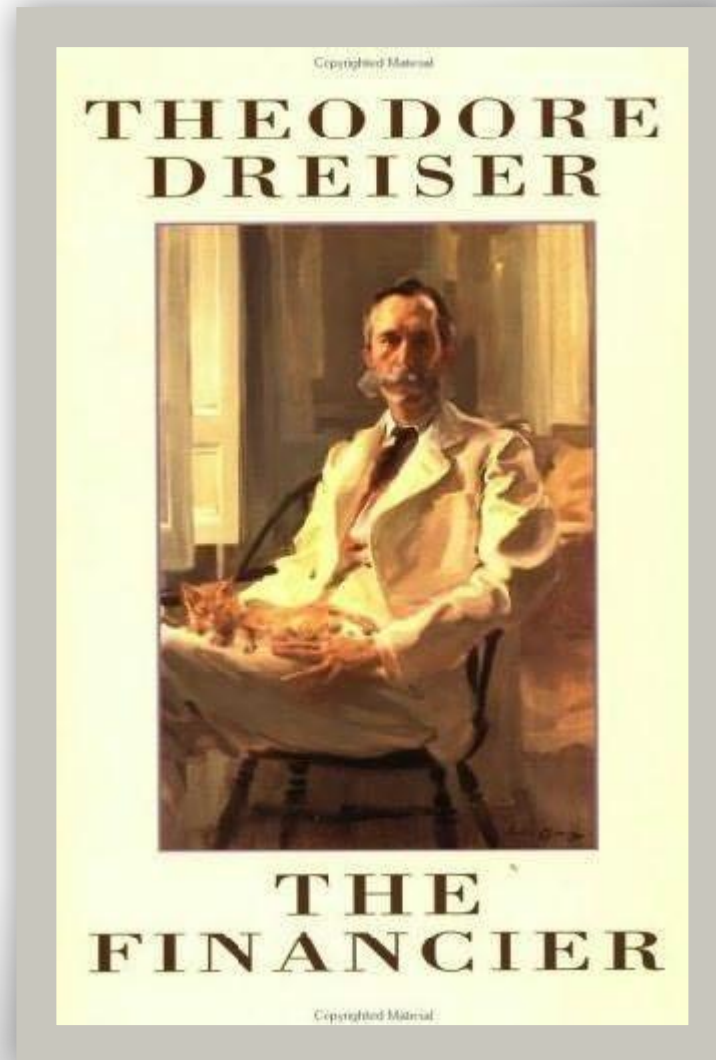
# A bit of history

- **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



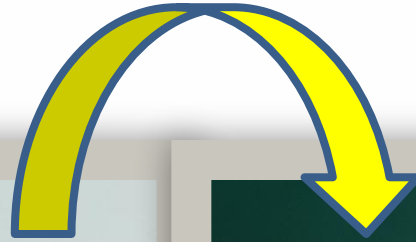
# Reason # 6

- 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 # 3

If everybody makes a small contribution  
we will raise the necessary sum

**80:20**



# 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

