

## Securing Funding

Why fundraise - Fundraising is important to ensure that your NBC/NAG has the right level and types of funding and finance that your organisation needs, when you need it and to be able to deliver your mission effectively.

This section will mainly focus on NBCs since NAGs are not a legal entity. However, as for NAGs it should be considered if funding could be done indirectly, through other bodies such as scientific societies that could for instance cover travel costs to attend a meeting.

Fundraising takes time and resources. Therefore it is key to work out what fundraising activities your NBC needs to have and have a clear strategy and action plan as to how this is achieved.

### Step 1: Build a fundraising strategy

To build your fundraising strategy, it is recommended to go through the following steps:

- Knowing the fundraising goal
  - Assess your internal implementation capacity (existing level of funding)
  - Assess level of funding needed to support your mission
  - Ensure that your mission statement and fundraising strategy are aligned
  - Assess your organisation's credibility and reputation i.e. why should a potential funder "invest" in your NBC
  - Analyse the legal situation in your country
    - Check out applicable laws in your country
    - Check out the tax situation eg. are there applicable tax benefits which encourage donations (individuals, private sector businesses and corporations etc.)
    - Look to what other organisations are doing
- Who in your organisation will do the fundraising
  - Assess experience and internal skills of your existing organisation
    - Past experience in fundraising
    - Available human resources and skills
  - Are additional competences required in your organisation
    - Many of the skills and techniques of fundraising have been developed by, and adapted from the commercial profession of MARKETING. Thus, ensure that you have these competences in your organisation and be ready, willing, and able to "sell" your NBC and the programs for which you are raising money.
- Identify sources of funding and how can they be reached
  - Assess a potential funder's credibility and reputation
  - Who will you take money from? (Are there people or organisations that you would not want to be associated with?)
  - Keep in mind; It is not begging: When you are fundraising you are actually selling the mission of your NBC and it benefits the community

- To build a realistic fundraising strategy, it is important to identify all the types of resources that are available or that can be mobilised for your national brain council. It is recommended to do this as a brain storm session with your team
- When working with your team on identifying potential funding options, it is suggested to consider the funding options mentioned in the below Figure 2. These are only few options for your inspiration, it should be identified for your specific country, who could be considered as a potential funder and then pro-actively reach out to these.

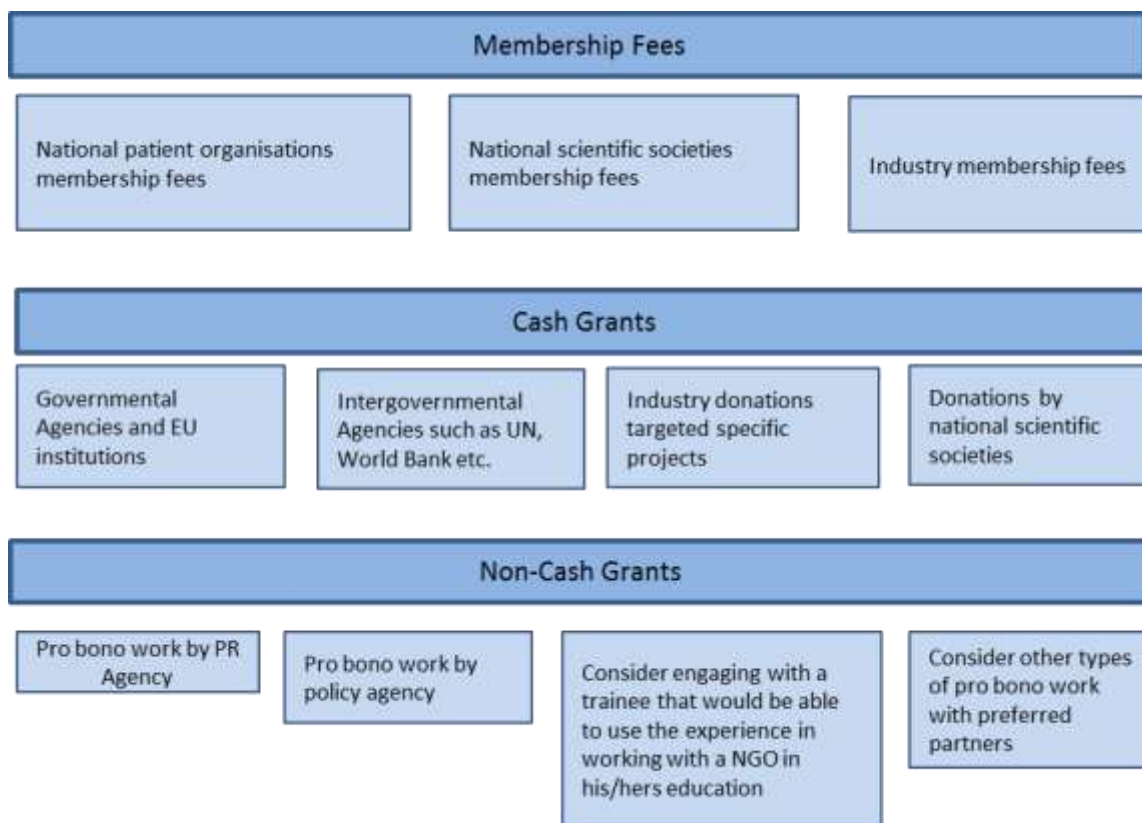


Figure 2

It is recommended that the level of fees is different for different types of organisations (e.g. smaller for patients).

As contribution in kind examples are pro bono work carried out by a PR agency, Policy Agency (such as [Fipra](#) doing pro bono work for EBC), a legal advisor, a company lending an employee to do pro bono work on a specific project.

#### Step 2: How to reach out to a potential funder

- Make a background check on your potential funder to see if there are common interests and synergies
  - Ensure also that your contact person has sufficient budget responsibility in the organisation to make decisions on funding amounts and involvement.
- Before reaching out to a potential funder, it is important to prepare documentation and leave-behind material that demonstrates the outcome and impact of your strategy and if the ask is funding for an event then the same applies i.e. being able to demonstrate the outcome and impact of this specific event.

- Provide data that demonstrates that what your non-profit is doing is making a difference
- Consider getting feedback from beneficiaries, either through surveys, interviews, or other approaches – this will both help you assess whether you are being effective and also provide you with testimonials that you can make use to make your case support even stronger
- When drafting agreements with potential funders be aware that most funders have their own templates that they are required to use

### Step 3: Maintain a good and long-term relationship to your funder

It is important to be strategic about the type and the frequency of the communication that your NBC initiate with funders.

Below you will find some steps to take to ensure that this is happening;

- Establish and maintain a funding database or funding overview that will allow you to make a note of key information about each funder. Below please see a list of possible content
  - Organisation name
  - Address
  - Contact person, contact details, title
  - Mission of the organisation
  - Main Area/Sectors of interest
  - Funding availability – Time and levels (maximum & minimum)
  - Special restrictions if applicable
  - Formate of legal contract/sponsorship agreement
  - Remarks
  - Past contacts & results
- Always ensure that the contact details that you have on file is up to date
- Examples of ways to obtain ties with your funder
  - Examine with each funder their need for being kept in the loop
  - Ensure that whatever type of communication that you send out to your funders is targeted and personalised. Avoid lumping all funders together in the same category and expecting everyone to be happy with the information sent to them
  - Ensure that you convey a clear message on your success, i.e. inform of your successes in measurable terms
  - Information sent to your funder can be of various sort such as annual reports, newsletters etc. in an attempt to maintain this with the donors that have granted them funds. However, be very clear on who your target group is
    - Smaller funders, such as family foundations or small corporations, may not wish to receive even program updates, because of the lack of resources to handle them