

Topic	<p><u>Fundraising: How to Screen and Find Opportunities</u> Explore the first steps to build sound fundraising foundations and practices, identifying often-overlooked processes that are vital to successful fundraising.</p>
Speakers	<p>Giovanna Tanzi, EPD Programmes Manager</p>
Key Takeaways	<p>Most of the existing resources are advanced and don't speak to small and medium organisations that struggle to find the time/human resources to work on fundraising, so we will focus on the foundations needed for this.</p>

Fundraising as a process:

- Fundraising is not an exact science, and it is always useful to share how we are each working in our contexts
- Change of mindset around fundraising to stop seeing it as a burden but as an opportunity for different members of the team to have ownership of their projects, gain visibility, practice outreach, gain reputation and develop expertise.
- Fundraising is commitment, engagement and storytelling, approaching donors to share what your organisation does, with a solid foundation and a coherent mission.
- Fundraising is an investment on the organisation side to be able to reach donors, it is a continuous effort and can't be treated as a side task, it is much more than writing proposals

Not to overlook

- Small organisations can work with grant intermediaries (bigger organisations which win calls and use them to fund smaller organisations)
- Donor mapping starts by setting objectives, then defining types of donors, researching about the background of donors, segment the donors by priority and finally draw a donor engagement plan
- Vicious cycle of winning proposals to hire staff to work on projects but then lacking funds to maintain the staff, underbudgetting salaries to make organisations competitive can be counterproductive in the long run