

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

✓	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"> <li>• NPO message is directly delivered to potential donors</li> </ul>	<ul style="list-style-type: none"> <li>• Postage, paper and printing costs.</li> <li>• May be difficult to obtain and update address lists.</li> </ul>
	Special events	<ul style="list-style-type: none"> <li>• Can generate lots of money if well-attended.</li> <li>• Can generate good will for the NPO.</li> </ul>	<ul style="list-style-type: none"> <li>• Require major advanced planning.</li> <li>• Expenses can be substantial and may offset contributions received.</li> </ul>
	Website	<ul style="list-style-type: none"> <li>• Contains complete information about your NPO.</li> <li>• Can accommodate on-line donations.</li> <li>• Social network can refer people to your website.</li> </ul>	<ul style="list-style-type: none"> <li>• Costs associated with hosting and developing a website.</li> <li>• Need to update the website regularly.</li> <li>• There must be a way for people to learn about your website.</li> <li>• Need secure method for accepting on-line donations.</li> </ul>

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

## Fundraising from individuals—large donations

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

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

## Fundraising from corporations

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

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

## Fundraising from foundations and government

✓	Fundraising approach	Advantages	Disadvantages
	Grant requests	<ul style="list-style-type: none"> <li>• Can result in major funding.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Considerable effort is required to research foundations or government organizations and prepare grant requests.</li> <li>• Many grant requests are highly competitive.</li> <li>• Many grants have extensive reporting requirements.</li> </ul>
	Fee-for-service work	<ul style="list-style-type: none"> <li>• Can provide a continuing revenue source.</li> </ul>	<ul style="list-style-type: none"> <li>• Fee-for-service work may be highly regulated and may limit the NPO's ability to innovate or to shift focus.</li> </ul>