

## Brief Description Of The Project:

With getting grants from traditional revenue sources becoming difficult in the past few years, especially for advocacy and rights-based activities, it is the need of the hour to build the capacities of Civil Society Organizations (CSOs) to raise domestic funds. There is a growing middle class in urban India, which has the traditional propensity to donate towards philanthropy and are looking for genuine and trustworthy avenues to donate. In addition, there are opportunities for CSOs to tap the Corporate Social Responsibility (CSR) funds compulsory under the Companies Act, 2013. In this context, the European Union (EU) and Welthungerhilfe (WHH) have started a project (2018-21) to build domestic resource mobilization capacities of Indian CSOs. The programme has adopted following three interlinked strategies to deliver on the impact indicators:

- A crowdfunding platform established to raise funds for social action, entrepreneurship and innovation around water, land, forests, sustainable agriculture and food & nutrition security.
- Diverting traditional grant-based CSO models towards social enterprise models through organizational development, enabling greater avenues for financing.
- Establishing a support system for CSOs to improve their access to institutional funds, both public and private.

## Support Team


### Digital and Social Media Experts

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## INCREASING THE SELF-RELIANCE OF CSOs:

Through innovation, enterprise & technology



Are you a Civil Society Organization (CSO)? Are you looking for additional avenues to diversify your revenue sources? Well, you're in luck—join this European Union (EU) and Welthungerhilfe (WHH) programme which aims to strengthen domestic fundraising capacities of CSOs to reduce their dependency on Foreign Grants. Under this programme, a team of experts will assist CSOs in -

## Getting Ready To Crowdfund

Capacity-building trainings & handholding for selected CSOs by experts & WHH Team for Online Fundraising

### The Recipe to Winning a Donor Online (Training for beginners)



Assessing the fundraising readiness of CSOs. Review of website and social media footprints



Understanding the importance of Branding. Critical analysis of CSO's logo, colour pallet, tagline, brand guidelines etc. & recommendations for improvement



Effective use of Social Media (SM). Discussion on SM strategy, selection of right SM platforms & identifying target audience



Recommendations to revamp the website



Techniques of photography. Learning the difference between a good photo & a bad photo



Learning the techniques to write a crowdfunding campaign. Discussion on 5 most important elements of an effective campaign

## Getting Your Crowdfunding Campaign Out There (Advance training)



**Introduction to the Digital Loop:** Interlinked use of website, social media and content marketing to gain new donors



**Going deep with Facebook:** Types of posts, frequency, engagement



**Going wide with Twitter:** Reaching new audiences, using hashtags, Twitter events



**Free tools to create and edit SM contents:** Infographics, surveys, photos



**Creating e-newsletters & Blog posts**



**Building SM editorial calendar**



**Building database of warm donors.** Ideas for online & offline networking & campaigning



**Techniques to create video content**



**Print Communication materials:** Postcard, four-page Annual Report, brochure, pamphlets

## First-hand Crowdfunding Experience (Optional)

### ShareOn.in Crowdfunding Platform

A crowdfunding platform is being built as part of the programme to give the CSOs an opportunity to learn the technicalities of raising funds on a digital platform. The platform, ShareOn.in, will support Sustainable Development Goals (SDG) of United Nations (UN). The CSOs, using this platform, would be able to raise funds for social action, entrepreneurship and innovation around-



water



land



forests



sustainable agriculture



food & nutrition security

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## Transition from Traditional Non-Profit to Hybrid Models

To support CSOs in transitioning from traditional revenue generating methods to more diversified income generating models, external experts & WHH Team will provide guidance & training to CSOs, which are

- Looking to solve a social problem through market-based solutions.
- Having some working prototype models looking to scale up.
- In need of organizational development support to transit towards income generating model.
- In need of business modelling support, subject matter specialist and legal consultation to scale up your model.

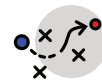
The experts will closely work with selected CSO leadership and help them in making this transition by providing support on:



Review of the Organizational Strategy to identify opportunities for market linked interventions through intense Organizational Development Process



Designing a hybrid business model without compromising with core values and mission



Designing a fund-raising strategy & connecting the new model with various CSRs, HNIs and Impact Investors



Mentorship and Coaching support on implementing social business planning



Providing support on social business modelling, impact modelling and legal consultation

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## Art Of Winning Grant Proposals

External experts & WHH Team will provide trainings to CSOs to write good proposals & connect them with Institutional Donors (both private & public). The Social Business start-ups will also be supported in connecting with impact investors & funders.

The experts will provide support to the selected CSOs & Social Businesses on-



Detailed need assessment of the organization's grant requirements



Training on Program Design (situation & problem analysis, objective analysis, stake-holder analysis, project formulation), Log frame Matrix, Result-Based Management framework, Budgeting, Donor Reporting and Visibility of the activities



Post Workshop guidance on writing winning project proposals.



Connecting CSOs with different institutional donors



Creation of strategies to approach different segment of donors like CSRs, family foundations & government agencies, requisite negotiation and liaisoning skills



Developing joint fundraising strategies (collaboration with like-minded CSOs and consortium-based project proposals)



Strategies on retaining existing institutional donors



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