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

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

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:

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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
- **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

**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

**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 modeling 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 fund-raising strategy** & connecting the new model with various CSRs, HNI and Impact Investors
- **Mentorship and Coaching support** on implementing social business planning

**Point of contact- Aparna Lall**

**Point of contact- Rahul Jain**

**Point of contact- Gagan Mehta**

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, stakeholder analysis, project formulation), Log frame Matrix, Result-Based Management framework, Budgeting, Donor Reporting and Visibility of the activities**
- **Connecting CSOs with different institutional donors**
- **Creating strategies to approach different segment of donors like CSRs, family foundations & government agencies, requisite negotiation and liaisoning skills**
- **Strategies on retaining existing institutional donors**

**Point of contact- Gagan Mehta**