

Welkom!



CHANGE
THE GAME
ACADEMY

Learn to raise funds
and mobilise support

WILDE 
GANZEN
KLEIN PROJECT **GROOT VERSCHIL**

Workshop Lokale Fondsenwerving en Introductie Change the Game Academy

Landelijke Dag Burkina Faso Platform, 22 april



- Quiz – hoe filantropisch zijn mensen wereldwijd?
- The Big Picture
- Intro Change the Game Academy
- Inspirerende voorbeelden van lokale fondsenwerving, lobby en advocacy
- Denkoefening: houd je eigen fondswervingsactie tegen het licht



QWVZ!



Stelling 1:

**1 miljard mensen wereldwijd
geven geld aan goede doelen**



Stelling 1:

1 miljard mensen wereldwijd
geven geld aan goede doelen



Maar liefst 1,4 miljard mensen wereldwijd geven geld aan goede doelen



Bron: CAF World Giving Index 2015

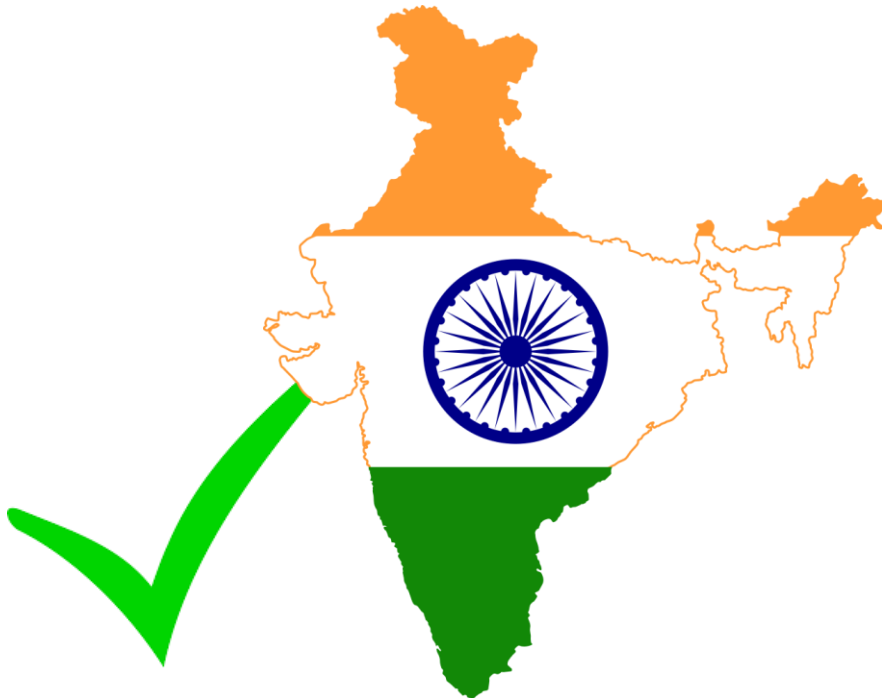
Vraag 2:

Welk land heeft meer vrijwilligers:
India of VS?



Stelling 2:

India heeft meer vrijwilligers dan de V.S.





India has surpassed the USA, with as many as 157 million people volunteering in a typical month and has first ranking. Brazil ranks 9 in terms of the number of people volunteering

Kenya ranks 33rd out of 135 in the World Giving Index [...]. You could say that Kenya already has quite a strong giving culture.

Brazil ranks #8 in total number of people giving money to charity (34 million)

source: World Giving Index, Charities Aid Foundation
press release 3 December 2013

Vraag 3:
Welk land is verder ontwikkeld o.g.v. mobiel betalen?



Nederland



of

Kenia

Vraag 3:
Welk land is verder ontwikkeld o.g.v. mobiel betalen?




A red speech bubble with a hand-drawn, textured appearance. Inside the bubble, the text "AND THE WINNER is..." is written in a bold, hand-drawn font. The words "AND THE" and "WINNER" are in all caps, while "is..." is in lowercase. The speech bubble has a tail pointing downwards and to the left.

AND THE
WINNER is...

SEE THE

BIG

PICTURE

A close-up shot of a hand holding a white marker, positioned at the end of the word 'PICTURE' on a blackboard. The hand is in the bottom right corner, and the marker tip is just finishing the letter 'E'. The blackboard surface is dark and has some texture.

1: Sociaal-economische en demografische ontwikkelingen



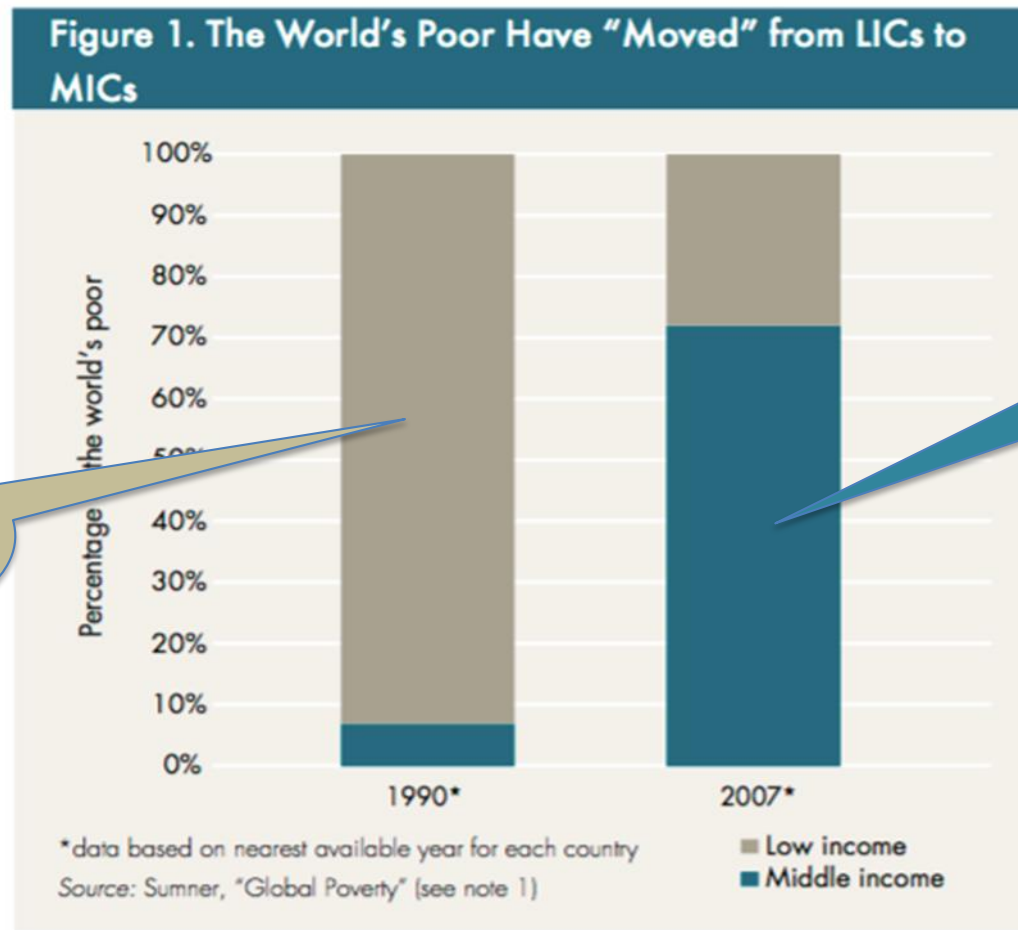
Sao Paolo



Mumbai

armoede heeft
een ander gezicht gekregen

Waar wonen de allerarmsten?



Low
Income
Countries

Middle
Income
Countries

Nieuwe burenen



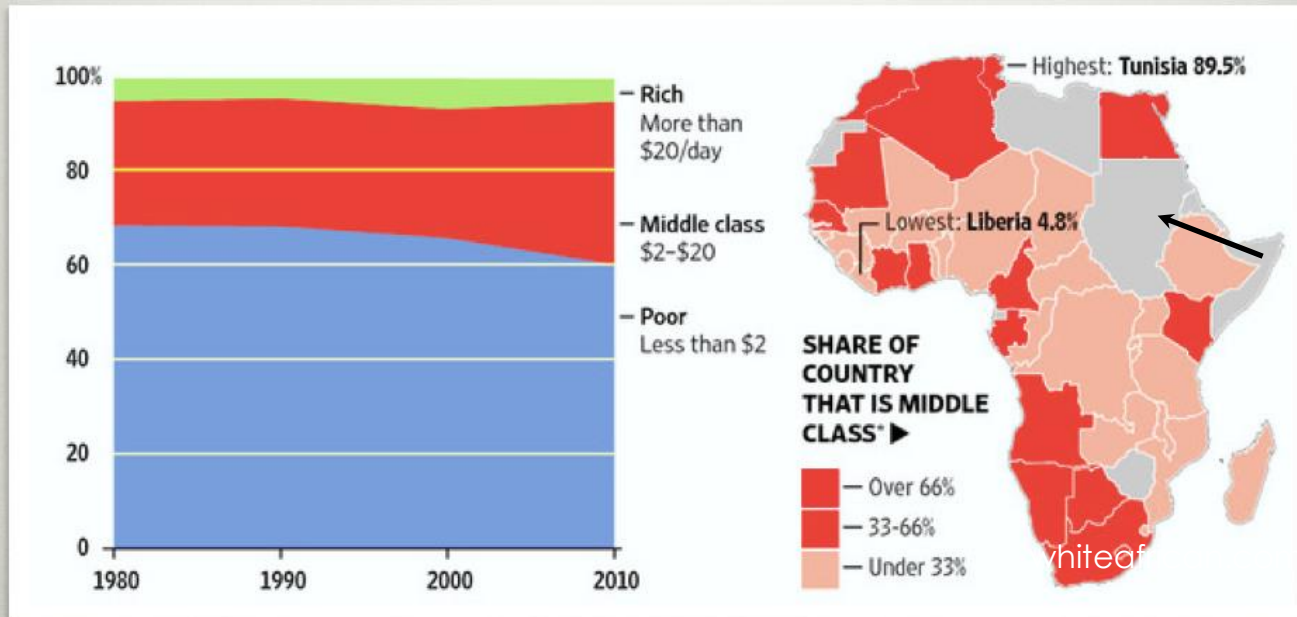
#2: Sociaal-economische ontwikkelingen: wereldwijde opkomst van de middenklasse



middleclass family in Lusaka, Zambia

#2: Sociaal-economische ontwikkelingen: wereldwijde opkomst van de middenklasse

313 million middle class 34%



#3: *Civil Society* staat wereldwijd onder druk

CIVICUS states “*respect for civil society freedoms significantly worsened in 2015.*”

Core freedoms of expression, association and peaceful assembly violated in at least 109 countries”.

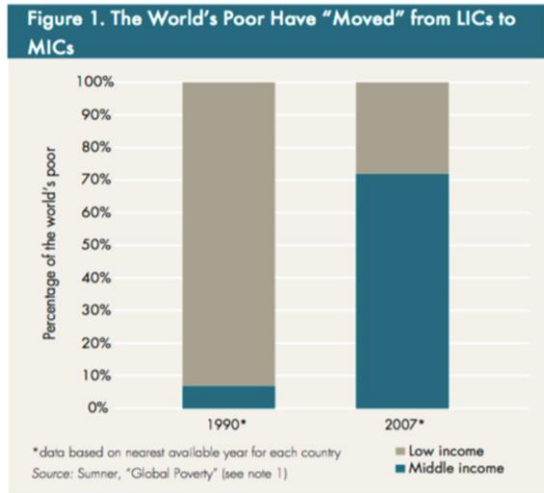


#4: Ontwikkeling in financieringsstromen

Buitenlandse financiering staat onder druk



Samenvattend



Resultaten Change the Game 2011 - 2015 Fase 1



903 organisaties getraind



Resultaten Change the Game 2011 - 2015

Fase 1

fondsenwerving voor hun eigen projecten
geworven 2.864.000 Euro



Programma in ontwikkeling

Fase 2

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Blended Learning

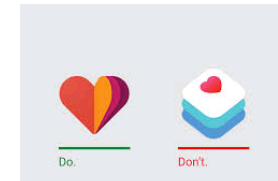
**Interactief
digitaal
leren**

**Interactief
klassikaal
leren**

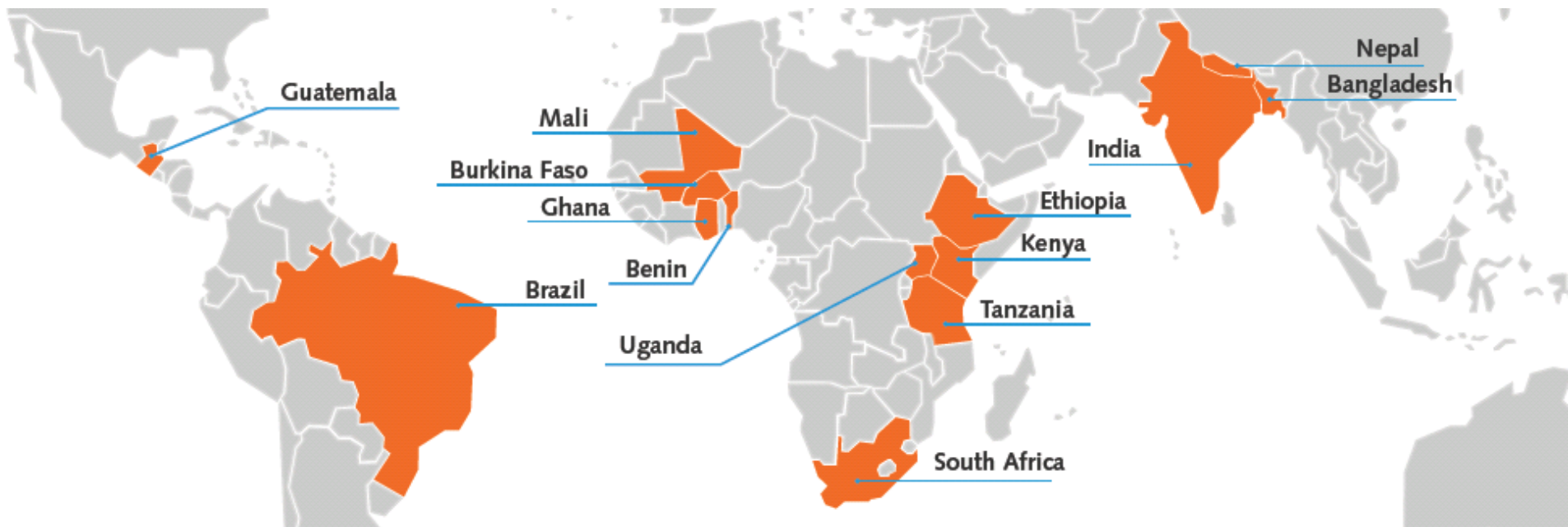


changethegameacademy.org

- Wereldwijd toegang tot “academy” voor NGOs en CBOs
- hoge kwaliteit digitale courses en toolkits
 - gratis beschikbaar voor iedereen
 - over local fundraising
 - over lobby en advocacy
 - in meerdere talen (2016 English, 2017/18: Fr, Esp, Por)
 - Online communities and e-coaching (vanaf eind 2017)
- Diepgaande klassikale training (‘blended’ learning)
 - over fundraising en claim making
 - getraind door gecertificeerde lokale trainers
 - veel aandacht voor coaching en mentoring op maat
- Lokale inspirerende voorbeelden
- Research en literatuur
- Wet- en regelgeving (filantropie)



Ambities 2017 - 2019



500 organisaties klassikaal trainen en 9000 mensen online >> e-coaching en communities
>> 3+ nieuwe talen >>

Beoogde Effect CtG Academy

Duurzame projecten
Sterke lokale organisaties
Vergroot legitimiteit organisaties



Welke online courses kun je nu volgen in *Local Fundraising*?

- 1: Why Raise Funds Locally?
- 2: Effective fundraising with individuals
- 3: Effective fundraising with companies
- 4: Fundraising Plan for a Project
- 5: Action Plan for a local Fundraising Event
- 6: Effective Fundraising Communication



Welke andere tools kun je nu vinden in *Local Fundraising*?

Toolkits

- Local Fundraising
- Donor Relation Management
- Grant Seeking and Management
- Pledge Raising



Algemeen

- Branding
- Communication Plan
- Defining Values
- Newsletter
- SWOT Analysis
- Tagline Creation

Case # 1 - Geit zoekt Baas



Goats donated by locals for the auction

Kenia - Nkoilale community



Women participating in a community meeting

Main characteristics

Category	Rural/urban	Net fin result (€)	ROI	Time investment
Fundraising events	Rural	13,101	19.8	150 days, 21 board members, 15 volunteers



Nog veel meer voorbeelden kun je vinden op www.changethegameacademy.org/inspiring-cases

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Uit Course 2:

Effective Fundraising with Individuals



Course 2: stapsgewijze proces van fondsen werven

finding new donors, focus your efforts on keeping existing donors happy and loyal.

This infographic shows how it all starts with identifying potential donors, understanding them and getting them interested in your cause. Then you make The Ask. Subsequently, keep your donors connected and inspire them to increase their support over time. Acknowledge each donation and show your appreciation regularly and sincerely. Finally, help the donor understand the significance and impact of their gift and experience the joy of giving, by providing regular updates.




- What is effective fundraising
- Know How**
- Examples
- Different donor groups and motives for giving
- Different techniques for fundraising
- How to get started: Effective fundraising with individuals
- How to organise effective fundraising

Back Next



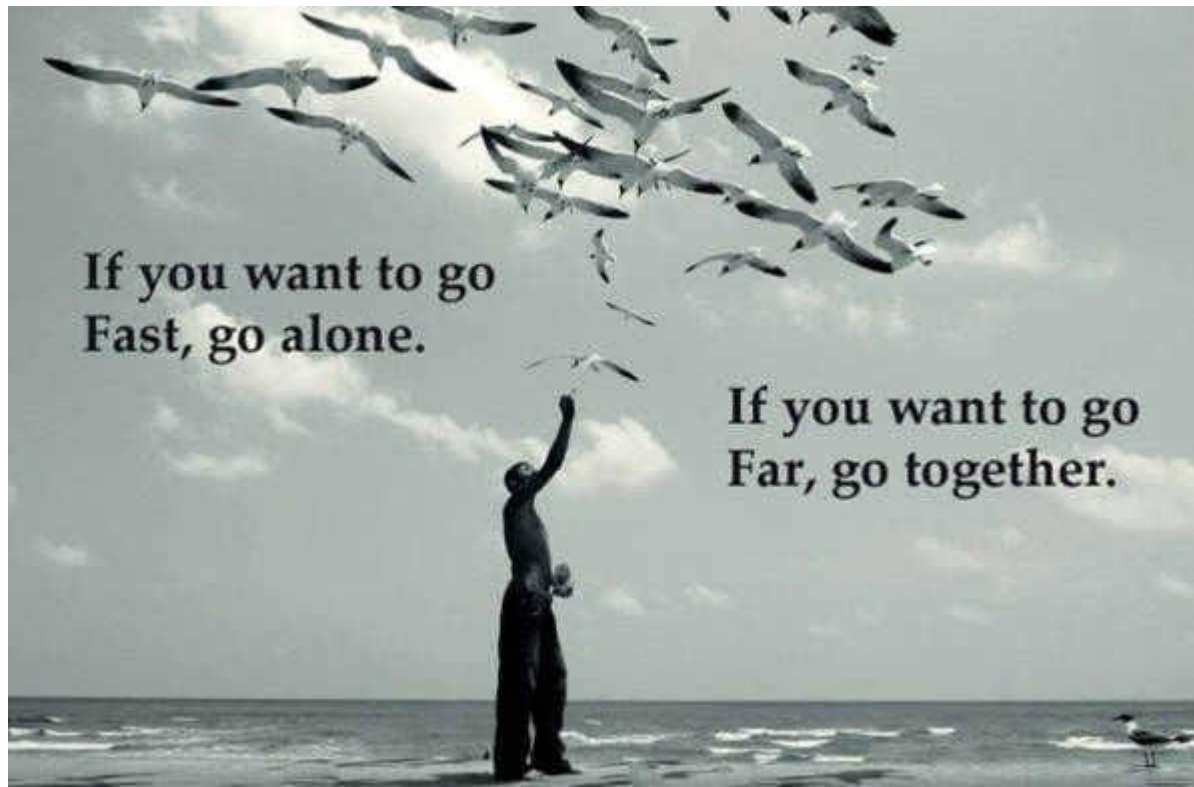
Toegang tot kennis over lokale fondsenwerving
voor je Project partner

K KNOWLEDGE
E EMPOWERS
Y YOU



Waarom klassikale training?

- Interactie met medestudenten
- Samen praktisch bezig zijn met de implementatie van het Evenement/Plan
- Ontvangen van coaching
- lokale voorbeelden van lokale trainers



Hoe ziet zo'n training voor je projectpartner eruit?





[Accueil](#)

[Guide Partenaires](#)

[Association Burkinabè
de Fundraising \(ABF\)](#)

[Questions](#)

Association Burkinabè de Fundraising (ABF)

Accompagnement en recherche de financement des ONG, associations et collectivités locales.

LE BUT DE L'ABF

Le but de l'ABF est de faciliter l'accès des ONG, des associations et des collectivités du Burkina Faso aux financements et/ou appuis techniques pour leurs activités, projets et programmes de développement au niveau régional, national et international.

LES OBJECTIFS DE L'ABF

- Identifier les opportunités d'appuis techniques et financiers des ONG/Associations.
- Éditer et actualiser un guide de partenaires pour les ONG/Associations.
- Organiser des séances d'aide à la compréhension des canevas, procédures et pratiques en financement des projets des partenaires potentiels.
- Servir d'intermédiaire entre les partenaires techniques et financiers et les demandeurs pour la vérification de crédibilité ou d'éligibilité.
- Organiser ou superviser en cas de besoin le suivi contrôle des projets mis en œuvre par les partenaires ONG/Associations.

PUBLIC CIBLE

ABF travaille au service des ONG/Associations et des collectivités locales au Burkina Faso pour la promotion de leurs initiatives de développement. Elle n'exclut pas de s'étendre ultérieurement à l'accompagnement des structures de l'Administration Publique ou d'initiatives d'intérêt public du secteur privé. La stratégie de l'ABF à

Un projet de
l'Association
Burkinabè de
Fundraising

Documents
utiles

Chercher
partenaires





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- ABF ondersteunt organisaties in ontwikkelingslanden bij fondswerving.
- Gids met fondsen en NGOs per thema, in Burkina Faso:
- www.guidepartenairesabf.org

Hoe ziet zo'n training voor je Project partner eruit?

Leadership Involvement	Intake Participants	LFR Training Course					Practicing	LFR webinar	Practicing	Joint Learning Exchange
Discover the usefulness of Local Fund Raising (LFR) & Learning to play New Roles	Leadership Chooses and Prepares the potential participant	Why LFR for your organisation	Identify possibilities for LFR	Communication on LFR	Make the LFR Plan for your organisation	Plan your LFR event	Test your LFR action plan (homework)	Refine LFR Plan with feedback from trainers and participants	- Implement your LFR plan Organize a LFR Event	Learn from your Actions - Are you a Game Changer yet?
1	Criteria	1	2	3	4	5	Criteria	6	Criteria	7
Session A	Leadership must be enthusiastic and convinced that sending their staff to the LFR course will improve LFR competencies for the organisation	Session 1	Session 5	Session 9	Session 13	Session 17	Participants are aware of the importance of identifying potential donors that fit the needs of their beneficiaries.	Session 21	Leadership & Participants are motivated to organise a LFR Event for one or some identified donors	Session 33
Introduction: what is LFR and why should you get involved?		Welcome & Introduction What is LFR?	Different Levels & Sources of Income	Key Characteristics of Effective LFR	Make the LFR Plan for your organisation: matching your story with their story	Action Plan for LFR Event		Prepare webinar settings		Introduction and Overall recap: Share & debrief experiences the 2 Intermezzos
Session B		Session 2	Session 6	Session 10	Session 14	Session 18		Session 22		Session 34
Assessing your own financial situation (online exercise)		Why should you get involved? What are the needs of your beneficiaries?	Individual Donors: Identify and match	Communication: Case for Support	Make the LFR Plan for your organisation: online	Present your Action Plan for LFR Event		Webinar: India		Assessing your Personal LFR capacities (ICA-LFR)
Lunch	Leadership must get a "summary" of the course contents, as to get an idea of the skills and knowledge that his staff will acquire thanks to the course.	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
Session C	Leadership decides together with their participants which LFR activities will be practiced, and gives guidance/coaching and time/budget to participants.	Session 3	Session 7	Session 11	Session 15	Session 19	Motivated to come back for more training. They have a self-built learning agenda	Session 23	Leadership & Participants are motivated to extend their Actions into a project of their organisation	Session 35
Organisational Capacity Assessment and Training Needs		Assessing your own financial situation (online exercise)	Company donors: Identify and match	Exercise: Make an organisational leaflet	Make the LFR Plan for your organisation: online	ICA (online Excel + spidergram)		Webinar Kenya		Prepare your LFR plan for Presentation in your organisation
Session D		Session 4	Session 8	Session 12	Session 16	Session 20		Session 24		Session 36
Levels & Tactics for Local Fund Raising	Leadership should commit to allowing their staff to practice LFR activities designed during the course, and to consider the design of a LFR plan during the next year.	Exercise: Active Listening Skills	Exercise - Profiling: Individual & Company donors	Exercise: Elevator pitch on the Leaflet	Exercise: Presentation skills - present your LFR plan	Reflect on learning (Online evaluation)	Webinar: Brazil	Online evaluation after each block is useful for: trainers, host organisations and Change the Game Wilde Ganzen	Online evaluation after each block is useful for: trainers, host organisations and Change the Game Wilde Ganzen	Course Evaluation and feedback (Online evaluation)

Vragen?



Samenvatting: lokaal fondsen werven en opkomen voor je rechten

- is in veel landen mogelijk
- ook en juist door de allerarmsten
- gratis e-courses beschikbaar via changethegameacademy.org
- face to face training in Kenia, India, Brazilië, Uganda, Ethiopie, Zuid-Afrika en Burkina Faso



Dankjewel!

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www.changethegameacademy.org

www.wildeganzen.nl



Calls - Jill Scott

donations by Nkolaile Community, Kenya