

What you need to know

Engaging the Private Sector for Funding

Laurindo Garcia • Be Inclusive • 23 November 2020



Welcome



Overview


1. Ice-breaker
2. Challenge
3. Solution
4. How to do implement?
5. Wrap-up



Ice-breaker



Ice-breaker

1. What are your expectation of this session?
 2. What is the most important question you want answered?
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Challenge



Challenge

Community organisations seek alternative sources of funding because:

- Existing funding only covers programs, not institutional expenses
- Future funding from traditional donors is uncertain



Solution



Solution

Explore private funding in the form of:

1. Donations (e.g. corporate giving campaigns)
2. Goods & services rendered (e.g. trainings, content)

Sources may be SMEs and/or
large corporations and multinationals



When is private sector funding right for you?



When is private sector funding right for you?

Your organisation:

1. Is able to offer something of value to the funding prospect
2. Has a corporate structure that matches the prospect's minimum requirements
3. Is prepared to invest time to cultivate the relationship with the prospect
4. Is flexible in its program offerings



How to approach companies?



How? #1 Create a plan

1. Define your fundraising goals, plan for how and when you will meet your goals
2. Analyse which brands are active in your market and how they may relate with your organisation's plan
3. Analyse the contacts that you, staff and board members have with any of these brands

Output: A fundraising plan that's aligned with your organisational strategy




How? #2 Network

Invite new contacts for coffee:

- SMEs: ask to learn about their business and share the work you do for their local community
- Corporation: ask to learn about their employee resource groups and share how your work could be of benefit to their employees

Output: knowledge about what community initiatives they invest in, if any, and when they invest.



How? #3 Pitch

Draft and present a proposal. Ask for feedback.

Ensure your proposal:

- Is brief, ideally two pages
- Explicitly explains how the company will benefit in measurable ways (workplace engagement, volunteer hours, market visibility)
- Is not submitted at the last minute

Output: exposure in the market that will guide future proposals

To be sure



Recap



Q&A



Summary

1. Ice-breaker
2. Challenge: need to access more funding
3. Solution: approach private sector
4. Strategy for approaching private sector
5. To be sure



Start planning your fundraising for 2021

Get in touch.

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