

Resource Mobilization & Fundraising Workshop

Partnership Building &
Relationship Development

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What it is about?

- ◉ Networking and relationship building with donors and partners
- ◉ Thinking of creative ideas and new approaches
- ◉ Knowing your organizational strengths and weaknesses

What it is about? (cont.)

- Good research – on the donor and the subject
- Understanding donor motives
- Proposal writing – make a strong argument based on evidence
- Program management – involve donors

What it is about? (cont.)

- Good communications → to build your relationship with donors
- Monitoring and evaluation → evidence to prove you are good at what you do to current and future donors
- Reporting → useful not only for donors, but also for future communication and for thinking of new ideas

Building Partnerships: Know the Audience

Types of Donors

- ◎ Definition and examples
- ◎ Characteristics and trends
- ◎ Decision making processes and values
- ◎ Partnership approaches

Bilateral Donors: Examples

- **Foreign Affairs Offices:**

- FCO, MFAs

- **Aid Agencies:**

- USAID, DFID, Matra, Sida, IrishAid, Norad, Ausaid

Bilateral Donors: Decision Making & Values

◎ **Primary motivations:**

- Address emergency needs
- Meet country's development goals (poverty, economic growth)
- Show solidarity
- Further strategic interests
- Historical ties

◎ **Local vs. centralized**

Bilateral Donors: Partnership Approaches

- ◎ **RFPs** – prescriptive vs. wide open
- ◎ **Unsolicited proposals**
- ◎ **Grants vs. contracts**

Multilateral Donors: Examples

**International institutions comprising
governmental members who pool
resources for aid**

Examples:

- UN Agencies
- OSCE
- European Commission
- IFIs (World Bank Group, etc.)

Multilateral Donors: Trends & Characteristics

- Typically more bureaucratic, longer decision-making process
- Personal relationships – are they important?

Multilateral Donors: Decision Making & Values

- ◎ Hierarchical, bureaucratic
- ◎ Adherence to international norms, agreements, laws
 - EU neighborhood/ENP
 - Paris Declaration

Multilateral Donors: Partnership Approaches

- ⦿ Contracts, cooperative agreements, grants
- ⦿ Close donor relationships vs. anonymous decision making
- ⦿ Worldwide competitions

Private Sector: Corporations

Types of Partnerships:

- Quick decisions, often no formal tender process
- Focused more on outputs/impact than process
- Something small can grow quickly
- Visibility

Corporations: Decision Making & Values

- ⦿ **Decision making very quick** – less work on proposals / more work on relationship building
- ⦿ **Motives for donating:**
 - Purely philanthropic
 - Public/Brand Image
 - Staff motivation
 - Profit
 - International Commitments

Corporations: Partnership Approaches

- Small relationships can turn into big ones
- Tend to be repeat donors
- Reporting minimal
- They want to be involved
- Image, branding, visibility

Foundations: Examples

- ◎ **Grant-making, Operating, Mixed**
- ◎ **Individual/Family Foundations**
 - Gates, Soros
- ◎ **Corporate Foundations**
 - IBM, Google, Ford, Western Union
- ◎ **Government Foundations**
 - Asia Foundation, German Stiftung, NED, Black Sea Trust
- ◎ **Community Foundations**

Foundations: Trends & Characteristics

- ⦿ Effects of global financial crisis
- ⦿ New trend to spend less on endowments

Foundations: Decision Making and Values

- Issue-based foundations
- Funding cycles more flexible
- Willing to take risks
- Grants, not contracts
- 1-3 years

Foundations: Partnership Approaches

- ◎ Direct funding
- ◎ Leveraged funds

**What do all these donors
have in common?**

They want to be inspired!

PARMO Guide

5 Steps in Resource Mobilization

1. Understanding context
2. Identifying resource needs and matching with funding opportunities
3. Approaching the donors
4. Communicating with donors
5. Putting words into action plan