

RESOURCE MOBILISATION

Building partnerships with multi-lateral and bi-lateral
donors, foundations and trusts



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TYPES OF DONORS

- Multi-lateral donors
- Bi-lateral donors
- Trusts and Foundations



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8 STEPS

1. Check your donors database
2. Reach out to potential donors
3. Prep for a meeting
4. Meeting with a potential donor
5. Meeting debrief
6. Start thinking about your grant proposal
7. Writing your grant proposal
8. Submitting your proposal



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STEP 1. CHECK YOUR DONOR DATABASE

- Check and update your donor database on a regular basis

Name	Relevant Focus Areas	Priority Countries	Average Grant Size	Website	Email	Contact	Telephone	Address	Who holds the relationship?	Last contact	Last Checked	Notes



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STEP 1. CHECK YOUR DONOR DATABASE

- **Identify donors that support work in your geographical area and/ or support work in your issue are**
 - Bond
 - Devex
 - European Foundation Center
 - Development Aid
 - Directory of Social Change
 - Welcome Europe
 - Funding Central
 - Others (i.e. international organisations, large NGOs, embassies, etc.)



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STEP 2. REACH OUT TO POTENTIAL DONORS

- Cold Call?
- Warm Call?
 - Network Mapping

REMEMBER

- ✓ Reach out to donors you have found to be a **VERY GOOD MATCH** to your project with regards to geographical area, issue area, type of activities, funding envelope, etc.
- ✓ Place effort into finding out if you or someone you know has a contact in the organisation you are looking to approach – **RELATIONSHIP BUILDING AND RELATIONSHIP NURTURING** is very important



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STEP 3. PREP FOR A MEETING WITH A DONOR

- **Prepare in advance answers to questions about:**
 - Your organization
 - Your proposed project: activities, outcomes, results/ impact, budget
- **Prepare in advance questions about:**
 - The organization
 - Grant management requirements
 - Proposal submission process

Remember: Meeting Agenda and Meeting attendees



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STEP 4. MEETING WITH A POTENTIAL DONOR

- Follow the meeting agenda
- Distribute hard copies of key materials

REMEMBER: You are there to ‘assess’ them in the same way they are there to assess you. Don’t be afraid to ask questions. Make sure you leave the meeting with a very clear understanding of next steps.



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STEP 5. MEETING DEBRIEF

- Debrief your colleagues and/ or partners in detail

REMEMBER: This key step is often overlooked but should take place regardless of the outcome of the meeting.



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STEP 6. START THINKING ABOUT YOUR GRANT PROPOSAL

• GANTT Chart

TBEC project development plan at RESULTS UK							
Activity	Lead	1st week July 2018	2nd week July 2018	3rd week July 2018	4th week July 2018	1st week August 2018	2nd week August 2018
Project A							
Create a Google doc, outlining the key points - budget, timeline, focus	Anete						
Draft the first outline of project activities in Google Doc and send it to the Board for comments	Anete/Marta						
Coordinate with RESULTS UK management team	Anete/Marta						
Comment on proposed activities	TBEC Board						
Research the costs for different activities	Anete/Marta						
Compile all the comments and make appropriate amendments to activities	Marta						
Write the narrative text for the proposal in Google Doc	Anete/Marta						
Reach out to individuals to discuss key points	Anete/Marta						
Make an outline of the budget	Marta						
Create a second draft, combining the narrative and updated activities and send to the Board for comments	Anete/Marta						
	Anete/Marta/Finance team						
Check the budget with finance team	team						
Make any adjustments to the narrative and budget	Anete/Marta						
Proofread the proposal , prepare any supporting documents, format the proposal etc.	Anete/Marta/Neil						
	TBEC Board/RUK						
Management team/Board to read and sign of the proposal	management team						

REMEMBER: Developing a funding proposal is a collaborative process and coordination between colleagues is crucial. A funding proposal, that combines input from staff with complementing skills and knowledge will strengthen the final product and increase the probability of your project being funded.

STEP 7. WRITING YOUR GRANT PROPOSAL

KEY ELEMENTS

- Narrative Proposal
- Financial Proposal
- Logframe
- Theory of Change
- Monitoring and Evaluation Framework
- Grant Management



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STEP 7. WRITING YOUR GRANT PROPOSAL

TIPS FOR WRITING A PROPOSAL

- Read the questions attentively and answer them
- Keep sentences concise and use direct language
- Choose words for clarity
- Avoid repetition

REMEMBER: The financial proposal (budget) should reflect the narrative proposal. Think of it as an activity-based financial proposal. The logframe, if requested by the donor, must also be consistent with the narrative proposal.



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STEP 8. SUBMITTING YOUR PROPOSAL

- Keep acknowledgement of reception
- Save all documents submitted for your records
- Fingers crossed!



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Thank you!



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