



UNIT 1



Title of the Podcast: The myths around fundraising and how to get started with it within small non-profits

Hi everyone, welcome to e-Patterns podcast series, the European Fundraising Platform for small non-profits. It's Marco from Italy and I am glad to welcome you to our podcast series.

Fundraising is often seen as an activity just for big organisations, something that involves many resources and obscure because it involves too many rules. Okay, then we want to prove the opposite. We to assure you that small nonprofits can make the difference because small nonprofits have a deep level of understanding with surroundings – real care for other humans.

What I am trying to say is that you should not fear to cast professional care and support for your community and that to ask for money is not something wrong. Just because fundraising is much more than asking for money.

Of course, you are already thinking that doing fundraising is hard because you have small resources and not many people in your organisation.

So, let's go by steps and let's think again.

Fundraising is the strategic complex of activities implemented by non-profits to carry out their activities and to fulfil their objectives while creating interest relations. When we think of fundraising as small organisations we immediately scratch our heads – who do we know rich enough to give us money? This is the wrong way to start.

Fundraising is a mix of raising awareness and asking for donation. In fact, we do fundraising actions we establish relations that go beyond donors – we set up a community that is ready to act, share and support in different ways what we want to achieve. Eventually, a part of our community will consider to donate – these are called donors.

In this episode, we want to discuss some of the myths around fundraising because it is crucial to be convinced that planning, competencies, a strong team with commitment are the winning ingredients to get started with fundraising.

So, let's go through the main myths!

Myth number 1: we do not know any fundraisers to start with the work. It is true that with more and more complex grants, you might have problems, but let's put this straight. A consultant can make the work faster, but a committed person can still make it, above all at the beginning. Nobody will believe more than you and your team in what you do. A consultant can support the work, but still you are the ones holding the ropes. It means that if you follow our suggestions, you will be able to set up a proper and clear structure for fundraising, so do not miss also the next episodes.

Myth number 2. We will always fail because we do not people who count. Okay, this is something everyone has thought in his/her life to explain why a certain action has not worked. With regards to fundraising, it is irrational to appeal to rich people while we want to do fundraising to open the possibilities to more people. Second, appealing to influencing people, if it can be part of the actions, it cannot be the only action you want to do because sooner or later you will end up depending on someone out of your organisation.

Myth number 3. We seek funds according to the current topics. How many times you have met people discussing gender education with no previous background about it and then suddenly asking for support with reference to refugees? Just don't do this and ask again: who do you want to do as organisation?

For more discussions, do not forget to access our online material on epatterns.eu!

With this podcast, we want now to give you some basic steps for fundraising to convince you that fundraising activities are like any other project activity of an organisation, but they last a life time! What we want to say here it's that fundraising should be seen in all the facets of an organisation and it should follow a straightforward line to fund what an organisation wants to achieve.

So fundraising can either be toward private and public funds, but it follows some logical thinking that we want to share with you. Do not forget to check the rest of the podcasts, and to explore the material we have shared for you for F-R-E-E.

In this sense, doing fundraising, as you might have understood, it is about clarifying who you are and what you want to do. Above all, to engage people, you have to ask yourself: why to support us? This is a normal human thing, if you think about it. If someone new is talking to you, you immediately think why I should keep on listening. And this happens all the time – in a film, when reading a book and so on.

To keep on 'listening to you', you need a plan and a budgeting line. A fundraising plan is something worth to cook, so involve also the rest of your team. As a small non profit this is the best resource you have.

But, above all, to make someone listen to you, you have to choose with whom you want to talk – we mean here donors and the potential donors. So, the rule here is to ask for it. As a small non profit, relations and engagement are your secret weapons.

Final setting – your online pages and social media. Make sure everyone is on the same page when setting them up. If you have someone of your volunteers or team with a good digital knowledge, start from there. Ask him/her lead you in having a clearer view.

So, I guess, up to here nothing new with nonprofit work? Well, I guess if you check our material you get to know also the main digital fundraising platforms which can simplify your digital presence and make it feasible.

By today, this is the beginning of the e-Patterns podcast series. We invite you to discover our platform materials, to get deeper info and examples of successful stories and much more.

See you soon and continue with our second podcast!