



## UNIT 4

### Title of the Podcast: HOW TO DO FUNDRAISING WITH LITTLE RESOURCES

Hi everyone, this is OMAR for e-Patterns, the European Fundraising Platform for small non profit organisations.

In this podcast we want to give you practical tips regarding the annoying question on how to manage resources for fundraising.

In fact, when we are about to do a campaign we have to face the reality. Resources are not many and we have to do our best. When we are asked, many organisations feel that they don't have enough expertise.

So, here we are to give you some practical answers. After listening to this podcast, do not forget to visit our website and go deeper – [e.patterns.eu](http://e.patterns.eu)

As a special guest, today we have Òscar Ramírez Dolcet, President of the cultural association Etcétera from Altafulla (Tarragona), Spain. Òscar is a journalist and a communication expert. We will discuss his experience about the main challenges of resource distribution they have faced in their work.

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**Hello Oscar, welcome on board! Thank you for being here... we know you have worked in different media - radio, television, press offices... - you have also been awarded several times for your job. I think you have written about 25 books, right?**

Hello Omar, thank you for inviting me to the podcast. I can say that half of my life is dedicated to journalism and the other half to literature. As you said, I've published 25 books. Some of them are documentary books, other historical and poetic prose in my free time.

**Can you briefly present your organization called Etcétera?**

This association was born as a challenge.. I was working in one of Italy, in Altamura, La Pulla with a friend of mine who is the president. Every year they organised a festival that was supposed to be done outside the country, so I proposed to do it in Tarragona and Reus. This festival promoted the figure of Pier Paolo Pasolini, the Italian film director. And this is how

our organisation came out. As we had to collect funds for the activity and companies had to contribute economically to a legal entity, we created this association in 2016 and since then, it has not stopped his activity.

**So, we are here to face the common problem that non-profit organisations have and help them to solve it. I am talking about the fact of having little resources for fundraising.**

**Oscar, What do you think are the most common mistakes regarding this situation?**

I think the common mistake is creating associations without sense. If so, there are some of them with no activity. Apart from that, unnecessary expenses as subsistence should be avoided. People tend to think that they are a main expense. And they should be aware that in this kind of organisation, like ours, you have to be willing to put in your own time and money.

**And, Oscar, when we think about the costs of a fundraising process, we just take into account budgeting and money, as you said. But when planning a campaign for fundraising there are different resource requirements like... human resources or material. So, do you think it is possible to carry out a fundraising campaign having little resources? Because it is a usual situation that happens to many small non-profit organizations, right?**

I think human resources are the most important. And then, if you work hard, economical resources will come for sure. In our organisation we are four working on it, but we have dozens of people helping us at the structural level. Social networks and media are also very important. It is not an economical cost and allows you to spread your work and create awareness.

**I completely agree. I think human resources are the most important, at the end of the day.**

**Do you think it is important to have a fundraising team inside the organization?**

Usually, there is always a person who is more experienced in this field and is able to manage the resource obtaining. So, it is important to have this person working in fundraising.

**I remind our listeners to run on the platform [e.patterns.eu](http://e.patterns.eu) to discover a lot of useful activities related to team building for fundraising.**

**And now Òscar, I would like you to tell us about some meaningful experience in Etcétera regarding the fundraising... because I know you did several interesting things...**

Now we have been working on a project since 2017 with two associations (Movimento Cultural Spiragli y Il Sorriso di Filippo). If you remember, in august 2016 there was an

earthquake in Amatrice, where 300 out of 1200 people died. It was a huge tragedy. We met some of those affected by the earthquake and all the 3 associations began the AMA project (Amatrice). The first year we organised the smile festival for those who lost some members of their family and the second year we created a crowdfunding with a song ("Chi sa se un giorno" / "Qui sap si un dia). This song wanted to create awareness of the tragedy and collect money for the people of Amatrice.

This crowdfunding was organised from Italy and Catalonia through the Verkami platform. It allowed us to get money to record 3000 CD's (sold out nowadays) and collect 30.000€ for the affected people of Amatrice.

Now we are in another campaign for a documentary that recalls that 4 years later, still the Italian government has not done anything to help. We will work with Caritas, in Rieti, creating a crowdfunding campaign to collect 10.000€ for the documentary.

**Very good Oscar! I hope this campaign will have good results. So, we are approaching the end of the program and I would like to know, which advice would you give to those people who are about to start a new experience in the non-profit sector?**

We believe in a term called mental agriculture. This means to be able to create information, culture, learning and activity. And receive it at the same time. In other words, generate support, synergies and collaborative work with different associations. A single organisation can do a good job, but if you have another organisation to work with, success is easier to achieve. This is why the essence of teamwork is to obtain support and synergies, what we call "mental agriculture".

**I completely agree Oscar, I think teamwork is one of the first things to take into account. Thank you very much Oscar, it has been a pleasure to having you with us! Good luck for your future projects!**

**And for those listening to the podcast, don't forget to have a look to our platform [e.patterns.eu](http://e.patterns.eu) and suggest it to your colleagues and friends!**

It has been a pleasure Omar, thanks for having me here.