

Fundraising Working Group

-Purpose & FAQ -

Purpose:

The purpose of the working group is to **develop a strategy** to tap into the following opportunities:

1. Reach a donation of CHF 300.000 per year or more to cover every project
2. the low rate of conversion
3. figure out alternative fundraising approaches
4. communicate more clearly
5. approaching more foundations and companies, which fit even better to our profile
6. improve the fundraising activities in order to finance a better salary for our management team
7. establish a better connection to our oikos alumni network
8. In parallel, it can be worked out how the IT infrastructure (podio, Google Drive and Salesforce) can be improved with regard to fundraising.

Possible roles/tasks/operations:

It would be good if we could win 5-10 members for our working group. One person is needed for each of the different roles within the workgroup. The roles/tasks would be for now:

1. Donor Relationship Management
2. Donor research
3. Alternative Fundraising (Crowdfunding, Regional meetings)

Possible timeline:

Application Phase: December (01.12.2020 - 31.12.2020 / Info Webinar 19.12.2019 7-8 pm CET / First All Hands Meeting for all new members: 9.1, 6 pm); Application form:

Main Phase: January - November

Follow-up Phase: November - December

FAQ

- Who identified the need for this Working Group(WG)?

Mike Brodersen & Sophie Charois.

- What do I get from participating?

Become a part of our Fundraising Working Group and help oikos build lasting partnerships with a diverse set of potential partners! You can develop new skills, gain fundraising experience, work on project development, strategy and in a medium-term facilitate the transfer of knowledge to our chapters. You will be directly involved in our efforts of building lasting partnerships with a variety of potential partners. Besides we will further work on project development, strategic considerations and in the medium term make our knowledge more accessible to chapters. Depending on your prior knowledge you could even take the lead and represent oikos international towards potential partners.

- Who can apply? How many positions are open?

It would be good if we could win 5-10 active members for the working group. One person is needed for each of the different roles/domain within the workgroup. The roles/tasks would be for now:

1. Donor research; approaching more foundations and companies, which fit even better to our profile
2. Alternative Fundraising (Crowdfunding, Regional meetings); figure out alternative fundraising approaches
3. Donor Relationship Management

These tasks are to be carried out with the assistance of the working group. It would be great if we could attract one person for each of these challenges. However, basically, we are a group and we want to work together on these problems and nobody is left alone with a task.

The target group highly depends on the targeted topic. Some WGs might focus on active oikees, others need to open up to a wider audience of stakeholders & partners.

- Which experiences are needed?

None. Functional experience in the field of Finance & Fundraising is beneficial but not obligatory. We're here to learn! :)

- What are the selection criteria?

It would be great if our applicants had the stamina for a year of work. In addition, the motivation of each individual is important to me. As this is a working group, they should also be good team players. Of course, interest in fundraising is also important.

- What is the estimated timeline?

Application Phase: December



Main Phase: January - November

Follow-up Phase: November - December

- What's the minimum time commitment? Are there different positions & roles?

Keep in mind minimal commitment is for 1 year and roundabout 2-3 hours per week on average. The roles have already been described above. Every week contacting companies to fundraise for oI. Writing applications for foundation calls. Need members part of Fundraising WG. Use Salesforce mainly to track companies.

Please specify. The minimum time commitment depends on the facilitator's opinion on the upcoming workload and the positions & roles-to-be distributed. Roles need to be discussed in the group & are primarily of a functional nature (who does what). Current positions in place are f.e.:

- *Coordinator: Together with the Facilitator (from the board :)), the coordinator will take over the functional lead of the group. The estimated time commitment is 7h/week. Might be a management team member.*
 - *Active Member: These are the most important part of the group as they are the ones who finally draft the solution and decide on the outcomes. The estimated time commitment is 4h/week.*
 - *Experts/Advisors: Experts have a strong background in the field but cannot commit a huge amount of time. This position is a chance to still integrate their knowledge and advice. The estimated time commitment is 2h/week, as they will just participate in the calls & might share some resources. This role is of an advisory nature, experts cannot participate in decision making.*
- Is there a 'certificate of participation' for completing a WG?

Yes. Official certificates will be provided at the end of the process.