

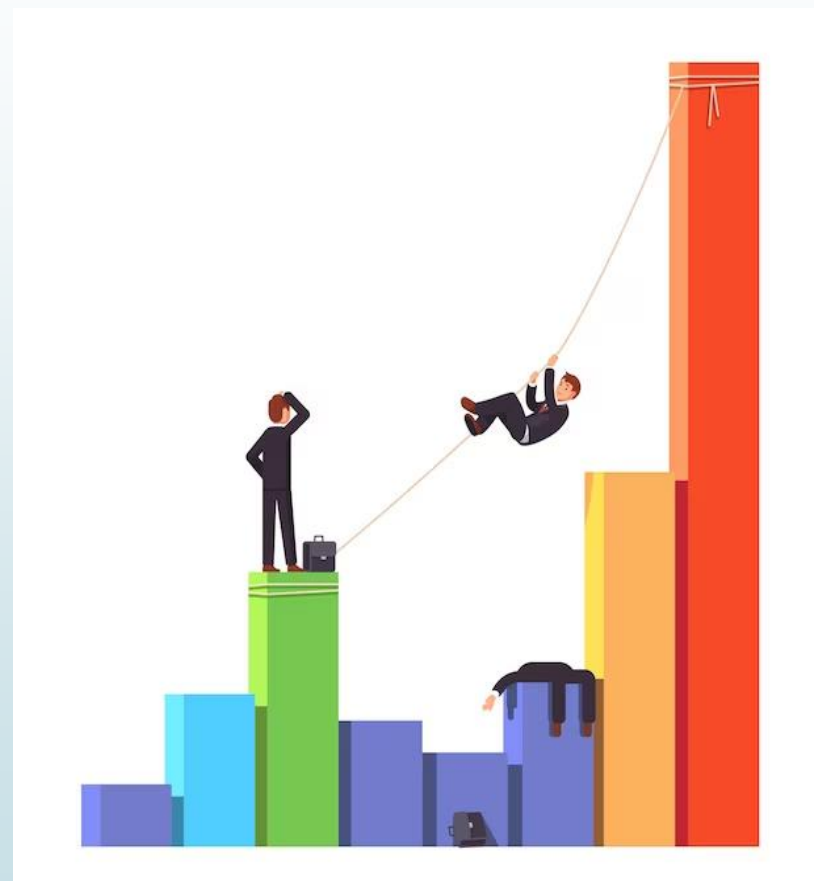


# Securing Funding for Scaling Impact

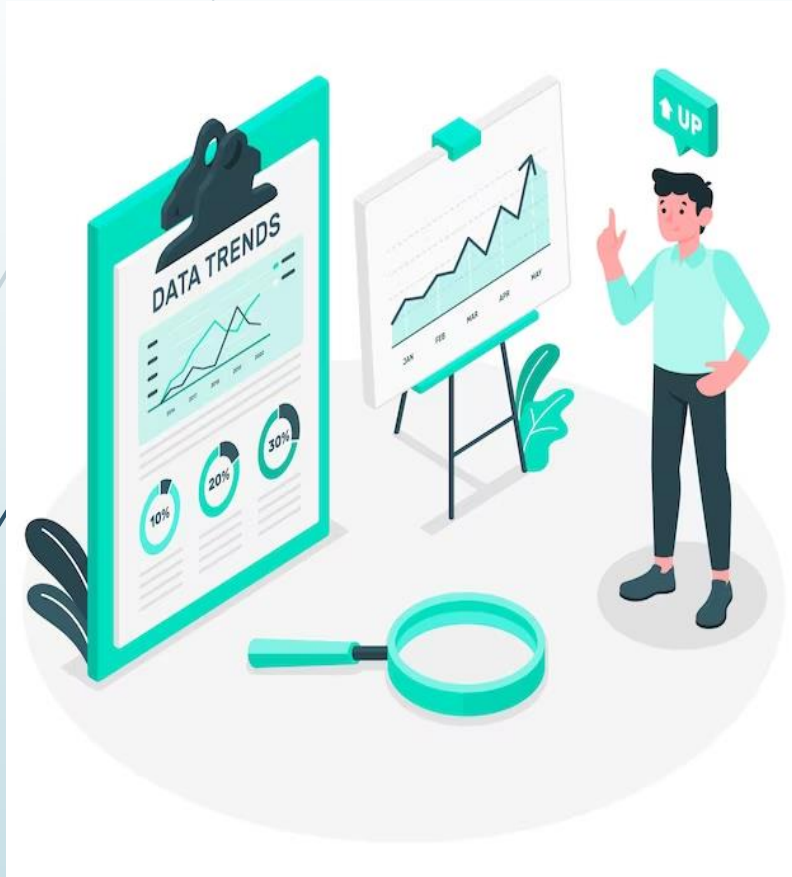
**By Jane Nungari Gichuho**  
**World Bank Consultant,**  
**Somaliland**

# Introduction

- Securing funding for scaling impact is an ongoing process, and building and maintaining relationships with funders is crucial for long-term success.
- Regularly communicate with your supporters, keeping them informed about progress, challenges, and the positive changes your organization is making.
- Remember to tailor your approach based on the unique characteristics of your organization, its mission, and the funding landscape in your sector.
- Consistent and transparent evaluation, coupled with compelling evidence of impact, will strengthen your case for securing funding for scaling impact.



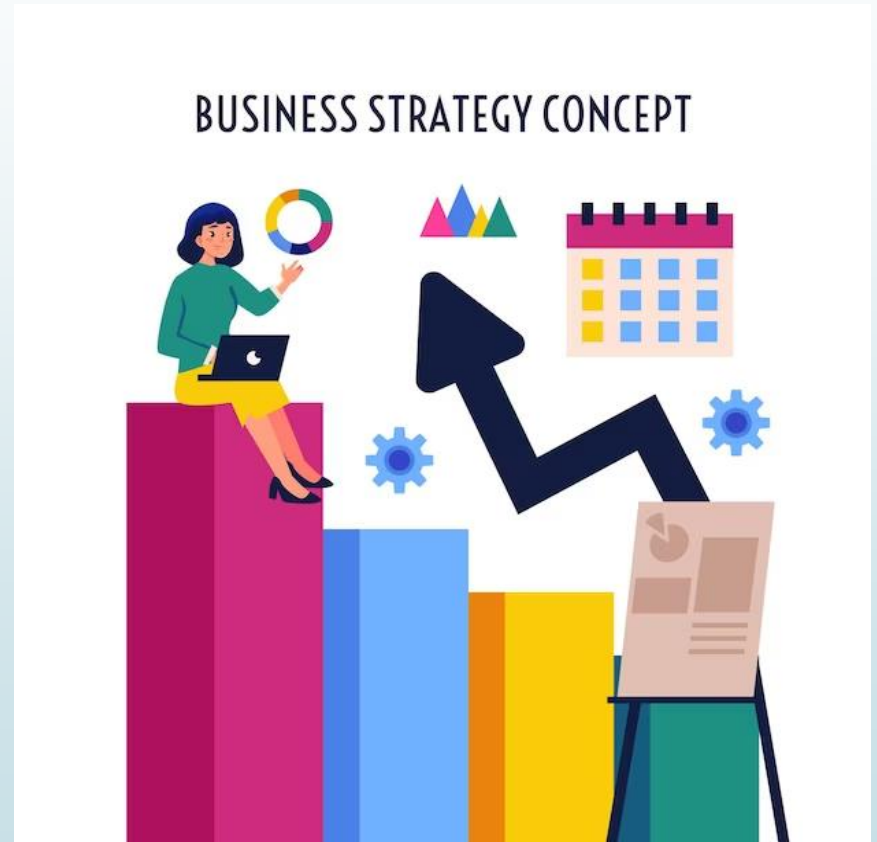
# 1. Impact Assessment and Reporting



- Clearly articulate your organization's mission and goals.
- Ensure that your mission resonates with potential donors and funders, as their Strategic Plans can change over time.
- Develop Key Performance Indicators (KPIs) and metrics to measure the success of your current programs.
- Utilize quantitative and qualitative data to create comprehensive impact reports, showcasing the positive outcomes achieved with the current funding.
- Clearly communicate how additional funding will enable your organization to expand and amplify these successes.

## 2. Scale-up Plan

- ▶ Create a detailed plan outlining the specific areas or programs you intend to scale. Include timelines, budget estimates, and expected outcomes.
- ▶ Clearly articulate how scaling up aligns with your organization's mission and long-term goals.
- ▶ Use visual aids such as charts or infographics to make the scale-up plan more accessible and understandable to potential funders.



### 3. Engage with Existing Donors



- ▶ Cultivate relationships with existing donors and funders. A strong relationship can lead to increased funding.
- ▶ Schedule meetings or personalized communications to discuss your organization's future plans for expansion. Also, keep them informed about your organization's achievements, challenges, and lessons learnt.
- ▶ Provide evidence of the impact achieved with their previous support and demonstrate how their continued investment will contribute to even greater success.
- ▶ Consider offering exclusive updates or recognition to existing donors who contribute to the scaling initiative.

## 4. Build on Success Stories

- Collect and document compelling success stories from individuals or communities impacted by your programs.
- Use these stories in various communications, including newsletters, social media, and fundraising materials.
- Consider creating multimedia content such as videos or podcasts to share these stories in a more engaging manner.



## 5. Grant Renewals and Extensions



- ▶ Initiate conversations with grantors well in advance of the end of the current funding period.
- ▶ Clearly articulate the positive outcomes achieved with their support and present a well-reasoned case for the impact that can be achieved with renewed or extended funding.
- ▶ Address any challenges faced during the initial funding period and demonstrate how lessons learned will be applied to enhance future impact.

## 6. Demonstrate Sustainability

- ▶ Develop a sustainability plan that outlines how your organization will maintain and grow its impact beyond the current funding.
- ▶ Emphasize strategies for diversifying funding sources, including earned income, partnerships, and community support.
- ▶ Provide evidence of community engagement and support, showcasing the organization's roots and relevance.

### Selection of Investment Programs





## 7. Engage in Collaborative Funding Initiatives to Diversify Funding Sources



- ▶ Don't rely solely on one or two major donors. Diversify your funding sources to reduce risk. This could include individual donors, corporate sponsorships, grants, and partnerships.
- ▶ Identify organizations with complementary missions and explore joint funding proposals.
- ▶ Clearly outline the synergies and collaborative benefits of the proposed initiatives.
- ▶ Highlight how the combined efforts will result in a more significant and sustainable impact.

## 8. Explore Government Funding

- Research government grant programs relevant to your organization's mission and goals.
- Tailor proposals to align with government priorities and demonstrate how your organization can contribute to achieving broader societal objectives.
- Highlight your organization's track record of effective program implementation and outcomes.



## 9. Innovative Fundraising Campaigns

- Develop creative and engaging fundraising campaigns that highlight the specific goals of your scaling initiative.
- Leverage social media platforms, storytelling, and visual content to reach a wider audience.
- Incorporate elements of urgency or matching challenges to encourage immediate support.



# 10. Strategic Partnerships



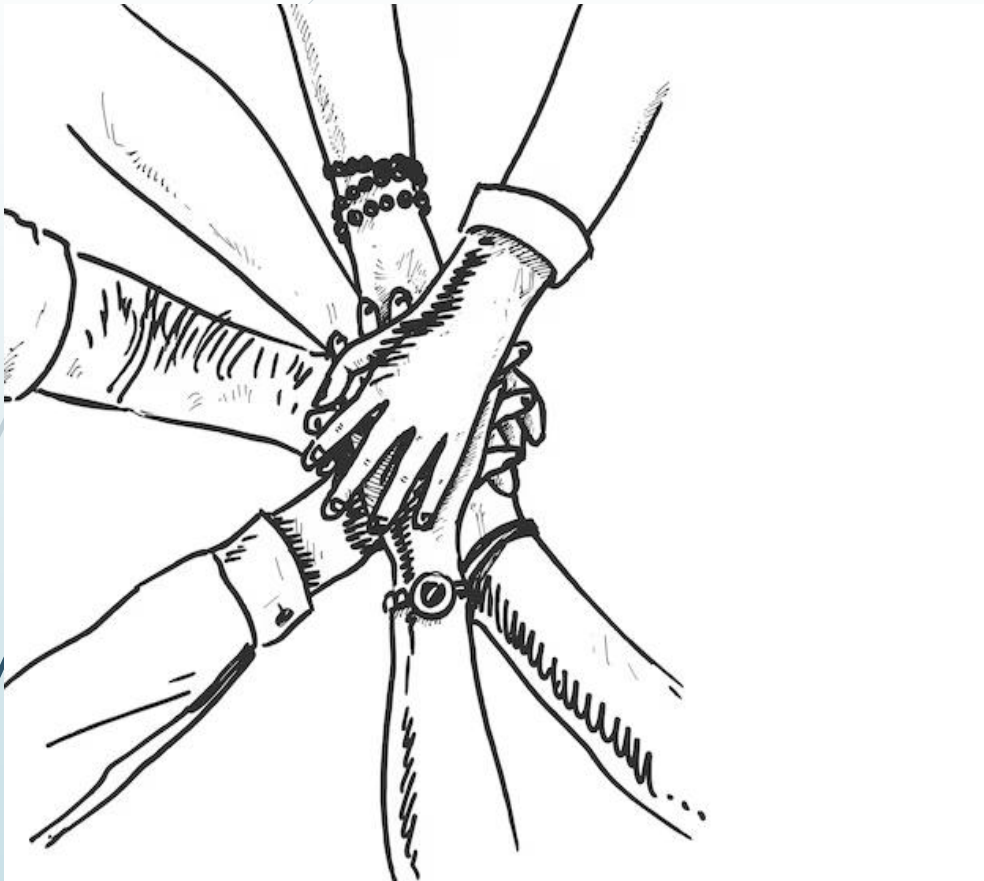
- Identify potential partners with shared values and goals.
- Clearly define the roles and contributions of each partner in the scaling initiative.
- Develop formal agreements or memoranda of understanding to solidify the partnership.

# 11. Major Donor Cultivation

- Identify potential new major donors who have a demonstrated interest in causes aligned with your organization's mission.
- Request old donors for introduction to new donors in their circles.
- Develop personalized approaches, such as one-on-one meetings or exclusive events, to cultivate relationships.
- Clearly articulate how their significant contributions will be instrumental in achieving transformative and scalable impact.



## 12. Stay Connected with the Community



- ▶ Maintain open lines of communication with the communities you serve.
- ▶ Involve community members in the planning and decision-making processes related to the scaling initiative.
- ▶ Showcase community testimonials and support in your fundraising materials.

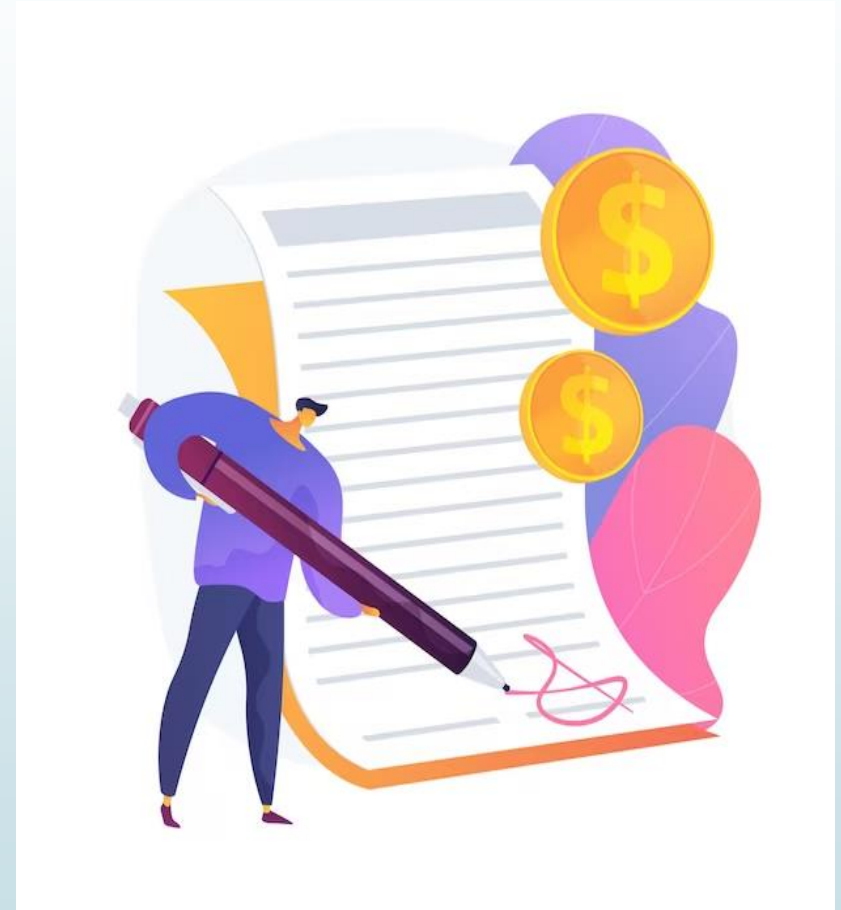
## 13. Invest in Fundraising Capacity

- ▶ Provide training for staff involved in fundraising activities to enhance their skills.
- ▶ Consider hiring dedicated fundraising professionals or consultants with expertise in your organization's sector.
- ▶ Regularly evaluate and optimize your fundraising strategy based on performance metrics and feedback.



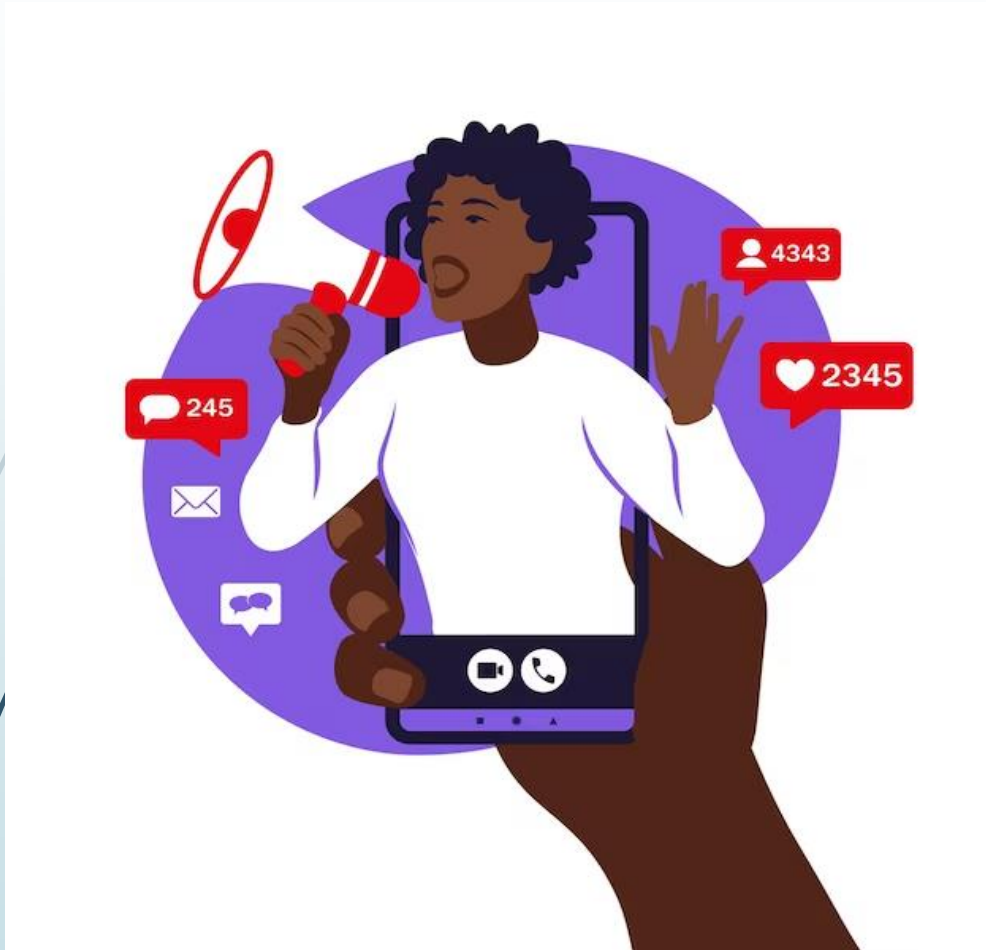
# 14. Grant Writing and Proposals

- Invest time in writing compelling grant proposals. The more funds for scaling the organizations requires, the more technical and complex the proposal writing gets.
- Tailor proposals to the specific requirements of each funder.
- Clearly outline your organization's impact, goals, and how their support will make a difference.





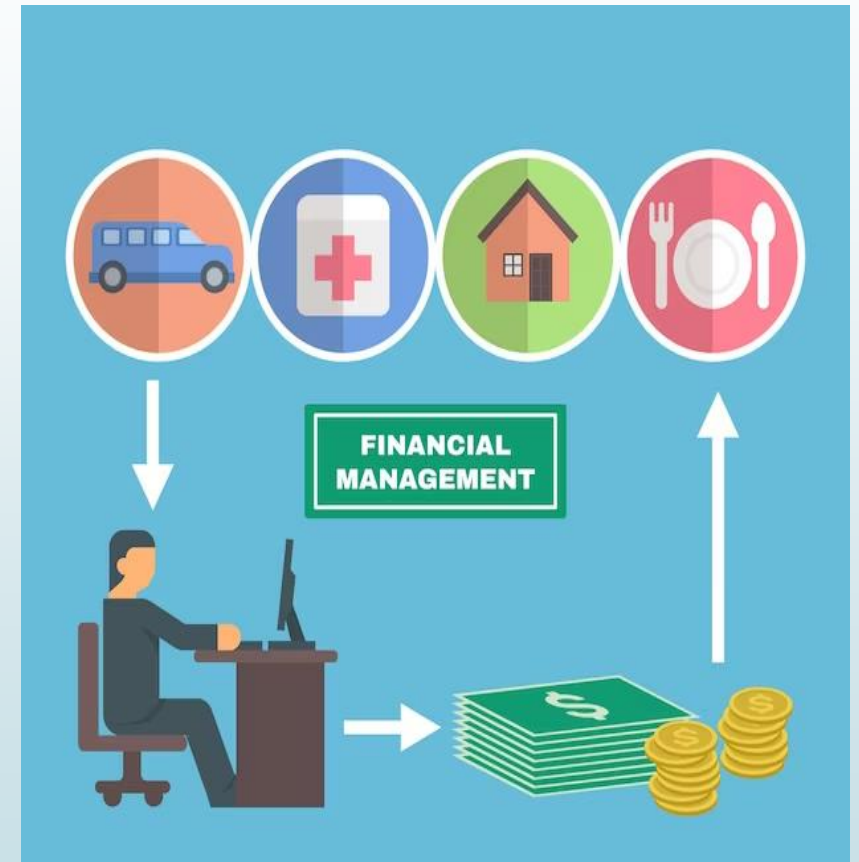
## 15. Strengthen Online Presence



- Develop a strong online presence through a professional website and social media.
- Recraft your e-newsletters and making it more engaging with more visual components.
- Use these platforms to showcase your organization's work, share success stories, and engage with potential donors.

# 16. Transparency and Accountability

- ▶ Transparency and accountability are fundamental principles in the nonprofit sector that play a crucial role in building and maintaining trust with donors and funders.
- ▶ Transparency involves providing clear and open information about your organization.
- ▶ Accountability is about taking responsibility for your actions and being answerable to stakeholders.
- ▶ Be transparent and accountable about your organization's finances and operations.






## a. Transparency

- ▶ **Financial Transparency** - Clearly communicate your organization's financial health. This includes providing detailed financial statements, budgets, and breakdowns of how funds are allocated. Ensure that these documents are easily accessible, either on your organization's website or upon request.
- ▶ **Operational Transparency** - Share information about your organization's structure, governance, and decision-making processes. This includes details about your leadership team, board of directors, and any advisory bodies. Make sure stakeholders understand how your organization operates on a day-to-day basis.
- ▶ **Programmatic Transparency** - Clearly outline your programs, initiatives, and the intended impact of your work. Explain your organization's strategies for achieving its mission, including key activities, milestones, and success metrics.



## b. Accountability

- ▶ **Measurable Goals and Outcomes** - Establish clear and measurable goals for your programs and initiatives. Define specific, quantifiable outcomes that can be tracked and reported. This not only helps demonstrate accountability but also allows donors to understand the concrete impact of their contributions.
- ▶ **Regular Reporting** - Provide regular and comprehensive reports to donors and funders. These reports should cover progress toward goals, challenges faced, and how funds have been utilized. Timely and detailed reporting reinforces your commitment to transparency and keeps stakeholders informed.

- 
- ▶ **Admitting Mistakes and Learning** - No organization is immune to challenges or setbacks. Being accountable involves admitting mistakes, addressing them openly, and outlining the steps taken to rectify issues. Demonstrating a commitment to continuous improvement can enhance trust and credibility.
  - ▶ **Compliance with Regulations** - Ensure that your organization complies with all relevant laws and regulations. This includes financial reporting requirements, adherence to ethical standards, and compliance with any specific guidelines set forth by funding bodies or regulatory authorities.
  - ▶ **Stakeholder Engagement** - Actively engage with your stakeholders, including donors, beneficiaries, and the community. Seek feedback, listen to concerns, and incorporate input into decision-making processes. Engaging stakeholders demonstrates a commitment to inclusivity and responsiveness.



## c. Building Trust

- ▶ **Consistency in Communication** - Consistency in your messaging and communication is vital. Ensure that the information you provide aligns with your organization's actions and outcomes. Any inconsistencies can erode trust.
- ▶ **Accessibility of Information** - Make information easily accessible to the public. This includes not only financial and programmatic data but also impact stories, testimonials, and any evaluations or assessments of your organization's work.
- ▶ **Ethical Practices** - Uphold high ethical standards in all aspects of your organization's operations. This includes transparency in fundraising practices, avoiding conflicts of interest, and ensuring that your organization operates with integrity.

# 17. Budgets

- ▶ Budgeting is part of your brand too. And financials are part of your communications. A well-communicated budget is a fundraising tool  
Nonprofit leaders — don't delegate this important fundraising tool to your finance team alone. And don't ask them to create a budget in a silo.
- ▶ Yes, this means those of us CEOs and Managers who loathe accounting. Instead, work together to integrate these seven budgeting ideas into your brand.
  1. **Align the budget with your theory of change**  
Talk about how your expenses are necessary for the mission and vision your donors have invested in.
  2. **Showcase transparency in your budget**  
Openly share your budget allocation to build trust and demonstrate effective use of funds.
  3. **Connect budgets to success stories**  
Link budget elements to successful outcomes to make the financial narrative compelling and relatable.





#### 4. **Turn budget challenges into appeals**

Be honest. Candidly share budget constraints that motivate funders to contribute towards overcoming these shortfalls.

#### 5. **Use budget comparisons for impact**

Compare past and present budgets to demonstrate growth, development, and increased impact over time.

#### 6. **Design visuals for budget line items**

Employ visual aids like infographics to make complex financial data more accessible and engaging.

#### 7. **Educate donors on the need for “overhead”**

Break the overhead myth and never perpetuate the dangerous 100% model .

- The central idea here - Budgets aren't just numbers. They're narratives. So for 2024, dare to think about budgeting differently. And make every dollar a character in your story.





THANK YOU!