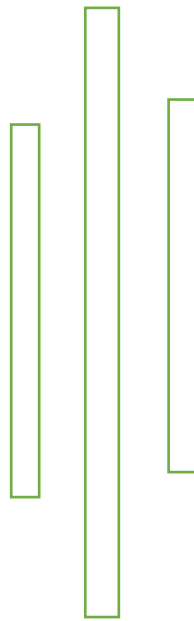


Nepal Skill Initiative Project (NSIP)

Fundraising Guideline of NSIP Nepal, 2024



Developed By: NSIP Nepal

1.0 Background

The 'Fundraising Guideline' of Nepal Skill Initiative Project (NSIP), a non-profit organization registered with District Administration Office, Kathmandu, and Social Welfare Council, Kathmandu, underscores its commitment to safeguarding and advancing the educational landscape in rural and urban Nepal. Dedicated to the principles, NSIP has been actively engaged in different Education, Environment and Gender related programs since 2023, supported financially by different development partners. Recognizing the evolving landscape of stakeholders, NSIP acknowledges the necessity of a structured approach to promotion and fundraising. Effective branding strategies, encompassing communication materials such as websites, social media platforms, and proposals, play a pivotal role in disseminating information about its services and engaging the potential stakeholders. These efforts are crucial for sustaining ongoing initiatives and building capacity for future endeavors. A comprehensive understanding of target audiences and trend-oriented approaches are paramount, as evidenced by research, to attract donors and establish a formidable brand presence for NSIP.

2.0 Objectives of Guideline

The goal of this fundraising guideline includes to enhance the brand recognition at both national and international platforms, attracting new recurring donors to broaden program coverage and geographical reach, and amplifying the financial support from existing donors to bolster current initiatives.

The specific objectives are:

- To raise the existing brand awareness at national and international level,
- To acquire new donors to expand the existing programs and areas,
- To increase the volume of current fund from existing donors.

3.0 Rational of Guideline

The rationale behind implementing this fundraising guideline within NSIP Nepal is multifaceted. Firstly, fundraising campaigns and activities serve as vital mechanisms for not only generating substantial financial support but also for elevating brand recognition. These efforts are instrumental in expanding our reach, engaging new and potential donors, and assessing our impact through various metrics. Moreover, strategic promotional and branding initiatives play a pivotal role in increasing donations, enhancing donor retention rates, and establishing a consistent revenue stream year-round. By implementing a structured fundraising plan, NSIP Nepal can effectively track progress, analyze donor trends, and strive towards converting a certain percentage of funds and donors. Additionally, fostering deep and sustainable relationships with donors is essential for organizational success, necessitating the implementation of a systematic approach. Without a well-defined plan and guideline, donor relationships risk being short-lived. Therefore, having a comprehensive fundraising guideline is crucial for maximizing benefits from our fundraising endeavors and ensuring meaningful donor engagement.

5.0 Steps/Procedures for Donors' Engagement Strategy

NSIP Nepal employs a comprehensive donor engagement strategy, starting with identifying potential donors and informing them about its mission. We then learn about their preferences and experiences. Upon their interest, we engage them through tailored approaches like social media engagement and volunteering opportunities. We subsequently request donations, emphasizing their vital role in community development. Expressing gratitude promptly upon receiving donations, we then demonstrate the impact through various means such as website updates and annual reports, ensuring transparency and accountability. More specifically, NSIP Nepal will integrate the following steps/procedures for donors' engagement:

❖ Identify the Potential Donors

NSIP Nepal employs diverse methods to identify potential donors and inspire them to take action. This process may vary in duration based on donors past experiences and familiarity with our services. We initiate by providing foundational education and information about our mission and services. This can be achieved through channels such as email newsletters, website, social media platforms, in-person presentations, and various branding materials like pamphlets and brochures. Additionally, we utilize compelling stories, impactful visuals, and multimedia content to underscore the significance of our work within the community. Through these efforts, donors are equipped with the necessary information to make informed decisions about their involvement with NSIP Nepal in a clear and organized manner.

❖ Learn

NSIP Nepal will go beyond simply gathering donors' contact details rather we go the extra mile to enhance our relationships with them. We take several steps to deepen these connections:

- Assess the level of engagement of donors' desire with our organization and in what capacity.
- Inquire about their involvement with other nonprofit organizations in the past.
- Identify their additional interests.
- Understand their employment status and employer. These efforts are aimed at cultivating stronger bonds with donors and tailoring our engagement strategies to their preferences and experiences.

❖ Engage

Once donors comprehend NSIP's mission and express a desire to further engage with organization, NSIP Nepal will embark on a journey of involvement tailored to their interests and skills, and aligned with our organizational objectives. Engagement strategies are contingent upon work, identified needs, and the donor's abilities. NSIP Nepal initiates engagement from the point of initial connection, whether online through website or social media platforms. We encourage donors to connect with us on preferred channels and subscribe to our email newsletter. Furthermore, NSIP Nepal will:

- Regularly update social media pages to inspire donor action.
- Offer volunteering opportunities.
- Facilitate networking opportunities with local stakeholders.
- Extend invitations to events such as fundraising and appreciation gatherings.
- Assess potential for involvement with our board members based on skills and interest levels.

❖ Ask

Once a donor becomes familiar with NSIP's work and engages to some extent, NSIP Nepal will kindly request their support through a donation. For those donors already informed, NSIP will emphasize the vital role of financial contributions in community development. Information about fundraising campaigns will be shared through various channels at scheduled intervals, adhering to our fundraising timetable. NSIP Nepal will prioritize strategies to effectively retain donors.

❖ Thank

Upon receiving a donor's gift or donation, whether it's the first or a subsequent contribution, NSIP will express gratitude in various ways. Initially, NSIP will promptly send a thank-you email acknowledging the donation and expressing sincere appreciation. Subsequently, NSIP may send a personalized handwritten note to convey gratitude. Additionally, NSIP may enhance the appreciation by sending a video message expressing heartfelt thanks or making a personal phone call to convey gratitude. The aim is to ensure donors receive acknowledgment and a genuine expression of appreciation.

❖ Show impact

In final stage of the donor engagement, NSIP will show the donors how it used its donation to make changes happen. We will show our impact in a number of ways. Some of them are as follows:

- Website content updates
- Social media posts
- Calculating and sharing the return on investment (ROI)
- Presenting its annual report to donors

6.0 Key Activities for Fundraising

To enhance its fund flow, NSIP Nepal will employ the strategic initiatives. These include leveraging online engagement and virtual campaigns on our website, organizing fundraising events in diverse locations, and displaying promotional materials locally. Testing various email types and utilizing brochures, social media, and annual reports will optimize donor engagement. Donor appreciation events, satisfaction surveys, and utilizing the NSIP song will strengthen relationships. Public relations tactics, community sub-groups, and interview opportunities will further support fundraising efforts. Promoting interventions will be embedded into job descriptions to ensure consistent organizational promotion. The following key activities will be adopted by NSIP Nepal to enhance its fund flow mechanism:

- **Online Engagement:** In the future, NSIP Nepal will utilize online platforms to gather funds. We will engage with donors to highlight its initiatives, emphasizing the importance of supporting education, environment, gender through various provisions. By disseminating information about NSIP Nepal's projects within its network, we aim to broaden our reach and inspire others to become socially responsible citizens through heightened awareness.
- **Virtual Campaigns:** One of the methods to raise funds is to create a campaign on its website, set a goal and raise funds.

- **Organize a Fundraising Event:** In addition to virtual campaigns to achieve NSIP's mission and future vision, NSIP will explore fundraising opportunities in various locations such as homes, schools/colleges, banking institutions, and business/corporate establishments.
- **Display Banners on Site:** NSIP Nepal will display the materials, posters, hands out, in different locality as much as possible.
- **Test Emails:** NSIP will also use next initiative as an opportunity to test different types of emails to optimize future email campaigns and better engage its fundraising community and maximize returns.
- **Use of Promotional Materials:** NSIP Nepal will use the following promotional materials to raise the funds:
 - Organizational Portfolio
 - Brochures
 - Annual Reports
 - Governing Documents
 - Fact Sheets
 - Strategic Plan
 - Proposals
 - Social Media Platforms
 - Brand Promotional Gifts: Use of printed jackets, t-shirts, bags, stationeries.
- **Donor Appreciation Events:** Donor appreciation events with free refreshments and gifts will be given to donors from the organization on special occasions, i.e. NSIP's anniversary day.
- **Surveys:** NSIP Nepal will contact to the donors by telephone or through email to know the donors' satisfaction first while leaving the doors open for a promotional opportunity to donors.
- NSIP will use of **NSIP Song** whenever applicable.
- NSIP will keep the **Hoarding Boards** wherever possible to promote its activities.
- **Public Relations:** A variety of public relations tactics will be used to reach out to stakeholders and raise funds for the organization.
- **Building Communities of Target Audience:** NSIP Nepal will form different communities' groups to expose its brands in future.
- **Interview Opportunities:** NSIP will use the interview of the new recruiters as an opportunity to show off NSIP expertise/brand. NSIP will distribute the promotional materials to them as well for promotion. Besides, promotion of its interventions will be one of the parts of JD of each employee and for promotion/other benefits.

7.0 Communication Strategies for Fundraising

Key Communication Strategies of NSIP Nepal for Fundraising Include:

- **Understand Target Audience:** Tailor communications to target donors' interests and needs.
- **Clarify Goals:** Ensure clarity on messages and objectives for effective communication.
- **Strategic Approach:** Align communication with organizational strategy, focusing on identity, beneficiaries, and future plans.
- **Consistent Messaging:** Ensure consistent language and alignment across teams to avoid confusion.

- **Pitch Accuracy:** Tailor messages appropriately for fundraising objectives while conveying organizational goals and strategies.
- **Balance Quantity and Quality:** Strive for the optimal balance in content frequency and quality to maintain donor engagement.
- **Feedback Mechanisms:** Regularly gather feedback through surveys, case studies, and analysis to refine communication strategies.
- **Recruitment of Brand Promoting Officer/Ambassadors:** Employ dedicated personnel to represent and communicate the organization's brand effectively.
- **Donor-Centric Website:** Design the website to engage and welcome donors effectively.
- **Content Production:** Develop and disseminate content showcasing NSIP's activities and impact among stakeholders.
- **Comprehensive Branding Plan:** Develop a detailed branding plan, including a situational analysis, target audience, goals, strategies, tactics, and competition analysis.
- **Media Engagement:** Reach out to print and electronic media for wider promotion of organizational activities.
- **Brand Development:** Create a distinctive brand image or logo and establish partnerships with other organizations to enhance visibility and credibility.

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