



## FUNDRAISING FOR MBOS

Identifying Potential Funders

# First Things First...

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- Who are you?
- What do you do for your Members? Importantly, what DON'T you do for your Members?
- Do you take money from corporations? What about from government departments you have to work with?
- Don't compromise who you are as an organization to raise funds!

# Donor Directory

- ❑ WIEGO Site: Fundraising and Sustainability for MBOs
- ❑ Access FREE
- ❑ Contains information of over 500 donors worldwide
- ❑ Receive Updates & Notifications
- ❑ Log in or send email to Sofia Trevino for access:  
[sofia.trevino@wiego.org](mailto:sofia.trevino@wiego.org)

# Identifying the Right Donor

- ❑ Can take a lot of time!
- ❑ What are the reporting/admin requirements?
- ❑ How flexible are they?
- ❑ What type of grants do they give?
- ❑ Do they support projects in your country?
- ❑ Do they have an interest in workers organisations?

# Know the Donor

- Not all donors are right for every project/org
- Each proposal should be adapted to the specific needs of a targeted donor
  - ▣ Review donor's website
  - ▣ Read requirements in advance and make sure to demonstrate these in your application
  - ▣ If you can, speak with this donor
  - ▣ Follow all instructions in the application form

# Rank & Prioritize

- ▣ How likely are they to give you money?
- ▣ How much funding would likely be available if you were successful? For what period?
- ▣ How flexible are their conditions?
- ▣ Start with a larger list, then develop a TOP 10 list based on the above criteria.