



International  
Diabetes  
Federation

# IDF Advocacy Academy session

## Fundraising for impact

26 October 2023  
3:00-4:15 pm CEST





# FUNDRAISING FOR YOUR ACTIVITIES

## WELCOME FROM THE IDF ADVOCACY TEAM



**BEATRIZ YÁÑEZ JIMÉNEZ**

IDF Advocacy Manager

*Spain*



**BRUNO HELMAN**

IDF Programme Coordinator

*Brazil*



**ISAURE MERCIER**

IDF Junior Professional Officer

*France*

# IDF ADVOCACY ACADEMY

- IDF online platform gathering all IDF advocacy content and resources.
- Capacity building sessions are uploaded to the [Advocacy Academy webpage](#).
- Live sessions are exclusive for the IDF advocacy network:
  - IDF Members.
  - Blue Circle Voices (BCV).
  - Young Leaders in Diabetes (YLD).



# HOUSEKEEPING RULES

- Add your country and role (YLD/BCV/IDF member) to your Zoom name.
- This session will be recorded.
- Activate Zoom-generated subtitles by clicking on the **closed caption** (cc) button at the bottom of your window. Please note these subtitles are not 100% accurate.
- Use the **chat function** to share your questions to speakers. We will take note of them and ask you to raise your hand during the Q&A to ask your question (if time allows).
- The recording, slides and feedback questionnaire will be sent to all registrants in a few days.
- Participants who attend this session live will receive an **attendance certificate**. Please check your spam folders if you have not received them by November 17.

# POLL TIME

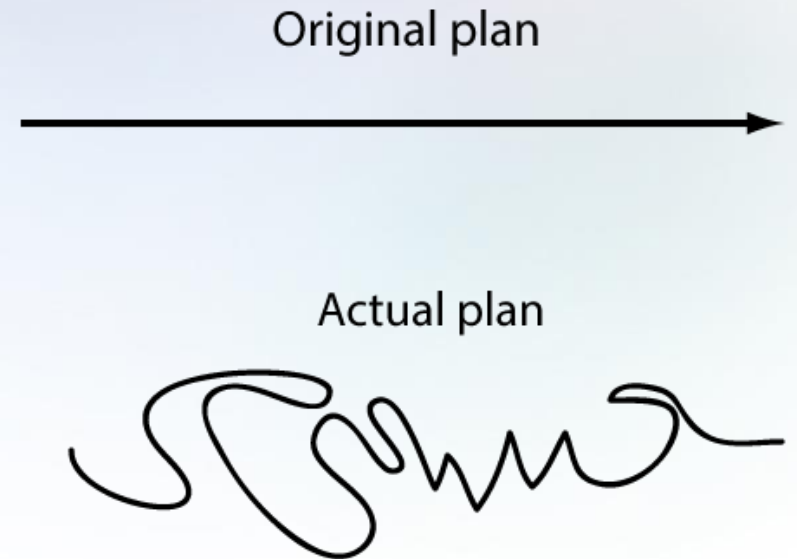


**PROJECT  
PLANNING  
&  
FUNDRAISING**



# STEPS TO PLAN A PROJECT & FUNDRAISING

- Select a topic you like/are interested in.
- Set a goal and objectives → understand fundraising needs.
- Define your activities → plan fundraising strategy.
- Prepare a timeline → plan when fundraising needs to take place.
- Assess the risks → consider plan B if fundraising fails.
- Implementation.
- Monitoring and evaluating.



# POLL TIME





# MONEY HELPS, BUT...

- Some projects can be developed with little or no funds.
- Resources can come in different ways (donations of goods or spaces, volunteer time, etc).
- Your activities should be adapted to the budget and not the other way around.
- When planning: be ambitious, but realistic.
- Money attracts money.



# IDEAS FOR LOW/NO BUDGET PROJECTS/ACTIVITIES

- Supporting already existing projects as volunteers.
- Educational and awareness online sessions.
- Educational and awareness gatherings in public spaces (parks, community centers).
- Social media campaigns (awareness, education, advocacy).
- Advocacy: meetings with policymakers/calls-to-action.
- And many more – be creative!





## FUNDRAISING FOR YOUR ACTIVITIES

## FUNDRAISING FOR YOUR ADVOCACY ACTIVITIES



**JAZZ SETHI**

YLD Mentor and Founder of The Diabesties Foundation

*India*

# POLL TIME



# FUNDRAISING STEPS



# 1. SET YOUR FUNDRAISING GOAL

- Be clear about how much you need to run the activities you want to implement.
- Create an expenses sheet to understand your projections – including invisible costs.
- Know these numbers by heart!
- Have your plan B in mind, in case you do not reach your original fundraising goal.



## 2. IDENTIFY POTENTIAL DONORS

- Make a list of potential donors.
- Funders come in all types! Annual funders, project-wise funders, beneficiary donors, etc.
- Don't get stuck on one funder.
- Go beyond pharma.
- Find companies whose leaders believe in good work (even if they don't understand it).



### 3. PREPARE YOUR PITCHING

- The way you pitch will make a difference!
- Keep your message CLEAR / SHORT / ENGAGING.
- Your body language matters a lot!
- Talk more stories and weave in the statistics.





## 4. SUSTAIN THE RELATION WITH FUNDERS

- Keep periodic communication with sponsors.
- Report on activities and advancements.
- Send a thank you letters.



## 5. ADAPT YOUR PLANS IF NEEDED

- If you do not manage to attain your fundraising goal, use your plan B.
- You would need to start with step 1, updating the expenses sheet and the fundraising needs.



# POLL TIME



# FUNDRAISING TYPES



# DIFFERENT WAYS TO RAISE FUNDS

- **Crowdfunding:** Raising many small amounts of money from a large number of people, typically online.
- **Donations:** Receiving an amount of money without having to offer anything in return.
- **Sponsorship:** Receiving an amount of money having to offer something in return.
- **Events:** Organize an event to generate revenue.
- **Product sales:** Sale a product to generate revenue.



# DIFFERENT WAYS TO RAISE FUNDS

- Funding doesn't always have to be in cash (in-kind donations).
- Strike deals with vendors (venue, food, transport, media) and make them partners.
- Think of the WIN-WIN deal (what are they getting out of it).
- Give them the recognition (visibility).



# DO'S AND DON'TS



## “DO’S”

- 1. Have a Fundraising Strategy:** target audience, methods, amount and timelines.
- 2. Be Transparent:** report and update donors/sponsors.
- 3. Diversify Income Sources:** various fundraising methods.
- 4. Build and Keep Relationships:** ongoing communication with partners.
- 5. Compliance with Laws and Regulations:** follow the laws and regulations.
- 6. Maintain an Online Presence:** regularity is the key to success.
- 7. Involve the Community:** PLWD and HCPs should be engaged as supporters.
- 8. Thank You Letters:** personalized thank-you letters or emails to donors/sponsors.



## “DON'TS”

- 1. High Administrative Costs:** Avoid using a significant portion of funding for administrative expenses.
- 2. Pressure or Manipulation:** Avoid using guilt tactics or emotional manipulation to attract funding.
- 3. Non-Disclosure of Information:** Avoid withholding important financial and operational information from donors/sponsors. Transparency builds trust.
- 4. Ignoring Donor Privacy:** Respect donors'/sponsors privacy.
- 5. Be over-ambitious:** focus solely on acquiring new donors/sponsors while neglecting retention. Keeping existing ones engaged is cost-effective.
- 6. Ignoring Feedback:** Listen to feedback and use it to improve your fundraising efforts.

# POLL TIME



# GRANTS & OTHER OPPORTUNITIES



# KEY SOURCES FOR FUNDING OPPORTUNITIES

- **Grants and scholarships websites:** [Opportunities for Youth](#), [Youth Opportunities](#), [One Young World Scholarships](#), [The Netpreneur](#).
- **Civil society organisations' newsletters:** [World Diabetes Foundation](#), [NCD Alliance](#), [World Obesity Federation](#), [World Heart Federation](#), [World Stroke Organization](#), [NCDI Poverty Network](#), [NCD Child](#), [ISPAD](#) (International Society for Pediatric and Adolescent Diabetes), [Vital Strategies](#).
- **IDF by-weekly updates:** Published every two weeks by IDF.



**BRAINSTORMING!  
POTENTIAL FUNDERS  
FOR A PROJECT  
ABOUT DIABETES  
RESOURCES FOR  
SCHOOLS**



# Q&A AND DISCUSSION



# POLL TIME



# CLOSING REMARKS & THANKS





# CLOSING REMARKS AND THANKS

- The recording, slides and feedback questionnaire will be sent to all registrants in a few days.
- Please respond to the feedback questionnaire to help us improve future IDF online events.
- Send any questions you may have to [advocacy@idf.org](mailto:advocacy@idf.org).



# POLL TIME



**THANK YOU!**

