

# WHY FUNDRAISING?

**No good cause can survive without funds**

**A viable, financially secure organization will reach its goals faster**

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# FUNDRAISING IS NOT BEGING

Its seeing the need

And filling that need

Our role is finder, mediator, and steward

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# WHERE IS THE MONEY COMES FROM?

Government

Corporate

Foundation

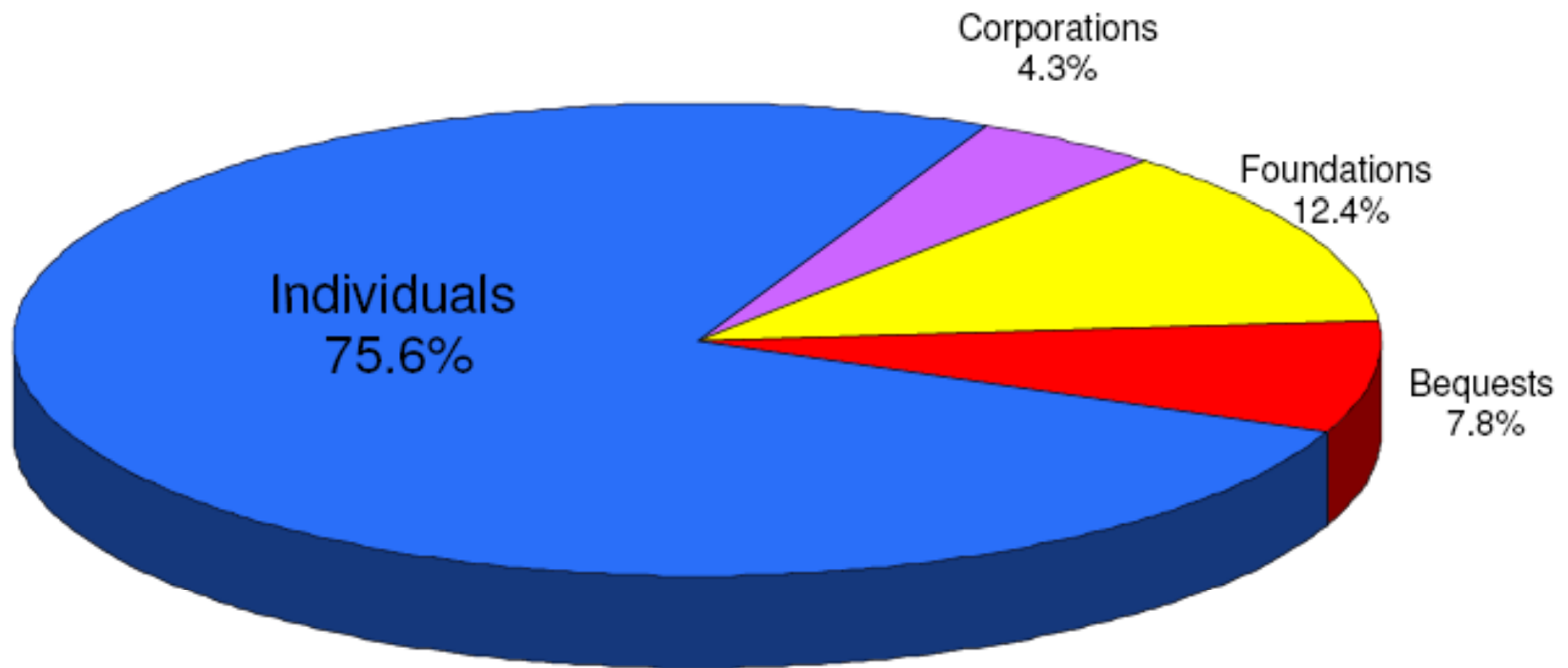
Individual

Legacy

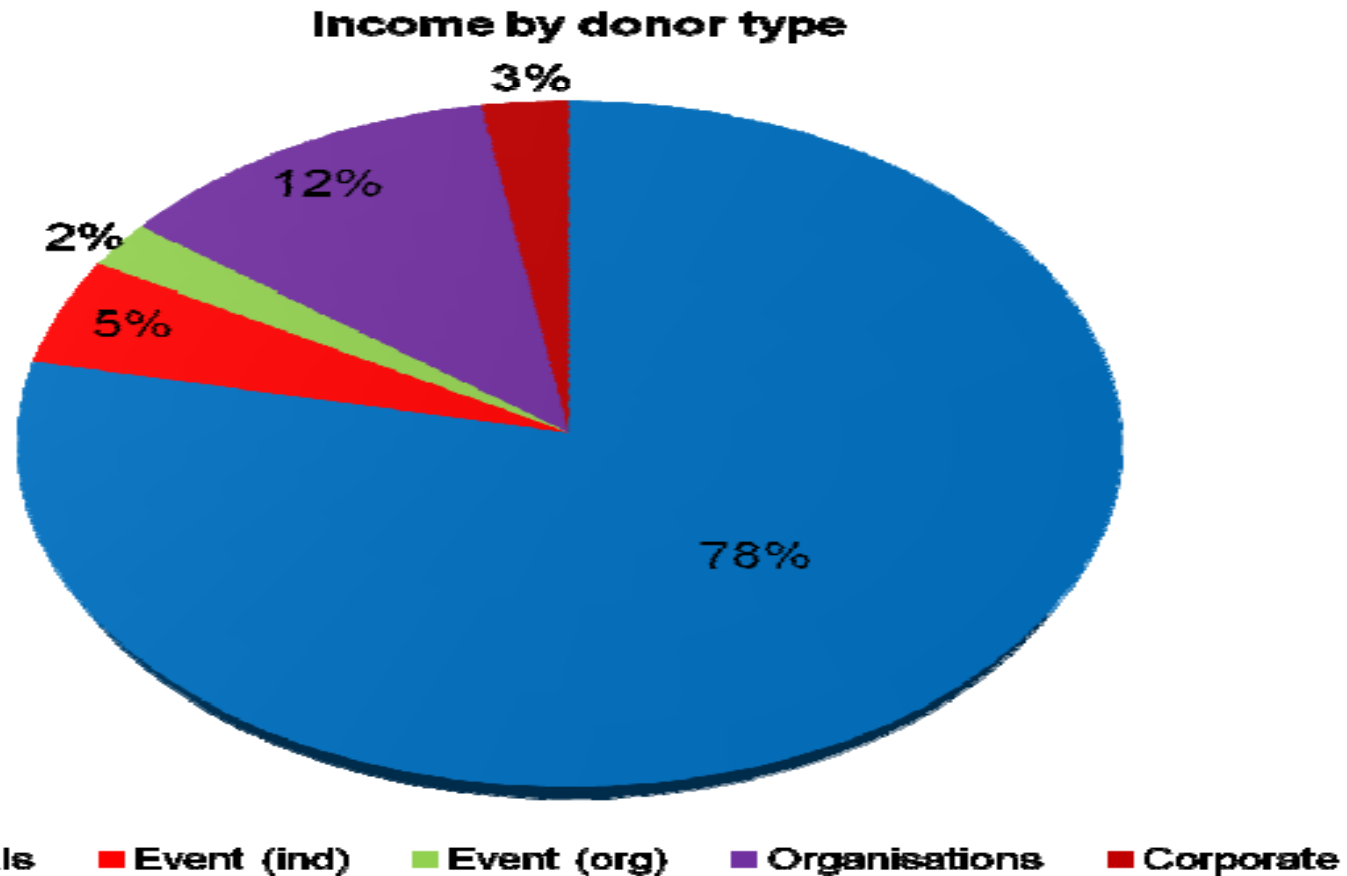
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# Donation in USA



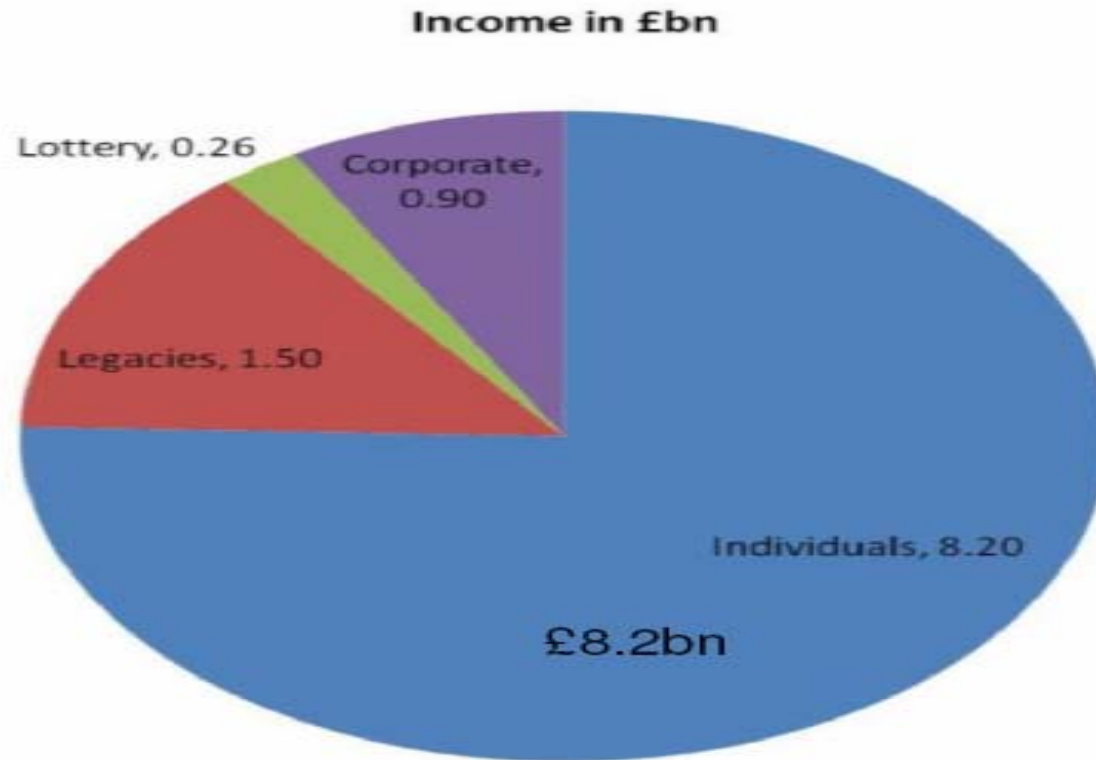
# Donation in Australia



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# Donation in UK



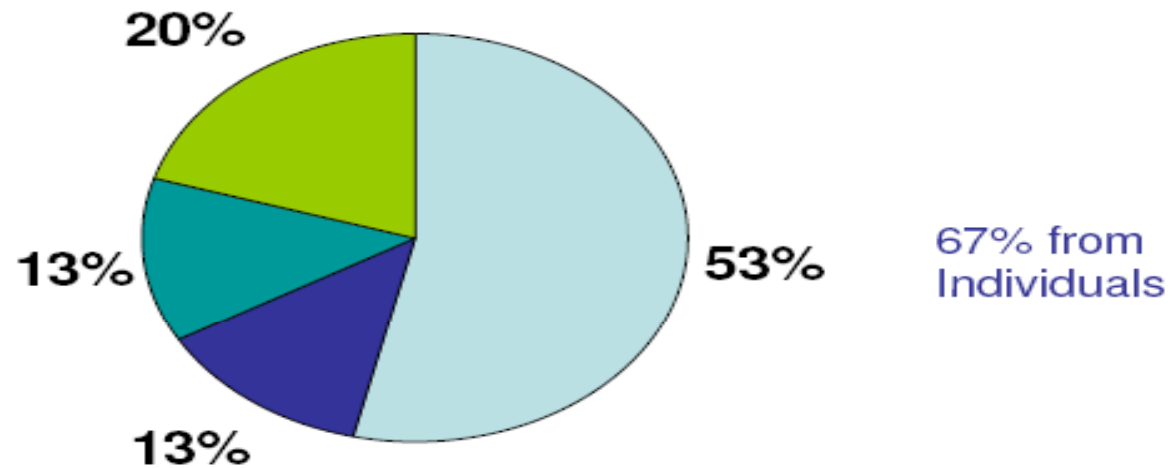
Source and © Charities Aid Foundation, Charity Trends 2006

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# Donation in India

**HelpAge India** | Fighting isolation, poverty, neglect



Legend: ■ Individuals ■ School FR ■ Corporates ■ others

# GREENPEACE FUNDRAISING

- Independence

Greenpeace is supported by individuals. By not accepting funds from political parties, governments, or corporations, we maintain our independence.

Greenpeace can only take risks and confront others because of our political and economic independence. We do not accept funding from any government, political party or corporation. This allows us the freedom to speak our mind and to be unrestricted in what we do and say. Our independence gives us authority and credibility. We take our responsibility for transparency and accountability very seriously.

We always ensure the effective use of funds given by the millions of people who support us.

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# HOW DO WE RAISE THE FUND

## New Acquisition Income

- Direct Dialogue
- Individual Major Donor
- Foundation

## Continuing Income

- Reactivation
- Upgrading



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# FACE TO FACE FUNDRAISING



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# HOW TO START



- Budget & ROI
- Remuneration
- Target / KPI
- Recruitment
- Banking
- Paper form



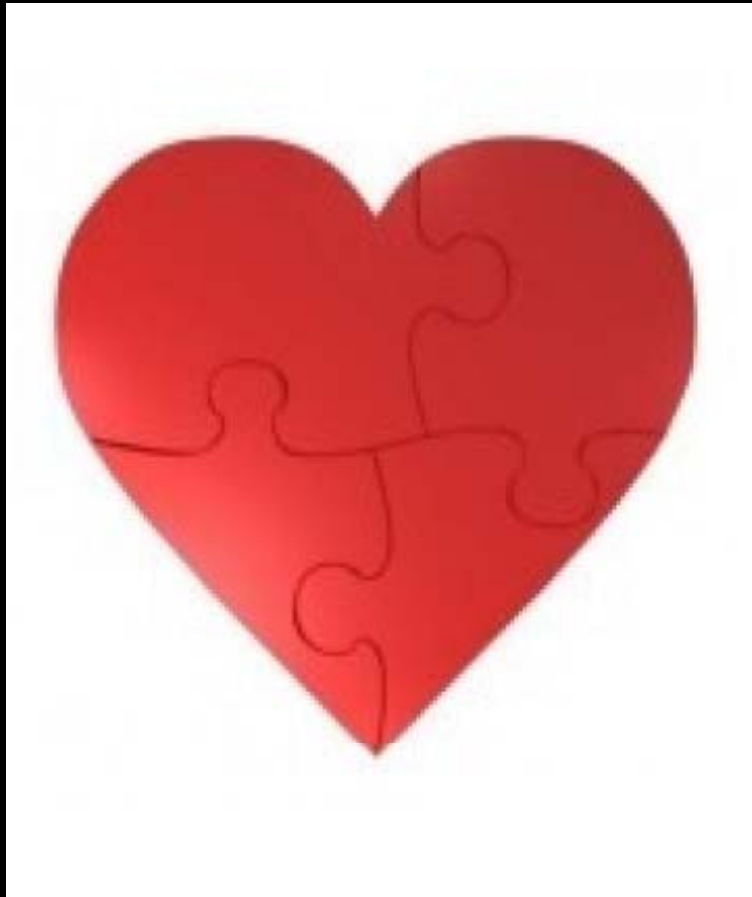
# STRATEGY



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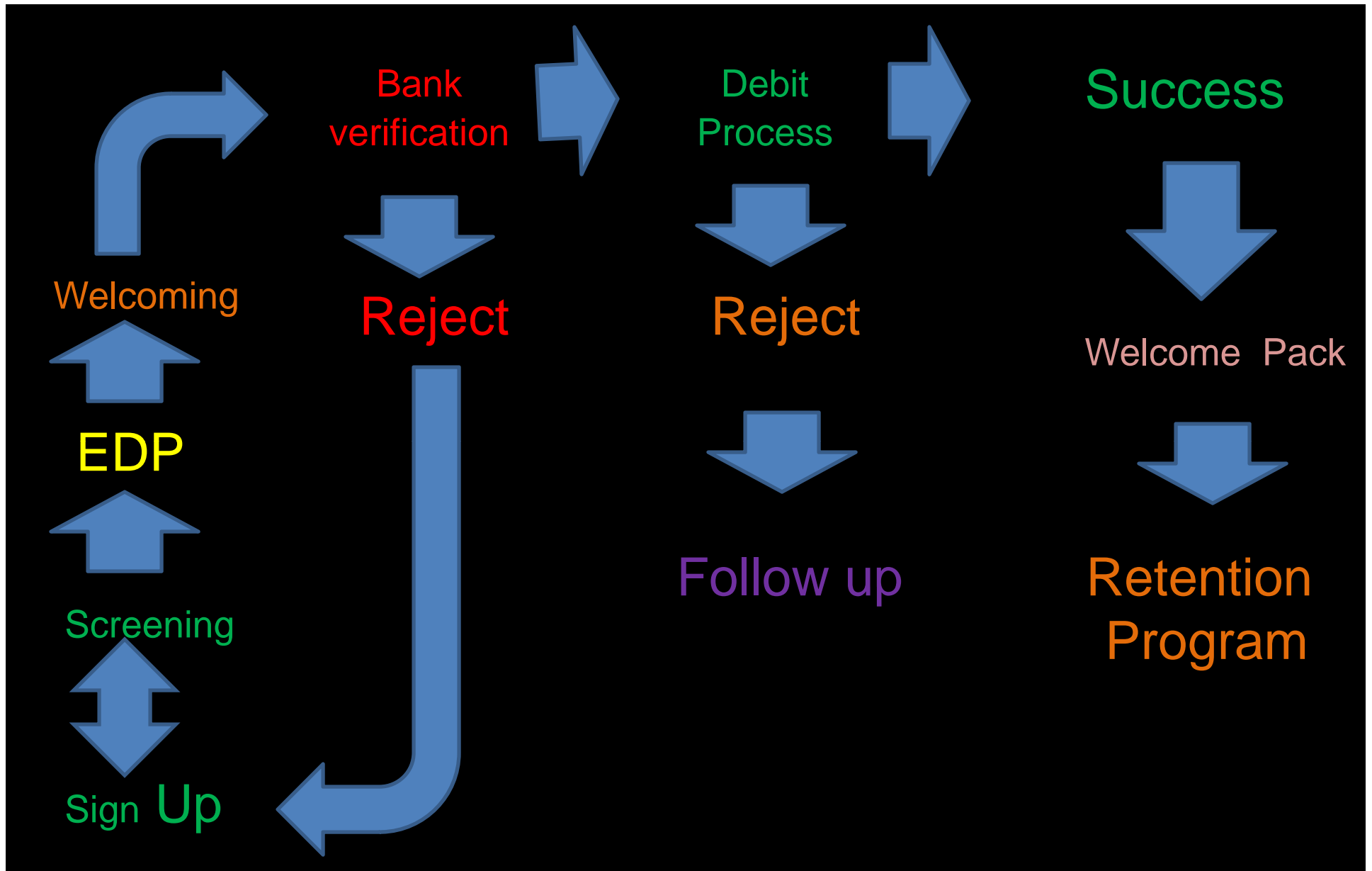
# LOOK AFTER YOUR DONOR



- Welcoming
- Regular Report
- Merchandise
- Event
- Cancellation
- Complaint

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**THANK YOU**

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