
PRINCIPLES FOR ADVOCACY TARGETED FUNDRAISING FOR BMOS

Principle #1: Define the Fundraising Goal

- To raise funds for an advocacy cause, you have to make a case. Why is it necessary, who will it affect and benefit. Analyze the situation using facts generated from research, interviews and consultations.
- Funders will ONLY invest in causes that make a well-conceived case for support and include clear goals and measurable outcomes.

Principle #2: Develop a Budget and Strategy

- Is there a PLAN? Develop one detailing activities, timelines and responsibilities. Note that there are various forms of fundraising ranging from proposal writing to soliciting contributions from members. The type of fundraising activities selected will depend on your cause and how structured your organization is.
- Develop a detailed budget itemizing line items and associated costs. For instance, research will involve consultancy and field costs. Be specific and clear on the target(s).
- Three strategizing laws for Fundraising are:
 - *Identify connections* (stakeholder mapping); who are the stakeholders? Identifying stakeholder expectations will inform how best to involve them?
 - How *define incentives* (information that will stir interest and commitment); In the case of donors how does the cause align with their strategic goal and mission? for members, how would they lose or benefit from the cause?
 - and lastly, with the information from the above two points, *cultivate the relationship* (provide information, personalize outreach, etc).

Principle #3: Communicate and Involve!

- Members are key stakeholders! Consult with them to validate the CAUSE.
- The ability to personalize the ‘validated cause’ increases its chances of success. How to – publicity, media campaigns, develop audio-visuals, etc.
- Develop a communication plan that allows regular feedback on progress.
- Be aware ‘you are strictly answerable to all stakeholders including members, donors, beneficiaries, and management.

Principle #4: Be Accountable

- Demonstrating accountability is critical to effective fundraising. Regardless of if you have little or extensive fundraising experience, most donors are curious about your financial management history. A good test of accountability is how you have managed internally generated funds and what systems are in place for financial reporting and reconciliation. Does your organization keep records of expenses and income? What system is in place for authorization of expenses, approval of budgets and reconciliation? Is there a tradition of auditing the organization’s accounts? Are audit reports published? How are financial decisions taken? Always be aware that people will ask about the money.
- It is your responsibility to ensure that all fundraising transactions, accounting and reporting information are accurate and unambiguous.
- Efficiency: Being able to demonstrate clear value for money is critical to fundraising. How cost-effective have past interventions and advocacy programs been? Are there demonstrable results that justify the funds expended? Creating an organic framework that allows reporting of periodic progress update to members is essential.

Principle #5: Hit the ground *RUNNING*...

- Execute your strategy.
- Be flexible and realistic.
- Don't be constrained by tunnel vision. Keep an eye open for non-monetary fundraising opportunities as strategic partnerships with other organizations that bring skills, access to policy/decision makers, leverage research institution, the media, etc.