

BRIDGE FOR DEVELOPMENT ORGANIZATION

FRIENDS AND FAMILIES CIRCLE FUNDRAISING PLAN 2020

1. Introduction

One of the most important factors in the work and sustainability of an organization is the availability of resources to support its operations in a continuous and self-reliant way. Resource shortage is one of the critical constraints to the work of Ethiopian CSO's. It is not only resources limitations but also the capacity to access and generate necessary resources is an additional problem.

It is of utmost importance that an organization has sufficient funds and other resources to match the requirement of fulfilling its mission. It is also of equal importance that all available resources are used for the intended purpose, the most economic and in the best possible way, i.e. directed towards activities that will help the organization to meet its objectives.

2. The Mission:

BDO has the mission to care and empower the disadvantaged and vulnerable communities in Addis Ababa, Oromiya and Amhara regions through improving the child care takers knowledge and skills in child development, care, education and rights; and to empower women, girls, adolescents and youths through life skills education, supporting to create economic opportunities, and protecting their health and rights through community actions and policy advocacy.

3. The Fundraising Goal

A. Fund raising Goal

- Creating financial sustainability for the organization
- Implementing projects and benefiting disadvantaged women, children and youth groups

B. Current Fund raising Objectives

- To raising Birr 150,000.00
- Identifying potential annual donors that can pledge for annual contribution # 50
- Recruiting and documenting potential donors for future fundraising
- Receiving material donation if available

4. Who and where

Who (Board/staff/committee)	Goals/Donors	Prospects	How much/Birr
Staff Friends			50 000.00
• Cultivated		A.A (21), region (5), abroad (1)	
• Not Cultivated		A.A (12), region (3), abroad (6)	
• Retention		AA (4), region (1)	
Staff Family			50 000.00
• Cultivated		AA (2), region (1), abroad (1)	
• Not Cultivated		AA (8), region (),	

		abroad (1)	
• Retention		Region (1)	
Board (friends/family)			50 000.00
• Cultivate			
• Solicit/ask			
TOTAL			150 000.00

5. Strategies/methods

Phases	Strategy	Methods	Who
Cultivation	Printed material, /online/telephone/visiting	Emails/direct mail/call/letter/brochure/case statement/face to face meeting/link to Degafi, etc	Staff, board, committee
Solicitation/Asking	Same	Same	Same
Donation	Bank deposits/local crowd funding	Buna bank/Agar/others	
Stewardship	Print media/online/telephone/visiting	Print media/online/telephone/visiting	Same
Reporting	Same		

5. Time frame/when each strategy shall be implemented

- See Attachment

6. Accountabilities/Roles of committee, staffs, board

6.1. Board Roles

- Cultivates and asks an agreed upon number of people (#5)
- Make thank-you calls to donors as requested by staff.
- Make a personal gift and annual contribution to the organization
- Continue to cultivate them after the event.
- Approve fundraising goals and support the fundraising plan
- Be an Ambassador, Advocate and Asker for people and organizations

6.2. Staff Roles

- Supplies names, contact info of prospective supporters
 - Prepares fundraising materials (letters, brochure, case statement, etc.)
 - Manages the timelines
 - Produces thank you letters, grant reports
 - Coordinate the FR activities and the team
- Ask friends and families to donate

6.3. Fundraising Team Roles

- Expresses ideas and provides input
- Actively participates in meetings, contributing to the discussion, brainstorming and sharing innovative ideas

- Reviews material and provides input for improvement
- Serves as internal/external linkages to further the organization's mission and vision.
- Participate in the development and implementation of the committee work plan
- Review previous year fundraising activity including Annual Appeal and make recommendations for improvements for new fiscal year.
- Conduct a fundraising SWOT analysis and revise and update the previous fund development plan based on findings.
- Maintain shared fundraising calendar.
- Analyze relationships with current and prospective major donors and funders, and develop individualized strategies to cultivate or strengthen those relationships.
- Work with staff and executing fundraising and friend-raising events.
- Meet monthly and as needed.
- Determine Board fundraising expectations and goals; provide guidance for Board members on meeting fundraising goals; track progress toward fundraising goals both for individual Board members and for the Board as a whole.

7. Previous FR experiences and lessons learned

7.1. Money donated – Total (10,054.00)

- Staffs - 4554
- Friends - 4500
- Family - 1000

7.2. Materials donated – VSO – 9 different sized tables (used)

- STC- 10 chairs, 4 desktop tables and - - - (yet to know the PC, printer and others soon).

8. Budget

- Telephone cost
- Internet cost
- Printing cost