



Asia-Pacific Regional Workshop on Transboundary Biodiversity Conservation:
Empowering Forestry Communities and Women
in Sustainable Livelihood Development
International Tropical Timber Organization (ITTO)

FUNDRAISING STRATEGY

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Global Trend on Fund Raising (and Giving):

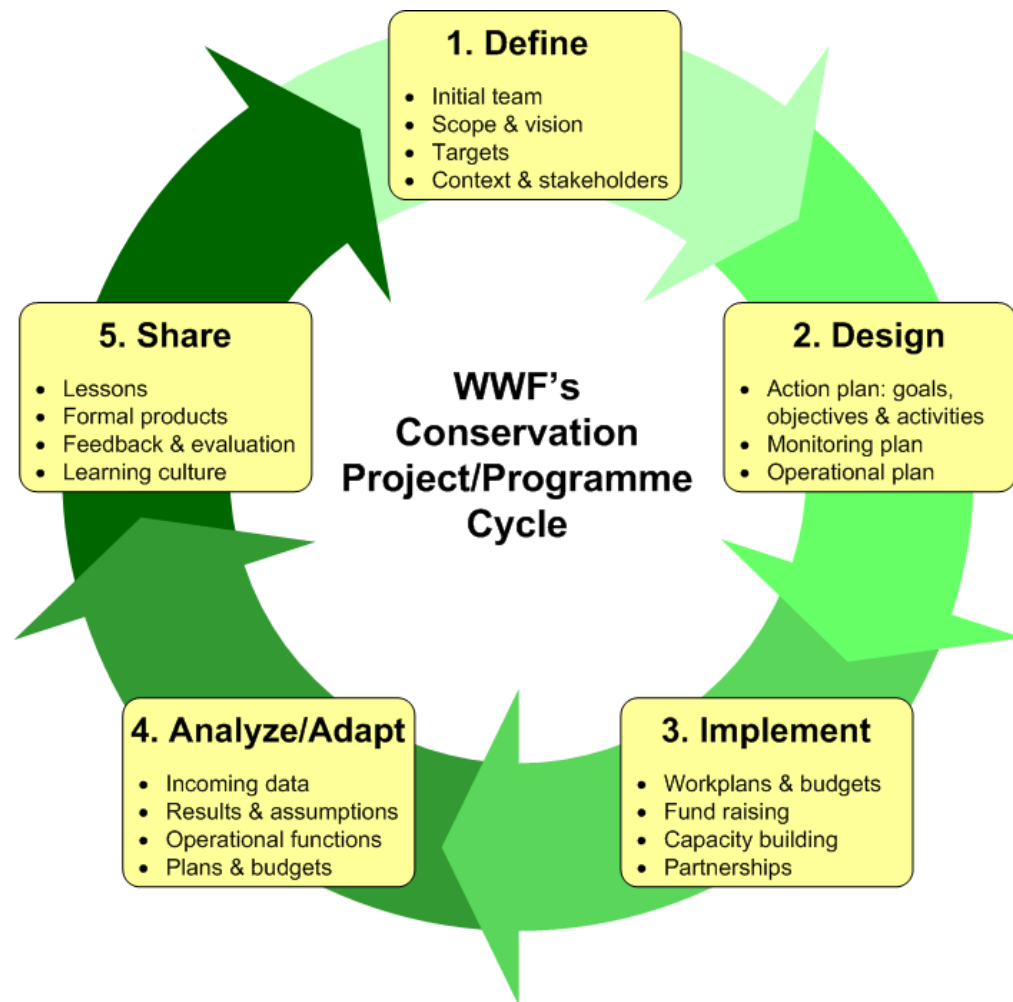
- Increased **public and media awareness** of development issues and the various solutions
- Demands for increased **transparency** and proof of **impact delivery**
- Trends towards **development partnerships, capacity building** and **donor co-ordination**
- Technological development, especially **new communication technology**



Source: John Greensmith, International Executive Director, Plan, Global Policy Forum, 2018.



Fundraising is a Critical Component of Strategic Plan



We need to build a systematic fund raising strategy that will provide a sustainable future. Building a sustainable future requires a realistic and executable fundraising plan.

Structuring a fundraising plan isn't a complex process but it does require focus and input from yourself and others within your charity.



Traditional Sources of Fundraising Target

- International Aid Agency
- Government Aid Agency
- Intergovernmental Aid Agency
- Private Donor, Foundation
- Carbon Climate Fund (in setting up and growing)



Potential Sources of Fund Raising

- **Waqf.** Indonesia Waqf Board released, the potential of wakaf in Indonesia is around IDR180 trillion (US\$13,1 billion). By end of 2017, Indonesian Waqf Board in 2017 only reached 400 billion rupiah (US\$29,2 mio).
- **Crowd Funding.** Fintechnews Singapore in 24 June 2017 released China has been the world's largest online alternative finance market by transaction volume, registering US\$107 billion in 2015 or almost 99% of the total volume in APAC.
- Excluding China, the rest of APAC recorded a volume of US\$1,12 billion in 2015, a 313% year-on-year growth rate from the US\$271 million raised in 2014.
- **Corporate Social Responsibility** (CSR)
- **Government Budget** (National/Province/District/Village) through synergy, integration, program adoption)
- **Payment for Enviromental Services** (PES)





Local Crowd Funding: Growth Fund Raising ...



Kenapa galang dana dengan Kitabisa?





Tips and Tricks of Fundraising:

- Create/Organize Event (Rhino Run, Gala Dinner, etc)
- Legacy Society (Planned Giving)
- Membership
- Face to Face Campaign (dinner, field trip)
- Build and maintain more interpersonal relations with donor (private, PiC)
- Celebrate what you and your team have achieved and prepare to do it all over again!



Future Challenge of Fund Raising

- Use of **the latest technology to engage donors** face to face and at every giving level.
- Focused on **solving problems**.
- **Synergy among fundraisers** (NGO, CBO, philanthropy organization, etc) to create more creative and innovative ideas. The era of competition has passed. This is the era of collaboration.
- Database will be more accessible, easier to manage and package it.





Thank You.....



keeping faith
in fundraising