

2010 PAL REPORT
15 MAY – 6 JUNE 28, 2010

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Until the great mass of the people shall be filled with the sense of responsibility for each other's welfare, social justice can never be attained.

Helen Keller, American Author

First of all let me express my gratefulness to all College Board staff and our trainers, to The State Department who supports this program, my REAC.

I won't name them as I think they all did such a great job, putting all their knowledge, energy and organizational skills for making relevant and appropriate agendas for all of us. Everybody felt so happy about the days spent in USA. I think it can't be better.

THANK YOU ALL SO MUCH - who made our visit and life so wonderful in USA.

My PAL training started in Washington DC, with leadership training. I won't stress the importance and high level of training. The training was not only training but it was preparation for all our meetings and whole period of research. We learnt how we can further our topics and go deeper.

My topic Marketing and Fundraising was kind of very simple and casual, but very complicated at the same time, as it is the foundation for all activities of any organization.

After working on pre-training modules I decided to broaden my topic and to be focused not only on fundraising but on marketing as well. I think philosophy of going these two topics together is obvious as if you don't market you can't fundraise.

Meetings connected with my research topic were diverse and they were in different directions and actually the three training sessions in the agenda made my project extremely important and I am sure it will help me a lot in the future.

Actually I am now really sure that that fundraising is creative process, there are no ready recipes for it. My first finding is that the most important is to raise awareness in the country about philanthropy and volunteerism, cultivation of the culture of giving in the country, educating potential donors, motivate interest to the organizations and its activities. I think that Georgia is very special case and I think starting media campaign about philanthropy and volunteerism can be very good start.

GOALS:

My main goal is to make Center for International Education self sustainable in the future when the grant funds will be decreased, that was the reason to choose the research topic fundraising. While preparing for the PAL I saw researching fundraising can't go alone without marketing and two issues are closely interconnected, so I tried to merge this two topics.

Another very important goal after coming back is to destroy the myth about fundraising and to prove that it is possible, though very difficult at the same time.

OUTCOMES:

Outcomes of the project will be detailed report for the whole pre-training and training, annotated bibliography for the topic, guidelines for the fundraising (seems very ambitious but still) and I think even to make the training curriculum in fundraising and marketing for local advisors.

To put it on the web site and REAC list server.

I will see the real outcome in several years when CIE becomes the self sustainable and all advisors will be capable to fundraise successfully and independently.

SPECIFIC GOALS:

GOAL 1: Become the expert in fundraising and marketing and reliable resource of information for the colleagues on the topic

Objective 1: After designing the curriculum to put it on the web site and on the REAC list-server

Objective 2: Provide trainings for the staff about marketing and fundraising

Goal 2: To be aware about fundraising strategies for the non profit organizations

Objective 1: To learn about different methods of fundraising (Fundraising is not only grant searching and grant writing)

Objective 2: To learn about donors in the country (Grant giving foundations and organizations)

Objective 3: To learn how to communicate with various stakeholders

Objective 4: To learn how to focus on outreach and promotion efforts

Goal 2: To make center for international Education financially independent and self sustainable

Objective 1: To learn how to assess the finances, human resources and organization credibility

Objective 2: To learn different types of fundraising particularly for the organization

Objective 3 To identify indicators of success for fundraising

During my meetings in USA I met with the representatives and management of different high profile organizations and Universities:

Trainings in Emory University Life Long Learning Center, Foundation Center, NAFSA workshop on Marketing Basics for Educational advisors

Universities- admissions and development offices, university foundations

Development organizations

Foundations

Charity organizations

Community based organizations

All these organizations have different kinds of fundraising and marketing experience.

And all of them are successful in fundraising.

I understand that the countries are very different but I am sure there are the ways to start some activities here too.

FINDINGS:

The Fundraising and marketing has to be two parallel processes,

Donors can be different, it's not obligatory to have only *monetary donors* but there can be different types of donations, different types of grants, advice, time, equipment, space.

Everything that is free is donation. Applicant has to know donor's interest and sensitivities, language of communication with them.

Fundraising issues very much depend on what are the problems you are trying to solve or what are the needs you are trying to meet. Sometimes emergency works to fundraise, e.g. Haiti.

Organization has to be assessed to know its strengths and weaknesses. And there are several things one has to put on the first place - **strategic development plan for 3-5 years, marketing plan and fundraising plan**, with the answers on the questions why you are so special that somebody has to support you, who is the beneficiary for the grant or donation, is it right time to ask for money.

Big organizations have special departments for grant writers who are searching donors, but even without it everything has to start with research, communication, confidence and reputation building.

Educating the donors about the organization is of utmost importance.

Reaching donors can vary from each other. Always easier to find project based money.

Meetings with different organizations proved my believing about volunteers, though each organization has to have clear understanding why do they need volunteers – for advocating, supporting, mobilizing for the community and so on.

During the training I was aware with the concept of endowment funds. Most American Universities have the Endowments that are managed by the trustees. Endowments need guidelines, Some Universities live on the endowments, but it needs very clear guidelines and management.

I was aware with the concept of the different kinds of boards – executive boards, boards of visitors who are the voice of the organization to the community.

CONCLUSION: Fundraising is the industry

The best strategy for fundraising is transparency

Fundraising is difficult task, but possible.

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