



## FUNDRAISING: HIGHLIGHTS FROM WEBINARS

This document gathers the main recommendations on fundraising shared during the webinars of the European Citizens' Initiative Forum. The recommendations are grouped by topics and are retrieved from the following two webinars:

- [How to raise funds European Citizens' Initiative Forum Webinar 2018](#)
- [How to campaign and fundraise for a European Citizens' Initiative European Citizens' Initiative Forum Webinar 2019](#)

### **Key takeaways**

1. Organisers should engage with possible partners (via their network, other stakeholders, the 'Connect' section in European Citizens' Initiative Forum) to ensure widespread funding sources.
2. Possible ways to collect funds for organisers are: crowdfunding, peer to peer funding, merchandising, setting up further sources (e.g. a party).
3. Public events and prominent people can help you to get traction and attention so that donations work better.

### **Further relevant points**

#### *Save money*

- The European Commission will translate the text and the annexes of a European citizens' initiative, so that organisers can save money on translations.
- It is advisable to work with volunteers.
- Organisers can use the 'Seek Advice' service of the European Citizens' Initiative Forum to get legal, campaigning and fundraising advice free of charge.
- Generally, it is good to have alliance partners that help implementing the campaign since it makes it cheaper for the organisers. However, pro bono support can be difficult because it may be less reliable. Therefore, it can be safer to spend money for some specific tasks. For this, alliance partners can also be valuable donors.

#### *Funding strategies*

- Every campaign needs solid funding in order to be successful.
- It is advisable to collect funds centrally and then redistribute them to the network's members.
- Translations of information documents are important to ensure local funding.
- Time is crucial! Organisers should plan their fundraising well ahead.
- Extra funds are needed in case of sudden problems and challenges that might appear.
- It is good to differentiate between big and small donations. Donations in advance can prove to be very useful for a campaign. It is unrealistic to start a campaign without any money.
- Crowdfunding is essential for fundraising. Organisers should use modern ways to fundraise and provide information about how smaller donations still help. Ensuring the feeling that donations indeed make a direct difference (e.g. via a target that has to be reached) is crucial to ensure contributions.
- Donation matching is also a great tool to engage people.