



# Securing tomorrow's funds starts today

INDIVIDUAL GIVING

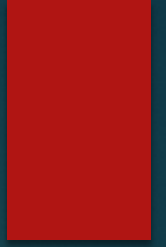
MOHAMMAD HAMDAN

# Agenda

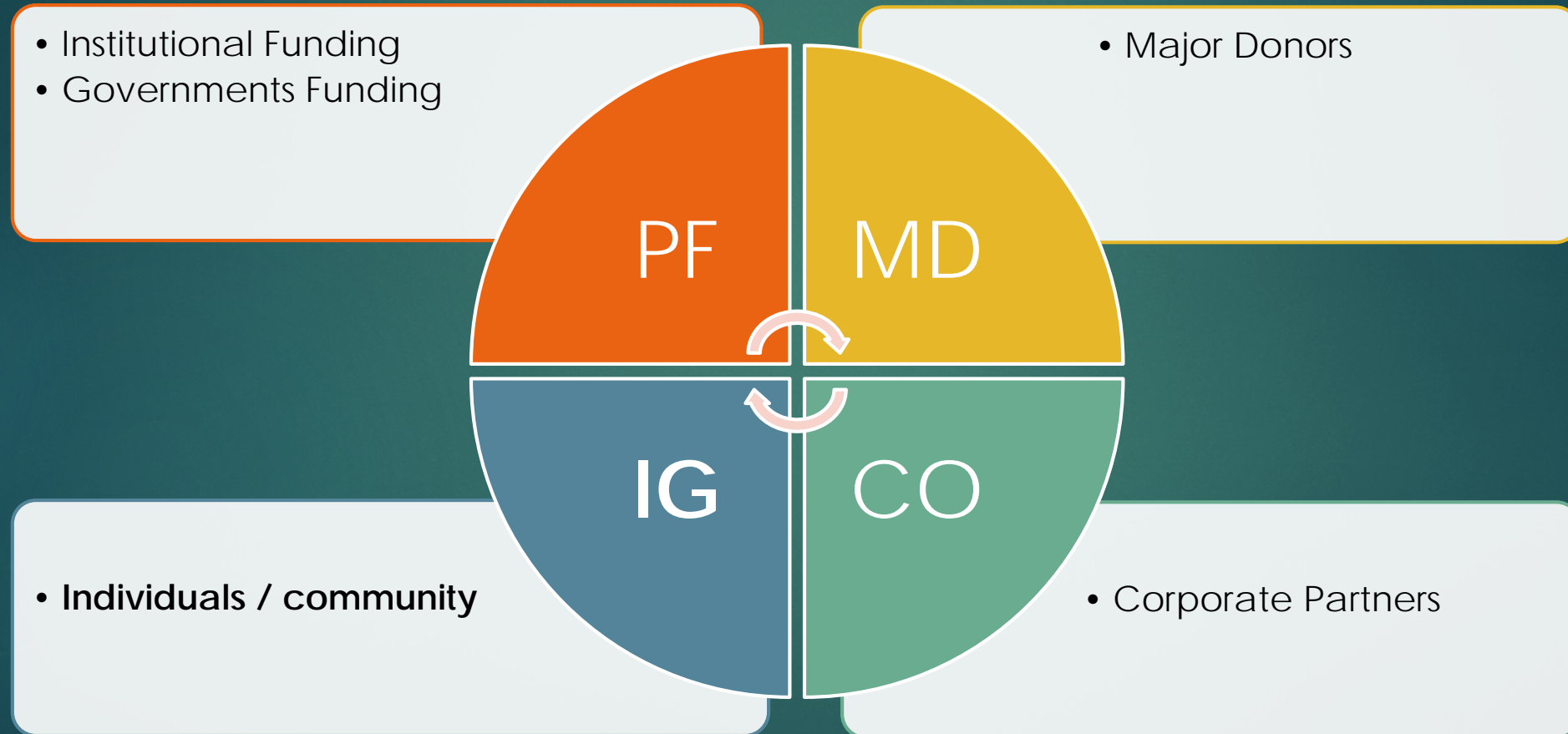
- ▶ Wrap Up
- ▶ What and Why
- ▶ What do we need to Kick off Individual Giving
- ▶ Agenda
- ▶ Packages
- ▶ Mapping and Prospecting
- ▶ Donor Life Cycle



# Wrap Up: Fundraising Different Sources of Income



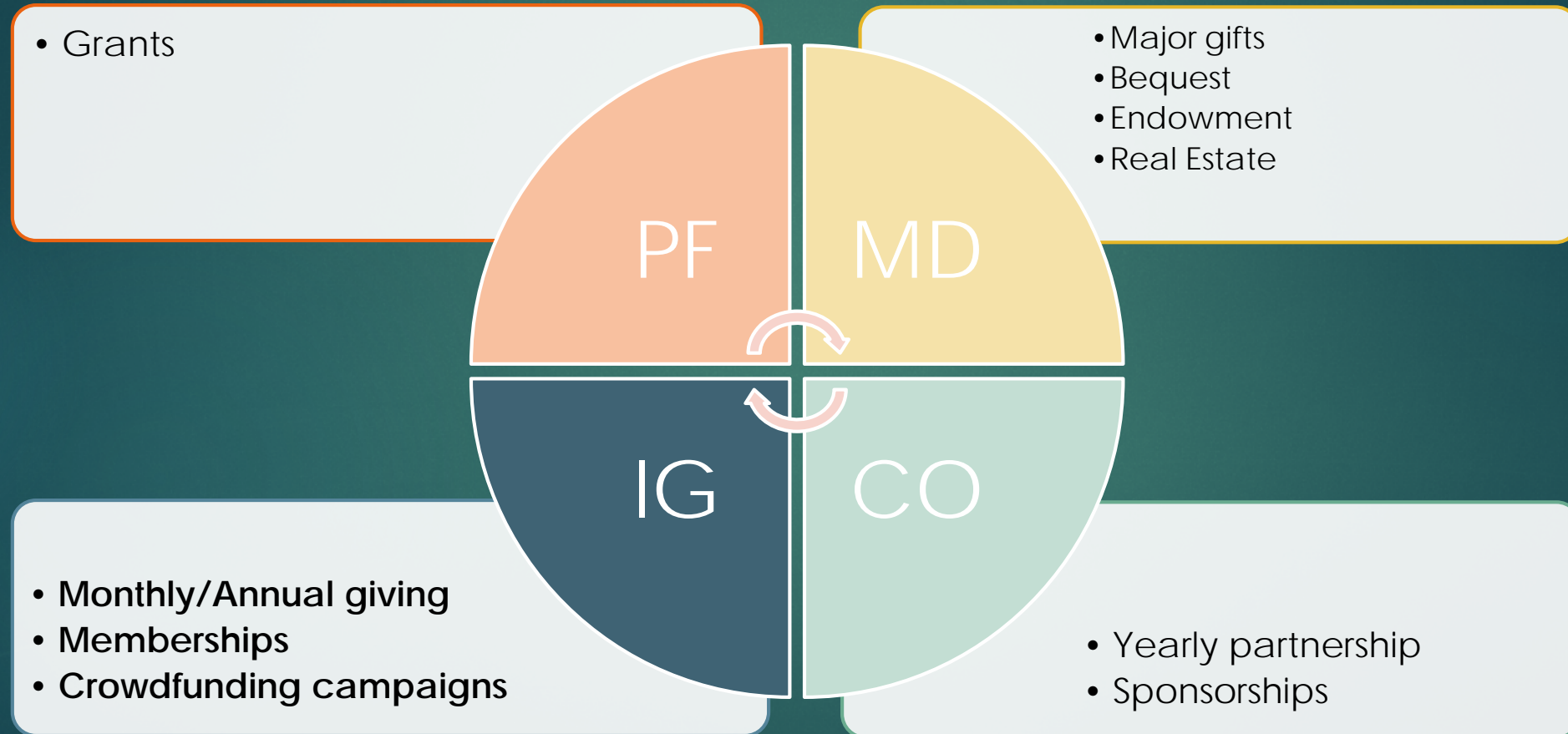
# Fundraising Sources of Income





# Fundraising

## Types of Income



# What is Individual Giving and Why is matter?

- ▶ Simply; any type of donation can someone gives
- ▶ Diversify and sustain income
- ▶ Different forms: memberships, tickets, donations – [Tijwal Safar](#) case
- ▶ The origin source of money, 70% of giving
- ▶ Direct impact, easy to show and measure
- ▶ Free alternative – [Sakakini](#) case
- ▶ Increased awareness for your mission and deeper involvement
- ▶ Imagine if you start with 10\$ program?





# Tijwal Safar



<https://www.facebook.com/tijwalsafar>



# Sakakini



<https://www.facebook.com/KhalilSakakiniCenter>



# Imagine

Gift		Donor	Months	
10 \$ Program	\$ 10	100	12	\$ 12,000
50 \$ Program	\$ 50	50	12	\$ 30,000
100\$ Program	\$ 100	25	12	\$ 30,000
				<b>\$ 70,000</b>

# What do we need to start Individual Giving

- 1) Market Potential Determined; People give for different reasons, your work could be one – **Packages identified**
- 2) Some Investment Allocated
- 3) Payment Options available
- 4) Database available & identified
- 5) **Simple Donor Life cycle in place**
- 6) Online presence
- 7) Channels identified






Break  
think of hands tied exercise

# Packages

- ▶ Budget vs Package exercise / Grassroots Al Quds & Covid 19



## DONATE

Grassroots Al-Quds have been developing a funding model that aims to grant as much independence to our organization as possible. We believe that self-sufficiency and sustainability are critical to allow our organization to remain loyal - first and foremost - to our community, and its needs and priorities.

ONE TIME DONATION

RECURRENT DONATION

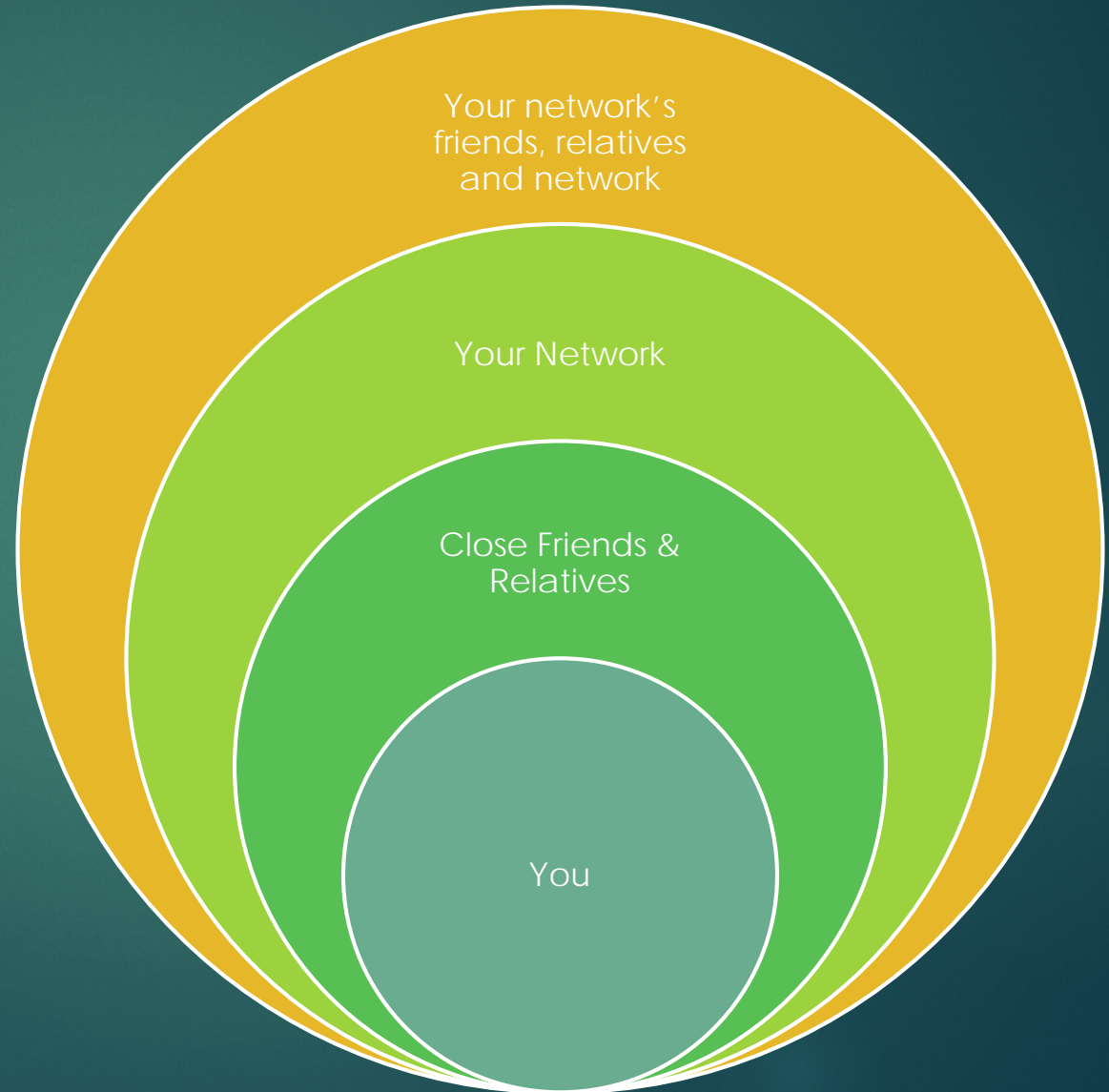
Our funding model focuses on income generation from selling our “products”: our book Wujood, our maps and our Jerusalem guided tours; in addition it includes targeting core funds and other types of private funds, crowdfunding campaigns and private donations.

We appreciate you joining us in this effort, recurrent donations contribute to the stability of the organization on the long term.



# Mapping & Prospecting (Interactive)

- ▶ Mapping Exercise
- ▶ The Strength of Weak Ties



# Donor Life Cycle

## 1st month contacted at least 4 times:

- Call
- SMS
- E-mail
- letter with thank you cards

## 1st year :

- Thank you, letter
- Mid-year report / newsletter
- End-of-year report
- Ask for one-off donation
- SMS Holiday greeting
- SMS Reminder
- Recovery SMS / email
- Loyalty report Invitation to an event every 2 years
- Anniversary letter
- SMS/ Call Reminder





# Thank you



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# Fundraising Donor Cycle

