

Fundraising Strategy



Moving Ideas forward. Yerevan. 2022

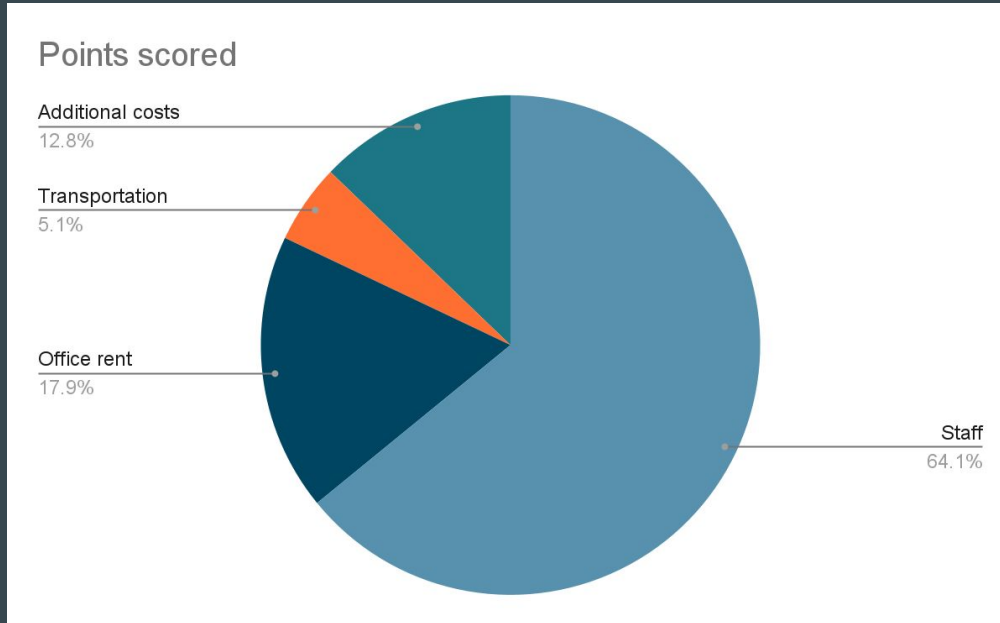
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About the organization

Manana Youth Center is an NGO based in Yerevan, Armenia

- Media projects
- Workshops
- Paid services

The budget of the organization



Fundraising plan description

The main source of income of the company will be the non-profit business model called Manana Studio. Within the framework of this studio, young professionals will create successful content for other NGOs that do not know how to work with media, but really need it.

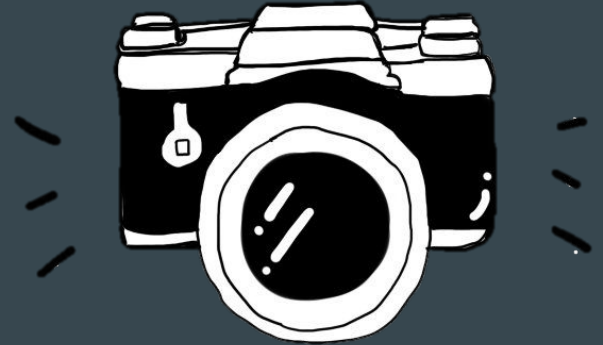
The team of young professionals will also offer services of organizing paid training sessions on the respective topics and spend the profit on the further development of the Manana studio and for buying equipment.

Promotion

- Announced a month before the start
- Candidates fill out a form
- Shortlisted candidates will be interviewed

Workshops

- Three round of workshops
- Lasting a month
- Ten participants for each workshop
- Skills in writing, communications, photography, and filmmaking



Promotion of the services

- Social media promotion
 - Email marketing

Target group

- Companies in need of the service our students can provide
- The work will be supervised by the trainers

Expected income

- From photoshoots: - 20 contracts with partners per month for \$300 [average]
- Video: - 15 contracts per month for \$500
- PR and communication - 10*\$500
- Writing: 20*\$300
- \$24500

Other fundraising ideas

One of the most popular fundraising methods today is crowdfunding, thanks to the power of the internet

The NGO can organize a campaign to buy and improve equipment in order to further develop the organization.



Собираем на объектив Tamron Canon AF 18-200 mm F/3.5-6.3

3,002 / 7,990 ₺ collected 12 people donated

[Donate](#)

The image shows a crowdfunding campaign interface. At the top, the title of the campaign is "Собираем на объектив Tamron Canon AF 18-200 mm F/3.5-6.3". Below the title is a progress bar. Underneath the progress bar, the amount collected is shown as "3,002 / 7,990 ₺" with the word "collected" below it. To the right of this, the number of donors is shown as "12 people" with the word "donated" below it. On the far right, there is a blue button with the text "Donate".

Other fundraising ideas

Participation in free professional development courses for employees and volunteers

For example, The Craig Newmark Graduate School of Journalism is pleased to launch the Tuition-free Product Immersion program for journalists and news organizations who have no experience with product development and management but have an interest in adopting a product approach.



Other fundraising ideas

Grant application is a good opportunity to fundraise as well. In different countries there are different funds and grantors. We think that NGO should apply to them sometimes.



Other fundraising ideas

NGO should communicate with business representatives for fundraising. It is easier to communicate with small businesses by offering them free services in return. Business giants usually have some sort of corporate philanthropy fund, sometimes it's easier to turn to them for help than small businesses

Fundraising guideline for NGO



Code of Fundraising Practice