

WORKSHOP N°3



Ireland, Killarney
The 1st of October
9am-1pm

Leaders

- Marianne MAILLOT
Fundraiser

Vision Philanthropie



- Johan VAN DEN BOSCH
Manager
RLKM



Workshop n°3

Valuable Funding for Protected Area



- With public agency funding at critical levels all over Europe, the need to look at public private initiatives have never been more pressing.
- Protected areas need to show that they are catalysts of economic growth and learn to work with the private sector as partners in sustainable development.

W.E.C.A.N

- A European programme
- An Interreg IVb NWE project
- 6 partners



W.E.C.A.N



- I Objective :

Working together for **E**conomically prosperous **C**ommunities through **A**ssets of **N**atural heritage

- 4 Workpackages

- 1) The value of the Nature
- 2) Business & Biodiversity / The Part'Nature'ship
- 3) Cycling for Nature / the Visitor Paybacks
- 4) Rangers, écocardes

Workpackage 2

FUNDRAISING

- How can the private sector be better engaged in supporting the natural heritage through sustainable and responsible



W.E.C.A.N

- Website

<http://wecan-interregivb.eu>

- Magazine

- Video

www.enrx.fr



EBook

To start

- WECAN project: who is it?
- WECAN project: what is it, concretely ?
- And ENRx ?

To continue

- Partnership : what ?

History / Difference / Foundatio

- Partnership : how, why?

Need to know / Before taking action

- Partnership : with whom?

What you need to know, plan / Before taking action / Examples

- Partnership : for and with whom?

Limits / Regional ambitions / A few examples

- Partnership : so what?

Territorial project / European perspectives / Crowdfunding

And after ? Essential points + Golden rules



Who is Who ?

- Structure
- Experiences
 - successful / unsuccessful
 - obstacles / solution
- Interests & Interrogations



THEORETICAL PRESENTATION

- The keys factors for the success
- The basics of the approach of fundraising



Multiple sources of private financing

Private individuals

Sales & Services

Subscriptions

Voluntary work

Donations & bequests

Foundations

Services

Sponsorship

Companies

Services
Specialist skills

Strategic partnerships

Sponsoring

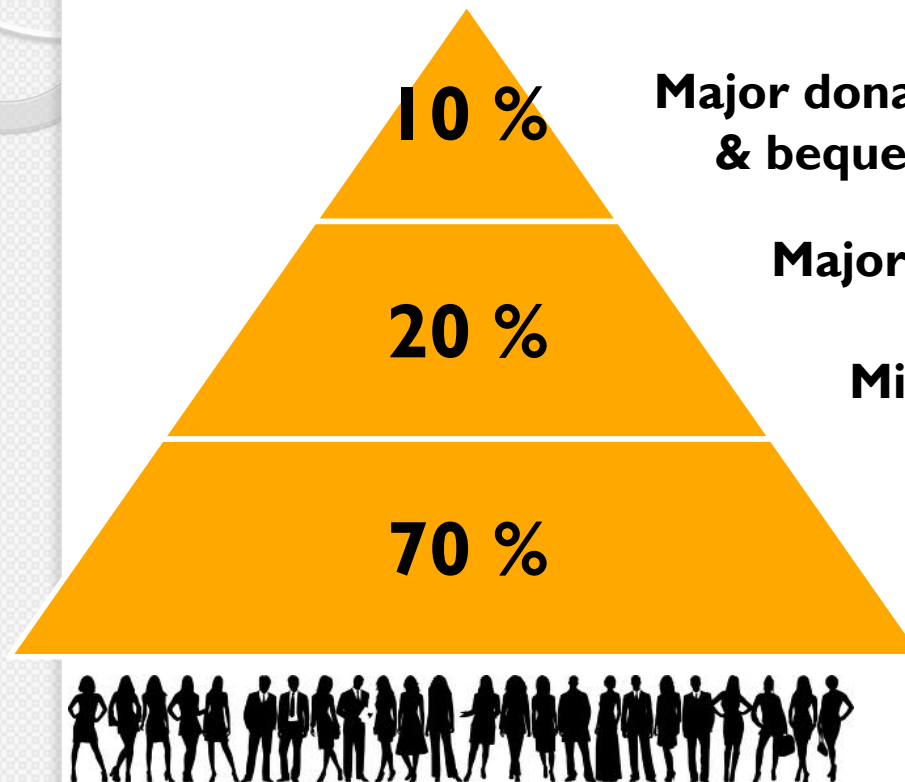
Sponsorship

Multiple techniques

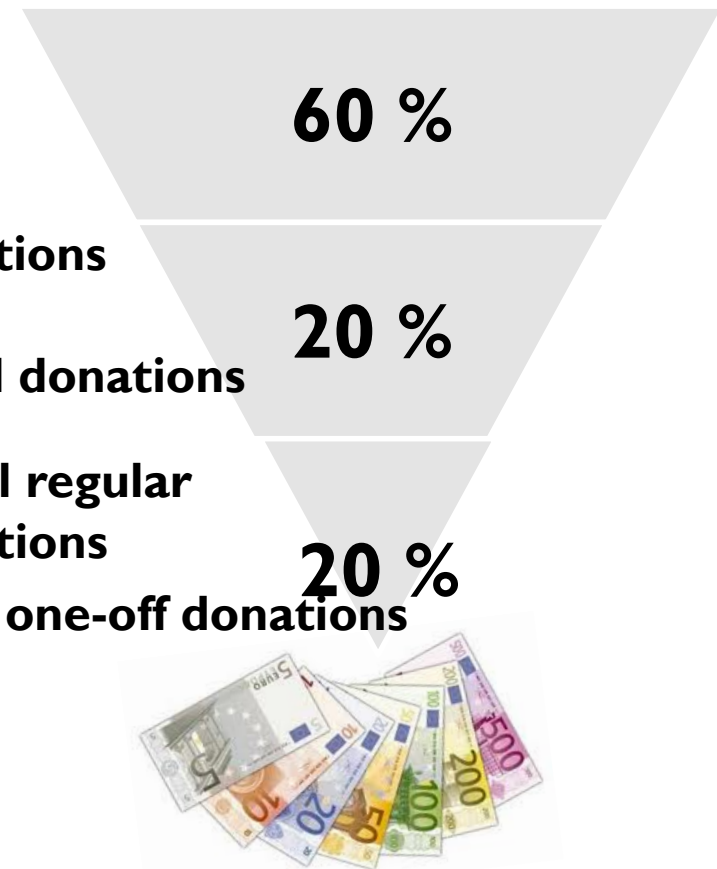


... to be selected according to the objectives and available resources!

The fundraising pyramids

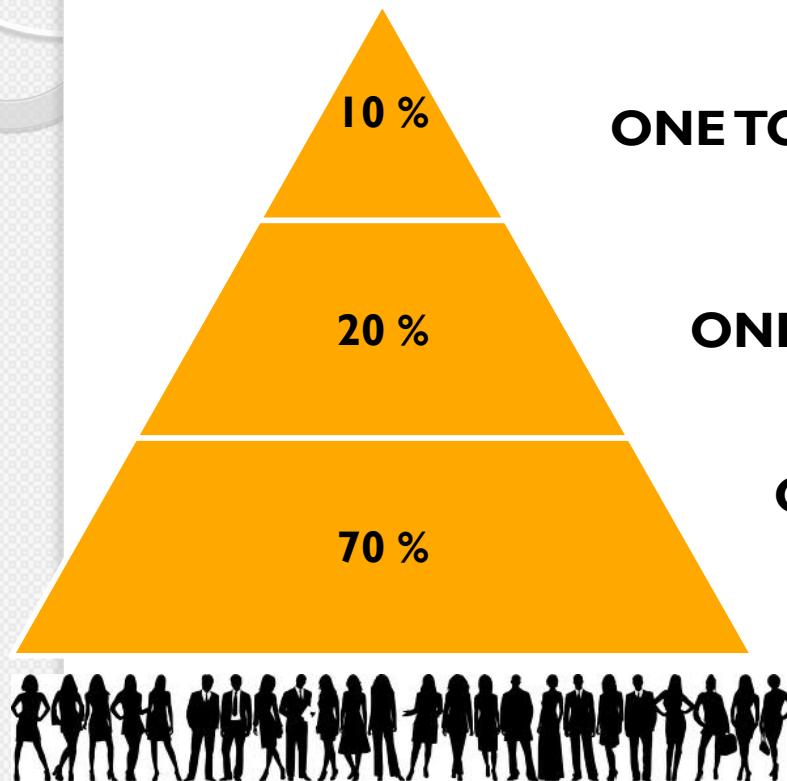


Donors pyramid



Collection pyramid

Pyramids & approach techniques



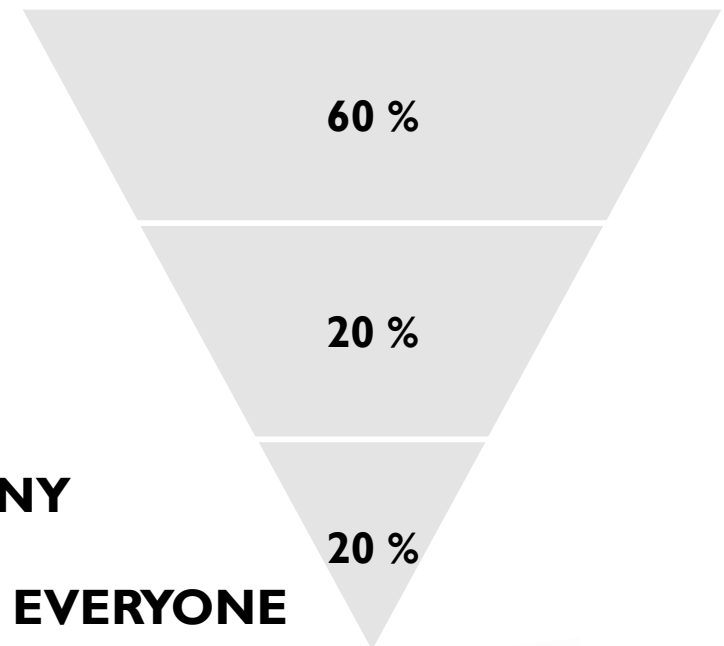
Donors pyramid

ONE TO ONE

ONE TO FEW

ONE TO MANY

ONE TO EVERYONE



Collection pyramid

What are donors looking for?

VALUES

PARTNERSHIP

COMMUNICATION

Companies

▶ **Purpose** A compelling, persuasive and valid project.

▶ **Effectiveness** Since 2005, this has been the number one idea (ahead of transparency).

▶ **High-quality relations** Desire for transparent information, visibility and promotion

CAUSE

TRUST

INFORMATION
SHARING

Expectations that coincide
even if not everything is the same:

- ▶ Brand **image** is a major concern for businesses; variable among private individuals
- ▶ Private individuals react primarily to long-term **aspirational** aspects; Businesses are concerned with the short-term **return**

**Private
individuals**

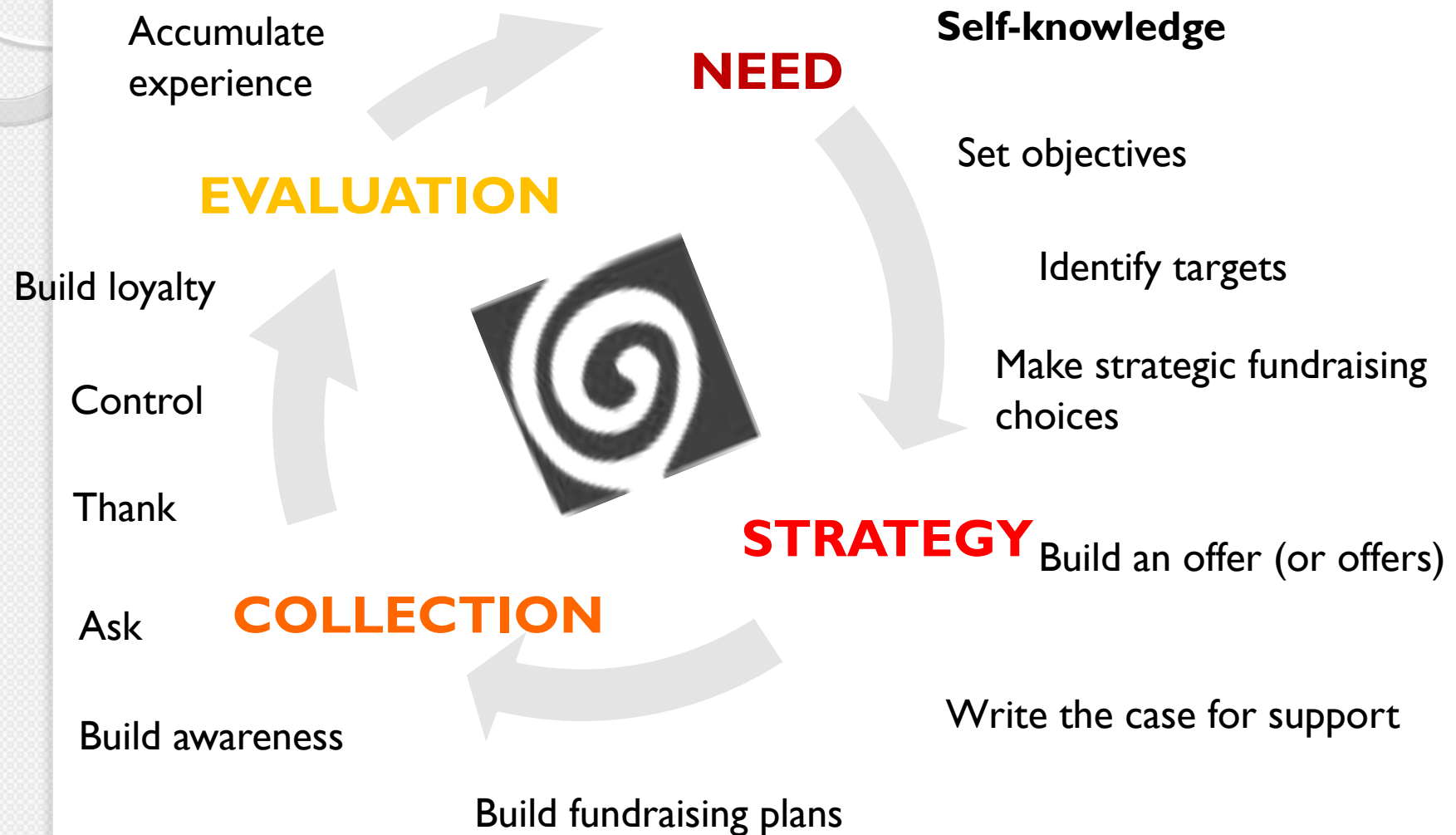
Every fund collection operation involves...

- Financial resources
- Human resources
- Changes to the routine of the organisation (communications, organisation, etc.)
- Time, enthusiasm, professionalism

Key factors of **SUCCESS** of the sponsorship/major donation approaches

- ▶ A unique market positioning Ambitious projects at the service of an inspirational cause, backed by the right project developer.
- ▶ Substantial involvement of the governance, backed by the participation of exceptional volunteers, genuine **ambassadors**-contacts
- ▶ An influential network and the ability to identify links with other very promising networks.
- ▶ An organised approach

Virtuous circle of fundraising





Your association or organisation project

First key step which guides you in the right direction

Your governance has defined the strategic plan:

- ▶ the **values** which define you
- ▶ your **vision** of your environment and its development
- ▶ the position that you wish to occupy (your **ambition**)
- ▶ your **priorities** for achieving this

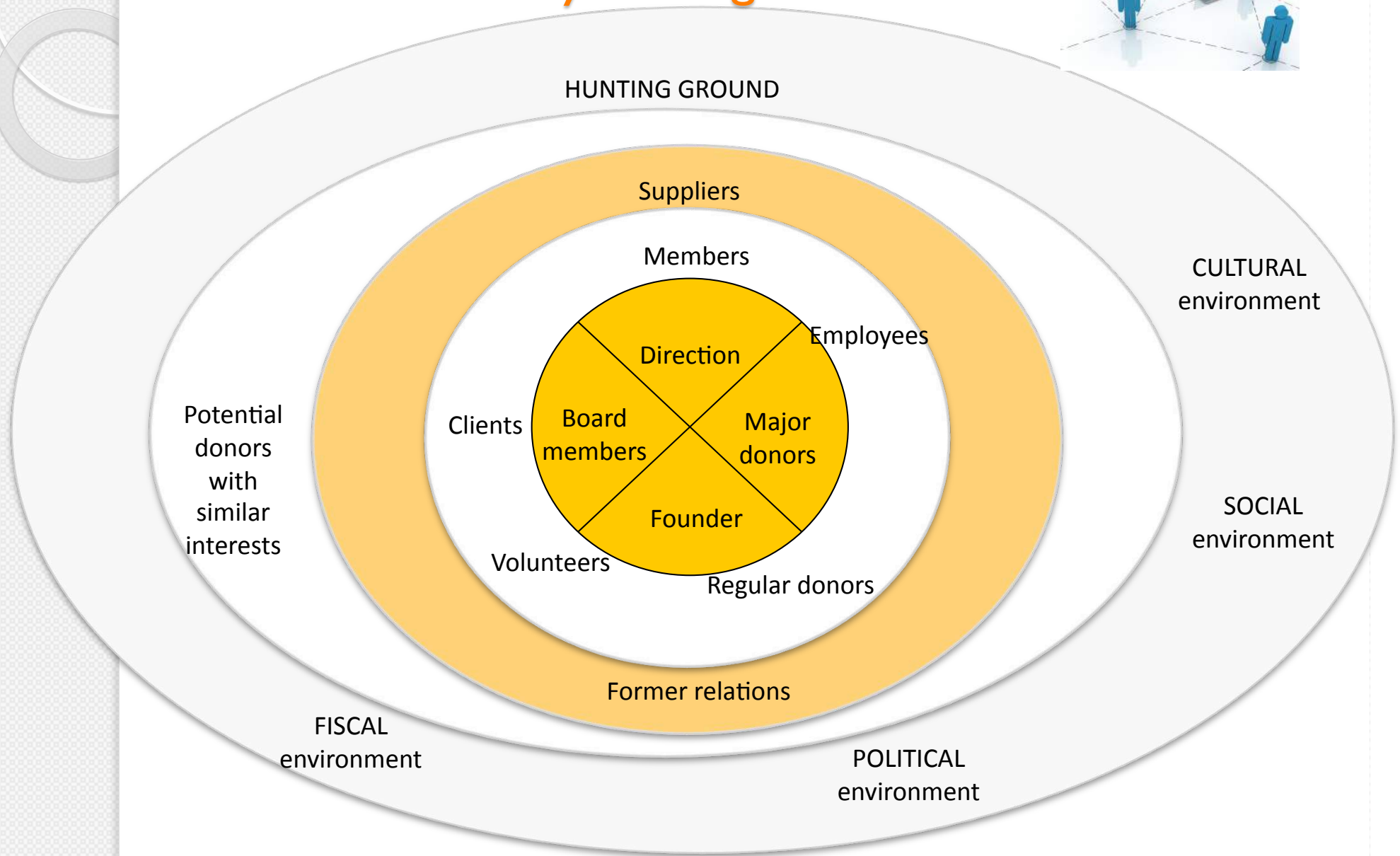
Which projects interest donors ?

Urgency, Ambition, Realism

- ▶ Sponsorship can support the **general activities** of an organisation
- ▶ Sponsorship can contribute to the deployment of operational projects
 - forming part of your **strategic priorities**
 - which will have a significant practical **impact** on the community
 - **innovative** and ambitious compared with your rivals

A MAJOR DONATION generally supports a CHANGE
and not operational improvements

Where should you look for donors? The network of your organisation





Where should you look for donors ?

Widening the number of potential donors

- **CLOSENESS first**

Who are the current players?

Who were those of the past?

- **CONTACTS**

Who has contacts within your environment?

Approach your donors and friends and ask them for contacts

- **MONITORING**

TV news, press, web (trends, eco, people, etc.)

Do not under-estimate internal or free available information (newsletter, speeches during conferences, etc.)

Building loyalty

It is much cheaper to build the loyalty of a donor than to recruit a new one!

- ▶ Communicate constantly with the donors.
- ▶ Develop and build stronger ties with the donors.
- ▶ Maintain and increase the support of the donors to your institution

A happy donor will spread the news to others 😊
An unhappy donor will also spread the news to others ...and do it more strongly 😞

Action

- Targets the donors
- Regularly provide donors with reports on how their donations are being used
- Organise personal meetings with major donors
- Seek out and listen to the opinion of donors
- Encourage donors to get involved in your organisation

How to persuade a donor?

The case for support : from the vision to the donation in 6 steps

Need

Solution

Impact

Qualification

Request

**Personal
interest**

The keys to a good case for support



- Arouse interest, with a strong **vision and objectives** for the future
- Highlight what is **unique about you**
- Select **practical, innovative and effective projects**
- Make sure that the figures, facts and projects are **consistent**
- Combine **emotional and rational aspects**
- Be convinced in order to **convince**
- Show **optimism and willingness**



ERRORS to be avoided

- ▶ Another association could use your sales pitch = **non-differentiating**
- ▶ Your plans for the future are not clearly understandable = **lack of vision**
- ▶ Your plan is very general, vague. You present intentions without really mentioning actions = **not practical and therefore not convincing**
- ▶ You speak about yourself and not about your beneficiaries = **not motivational**
- ▶ You speak about needs and not about ambitions = **not compelling**

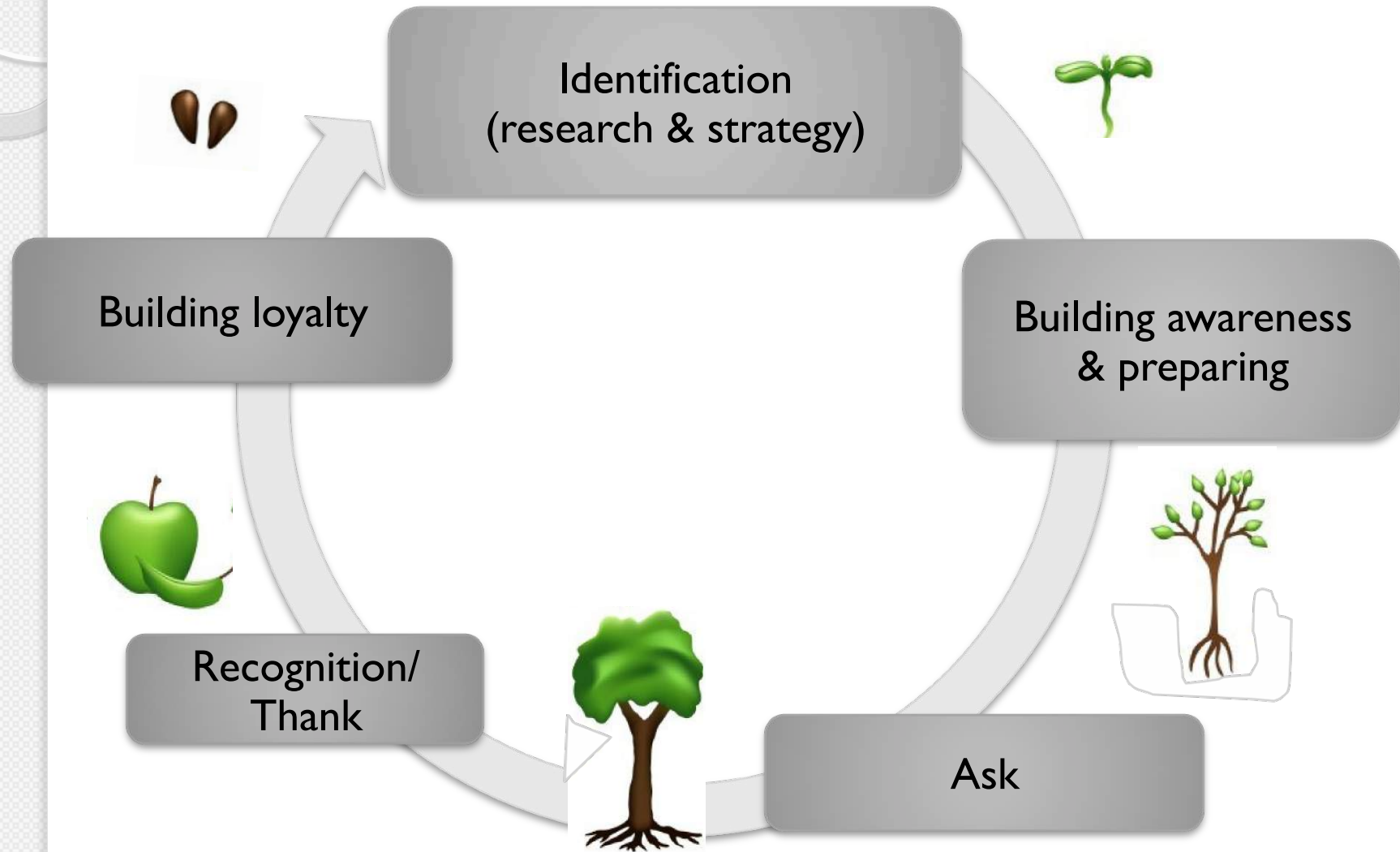
Do the test :

After reading your case for support , can your interlocutor answer the following questions?

- Who are you? What do you do?
- Why is this important? Level of urgency?
- Why you? Why are you different? What more do you provide in quantity or quality?
- Why me? Why does it concern me? How am I close to you and your project?
- Why do you need me?
- What are you going to do with my donation? What will the effects be?
- What will be the benefits for me? *'What is in it for me?'*
- What guarantees do I have that my donation will be well used for the intended purpose?
- How do we start? What is the next step?



Construction of an active and long-lasting relationship



CONCRETE PRESENTATION

- 4 examples



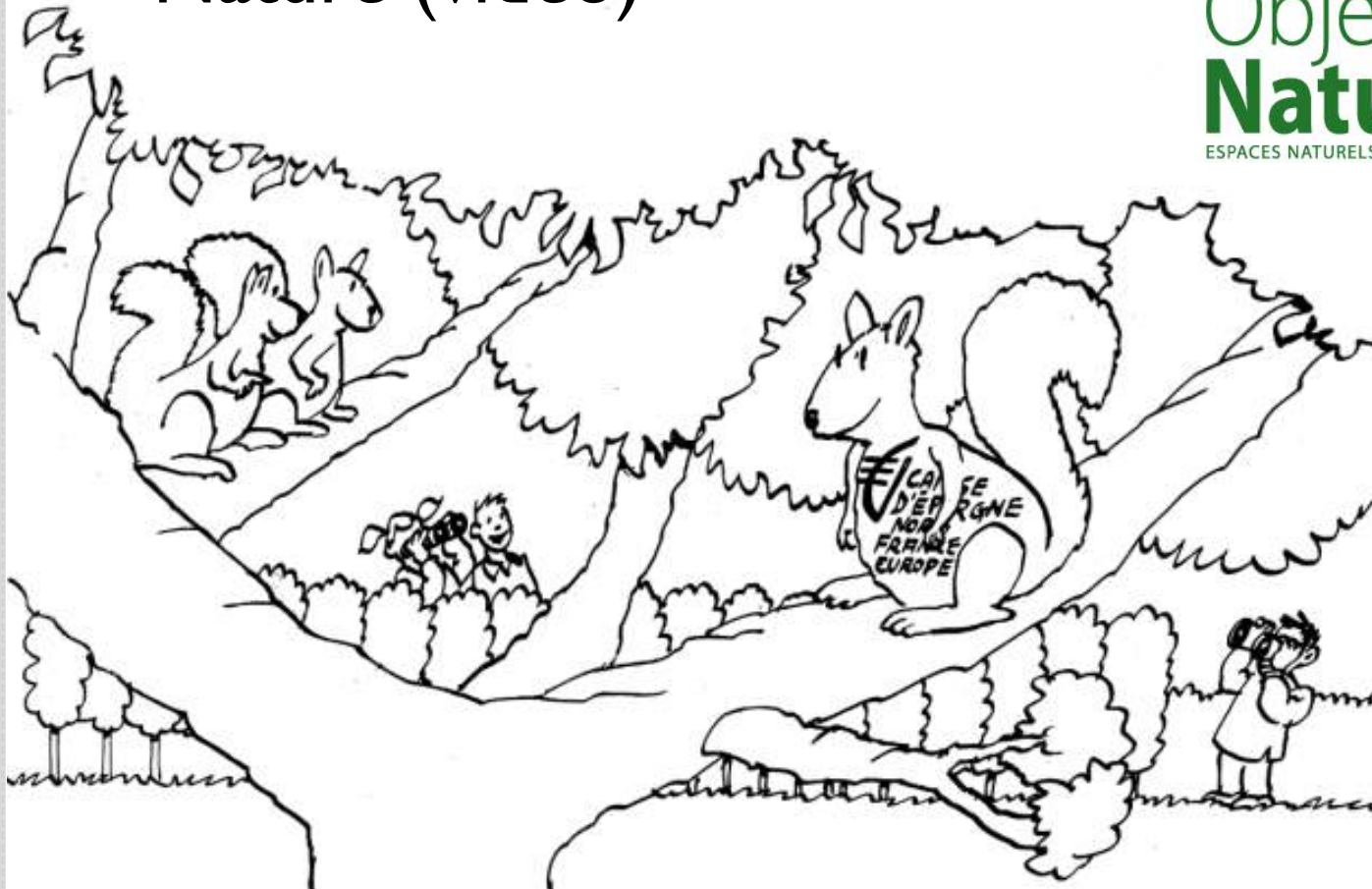
Example I : RLKM

- Actions lead by the Regionaal Landschap Kempen en Maasland



Example 2 : ENRx

- A historical partnership between the Caisse d'Épargne Nord France Europe Bank and ENRx to sustain a programme called Objectif Nature (video)



Example 3 : European panorama

- An example extracted of the European panorama (Adessium foundation)



ADESSIMUM
F O U N D A T I O N

Example 4 :An original challenge

- An original/challenging partnership between the Conservatoire of Littoral and the Total company since 1982 !



Conservatoire
du littoral



TOTAL

EXCHANGES

- the suitability / transferability



- Why sustain the nature ? To find arguments
- “Money is money”. We accept all money ?
Yes/No.
- What relation between private and public sector ?
- How is it possible to imply the inhabitants ?



CONCLUSION

- shared perspectives and challenge for the next year.
- Proposition of exchanges during the year
- (by the Récolte platform ? by the Europarc network ?)

The Récolte platform



- Réseau collaboratif des acteurs et projets territoriaux
- A professional social network
- A free and comforted platform
- Who ? For all projects managers and it teams
- Where ? For local authorities and communities
- A digital space « interactive » & « collaborative »
- A tool to communicate, exchange informations

The Europarc network

- Next year ?
- Collective action

