

# The Digitalization Acceleration: Why It Matters for Institutional Funding and Grants

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11 November 2021



# About us



We build better NGOs



We help them be better funded



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# Talking points



- In short - what do we need to build stable income streams (in a disrupted world)?
- Why digitalization?
- How do you digitalize funding?
- What does it mean to digitalize funding?
- 5 practical steps towards digitalized funding approaches

**Presentation with about 7 slides followed by Q&A and discussion. Content is free to share.**

# We are in the midst of disruption



## Disruption is the new normal

1. Covid-19 / 21 / 23
2. Digitalization 2.0 accelerated
3. Impact due in 2030 (SDGs)
4. Climate change adaptation & reduction
5. Funders & donors change drastically
6. Recession ahead & new philanthropists rise
7. Work force & donors generational change
8. Things we don't know > knowledge

# 10 Steps to build stable income streams

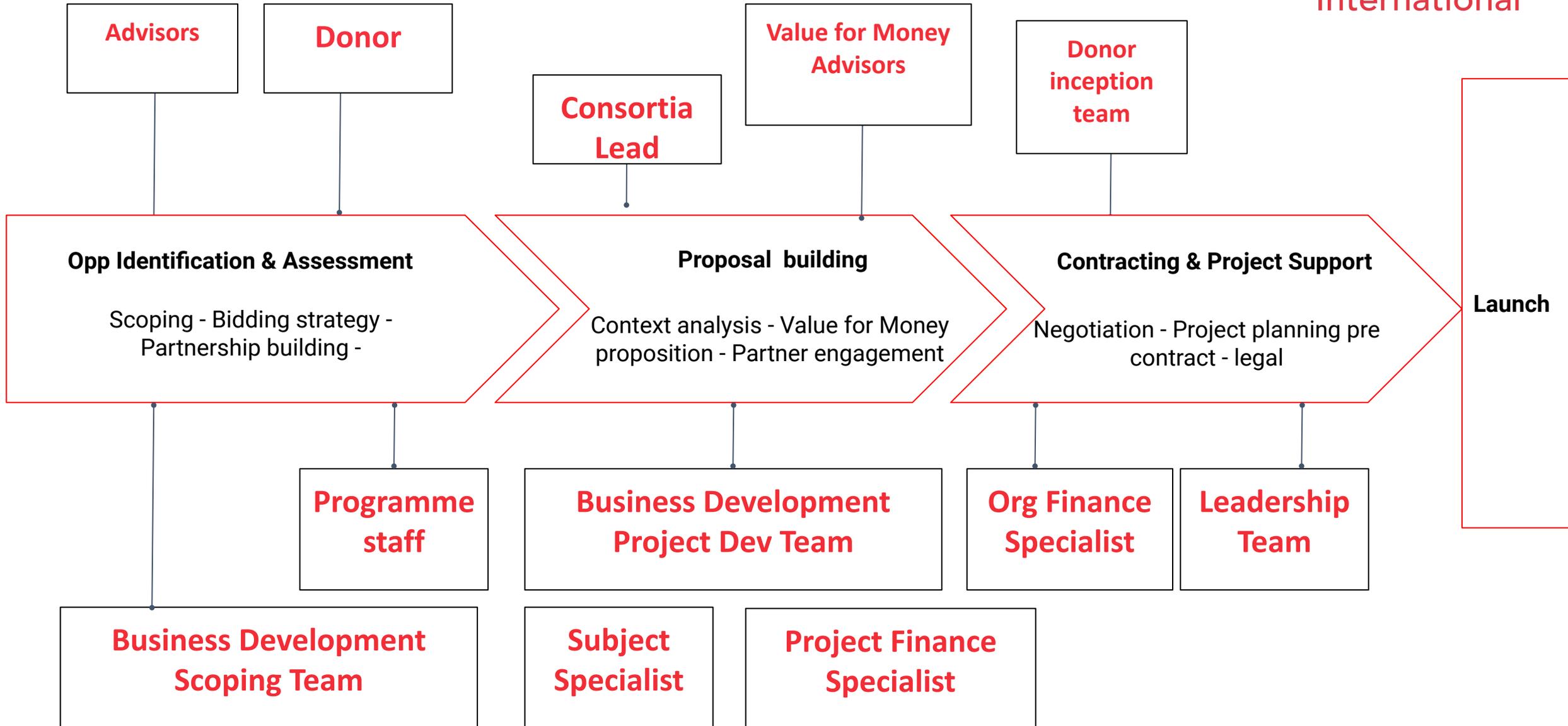
1. Got a funding source that works?  
Intensify and optimise it for efficiency
2. Overly dependant on a few funding sources?  
Diversify funding and revenue streams
3. Pursue all leads in your strategy, even if you cannot  
Add surge capacity to your proposal writing team
4. Establish a digital workflow for collaboration
5. Have a system to find and assess opportunities



## 10 Steps to build stable income streams

6. Match the funding streams you choose to your mission, not the other way around
7. Be prepared to participate flexibly - from lead to sub to associate all options can add value
8. Work on partnerships with larger/established partners
9. Add surge capacity to your proposal writing team
10. Income development as a key part of business as usual not something to be done ad hoc

# Make collaboration easy





## Want funding? Digitalize the work

- **Less office - more work!** - move to virtual and digital
- Interact across time zones and teams - **fast turnaround times**
- **Lift more!** Ability to have a larger and faster moving pipeline
- **Increase transparency** across the organisation
- **No dependency on individuals** in the organisation - “the one person who knows everything and has all the relationships”
- **Easier collaboration** with experts/ key people across the globe
- Digitizing funding can often have the effect to **kick-start digitalization** across the organisation

# To digitalize funding work means...

## **Systems:**

- Digital transformation in funding can bring exponential growth
- Introduction of platform based systems and processes
- All work processes are performed in virtual spaces & asynchronous
- Each opp-data is available at the press of a button

## **Culture:**

- Shifting the organizational or departmental culture to more transparency, accountability and trust
- More flexible ways of working
- Speed of proposal writing increases



## How to digitalize funding

- Design a simple pathway
- Analyse each aspect of your funding operations
- Make a decisions about platforms and tools
- Allocate time and resources, in each step
- Don't reinvent the wheel
- Keep it simple



# 5 Steps to a digitalized funding operation

## 1. Assess & analyze

Know where and how you can increase efficiencies by looking at past performances, successes and failures

## 3. Get buy-in from funding team and leadership

Create ownership and have champions

## 2. Develop a digitalisation plan

Decide on tools, timelines and human resources ideally in phases

## 4. Get started

Kick-start the process to showcase and create momentum

## 5. Create a feedback loop

Implement your plan in phases to learn, assess and most importantly to show small successes

# Thank you!

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