



29 November 2023

# Getting your funding strategy right

# About us

- ✓ We help NGOs to be better funded, operate better and deploy smarter strategies
- ✓ A social enterprise with many services subsidised. Training is already free for partners.  
**In-person training is back!**



**Hande Akpınar**

Consultant

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***“We are clear now that four value drivers ultimately determine our success and impact. Just Four!”***

***Our Funding Strategy needs to support and be build on these in the same measure”***

NGO CEO at MzN Sprint workshop 2022

# 3 Critical Steps

1. **Look in:** What do we have?
2. **Look around:** What funding do we really need?
3. **Look ahead:** How do we start?



# Improve your fund(raising) - Step 1

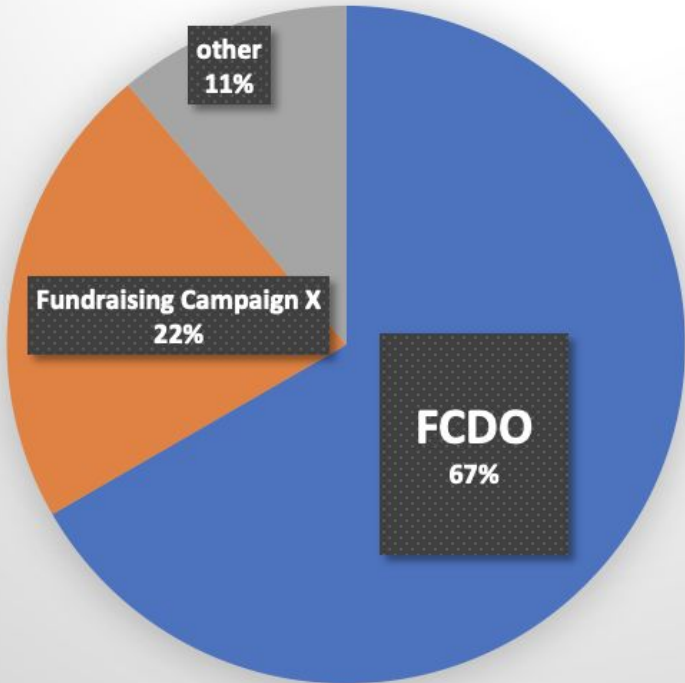
## 1. LOOK IN

**Every journey starts with a goal.**

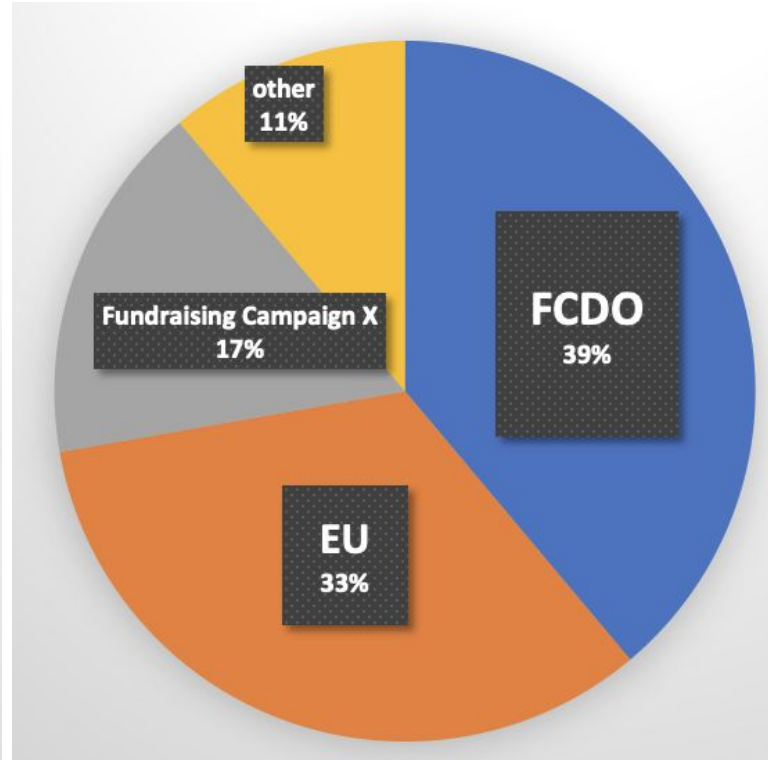
1. Analyse what you have!
2. Where do we lack funding?
3. What type of funding applications are we successful with?
4. What fund(raising) capacities do we have?
5. Funding S & W

Tip: Set a  
**BHAG**  
(we get back to that)

# Step 1: What do we have?



Current year funding mix 2014



Weighted average 2015-2020

## BD Capacity added

- 1 FTE staff
- 1 PT staff
- Notification service MzN
- Quarterly BD workshop

# Improve your fund(raisi)ng





































1. LOOK IN

2. LOOK AROUND

## What do we need & what is available?

1. What is our donor audience?
2. Who do we share an audience with?  
Can we partner with them?
3. What funding would be ideal?
4. How much do we actually need?
5. What are the key competitive factors?

# What funding do we *REALLY* need?

	Government GRANTS	Service contracts	BUSINESS /IGA	Fundraising CAMPAIGNS	Membership scheme	Foundation Grants
Flexibility of fund usage						
Cost-Recovery & Profitability						
Level of Effort – Securing funding						
Level of Effort – Managing funding						
Longevity & Sustainability						
Recurring & Repeatability						



# In-Person Classroom Training for NGOs is back!

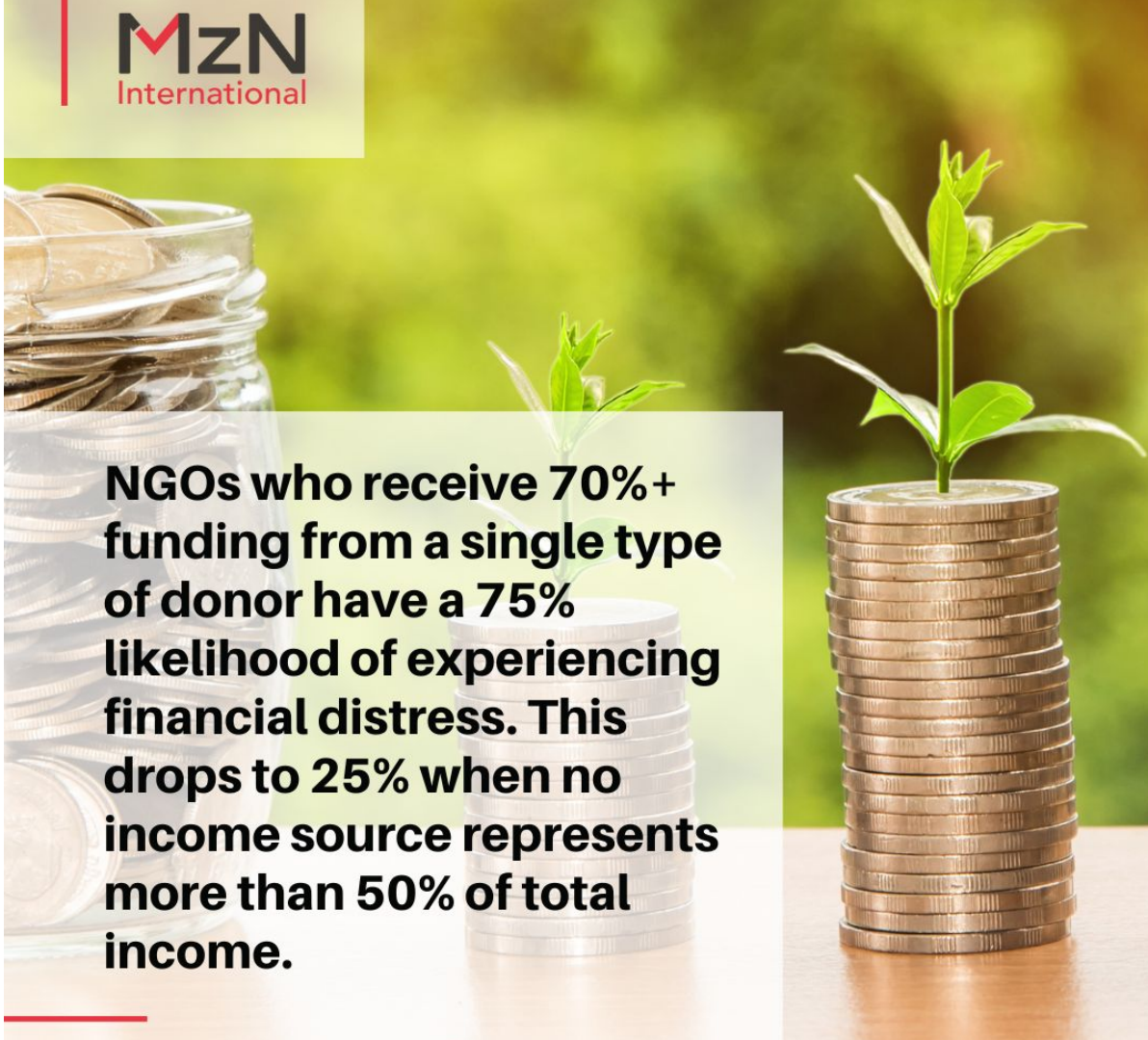
Are you a Non-profit leader  
looking learn and grow?

Join our in-person Training  
Courses

[mzninternational.com/training-courses](https://mzninternational.com/training-courses)



**MzN**  
International



**NGOs who receive 70%+  
funding from a single type  
of donor have a 75%  
likelihood of experiencing  
financial distress. This  
drops to 25% when no  
income source represents  
more than 50% of total  
income.**

# Improve your fund(rais)ing

1. LOOK IN

2. LOOK AROUND

3. LOOK AHEAD

## Let's do it!

1. Find the right donors for your profile in a workshop
2. Score them against likelihood of success (from step 2) and investment needed (from step 1)
3. Bear in mind the O & T, combine with S & W for a full picture
4. Invest wisely, not miserly.
5. Run a SPRINT if you are stuck!

# Improve your fund(rais)ing

1. LOOK IN

2. LOOK AROUND

3. LOOK AHEAD

Month 1-2

Month 2-4

Month 5



Cordaid

interpeace



# MzN Sprints

- Solves a problem in a short time getting everyone together
- Decision making is forced through the agreed timeline & by facilitation
- A one to three day event particularly prevalent issue or address an opportunity within their NGO or business
- Free of charge (costs charged only)





**Thank you for listening.**

**Any Questions?**



# Training Courses



## Write Winning Proposals

In this course you will learn how to write, manage and negotiate a winning proposal. You will improve your proposal writing skills through exercises on real proposals, case-studies from the world's leading donors and learn together in small groups. Before and after the course, you can benefit from our online learning offers.



## Grants & Beyond; Diversifying Income & Building Reserves

Successful NGOs need the right funding mix to create impact and build a better world. But with donor funds severely restricted, and constantly changing priorities and demands, the key question is how can we build a financially sustainable NGO?

<https://mzninternational.com/training-courses/>



## Getting Project Budgeting & Reporting Right

The budget is the most frequent reason why proposals fail to win funds. And many projects are limiting their impact due to budget management issues. Let's fix that!

# Stay in touch!

We are here to make doing good better. We help non-profit organisations secure more funding, drive innovation and develop smarter strategies.

By 2030, most of our services to NGOs will be free of charge or subsidised. Training already is.

## Hande

hande@mzninternational.com

New blog, podcast and upcoming events  
[www.mzninternational.com](http://www.mzninternational.com)



## Upcoming webinars:



## Getting your Funding Strategy Right

29 November 2023

3:00 pm - 4:00 pm CET



## Funding Briefing and Donor Update for 2024

6 December 2023

3:00 pm - 4:00 pm CET