



8 May 2024

# Getting your funding strategy right



# About us

- ✓ We build **better non-profit organisations**. We secure funds, develop smarter strategies and build higher performing organisations.
- ✓ A social enterprise with many services subsidised.



## Christian Meyer zu Natrup

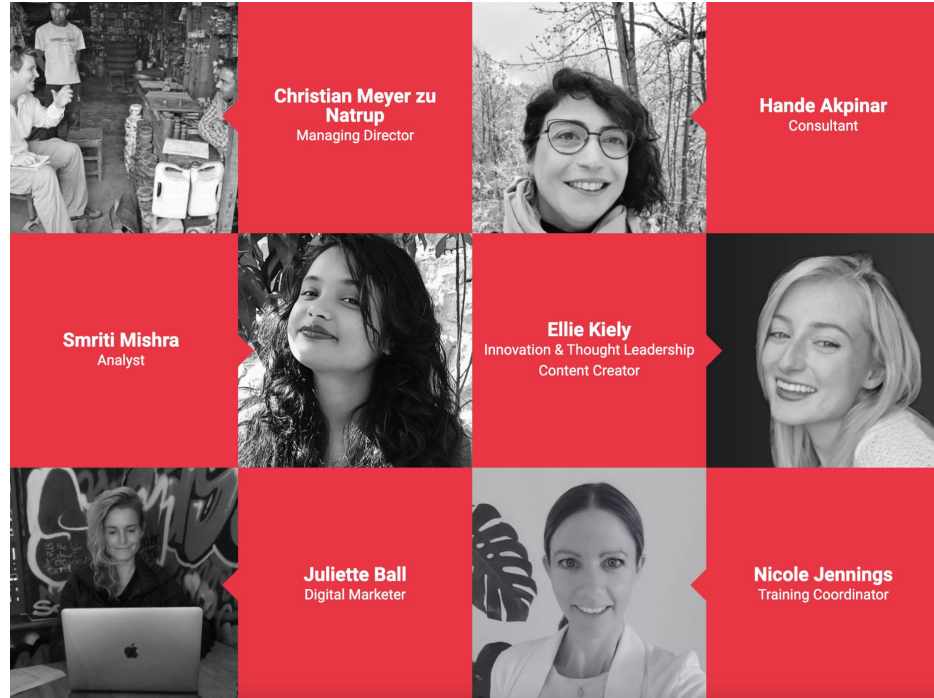
Managing Director

[chris@mzninternational.com](mailto:chris@mzninternational.com)

## Ellie Kiely

Innovation & Thought Leadership Content Creator

[ellie@mzninternational.com](mailto:ellie@mzninternational.com)



# Sustainable funding starts with a clear strategy



***"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(rais)ing - Step 1

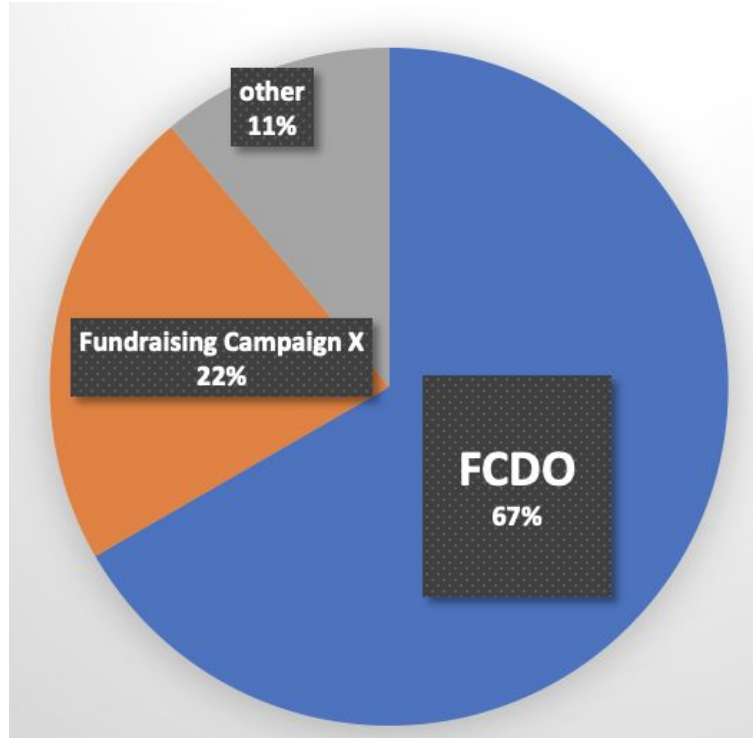
## 1. LOOK IN

**Every journey starts with a goal.**

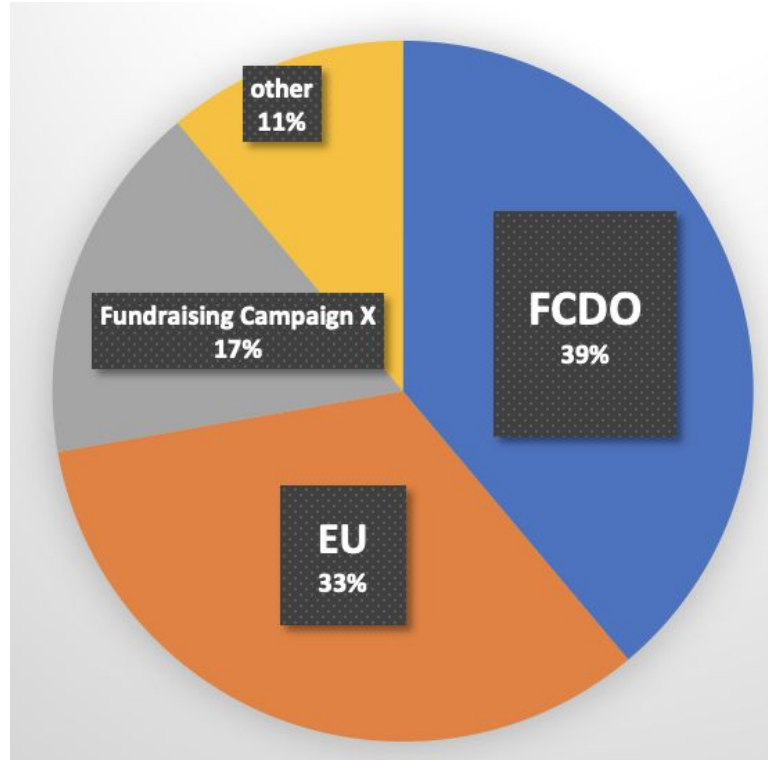
1. Analyse what you have!
2. Where do we lack funding?
3. What type of funding applications are we successful with?
4. What fund(rais)ing capacities do we have?
5. Funding S & W

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

# Step 1: What do we have?



Current year funding mix



What funding mix we want

## 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						



# Improve your fund(rais)ing

1. LOOK IN

2. LOOK AROUND

3. LOOK AHEAD

## Let's do it!

1. Identify the right donors (Donor map?)
2. Score them against likelihood of success (see above) and your funding preference grid from step 2
3. Start looking out for calls for co-creation and proposals
4. Bear in mind the O & T, combine with S & W for a full picture
5. Invest wisely, not miserly.
6. Run a SPRINT if you are stuck!

# Improve your fund(rais)ing

1. LOOK IN

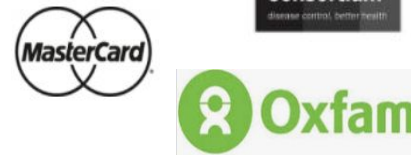
2. LOOK AROUND

3. LOOK AHEAD

Month 1-2

Month 2-4

Month 5



# Brand NEW Online Training Courses for NGOs ARE HERE!

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

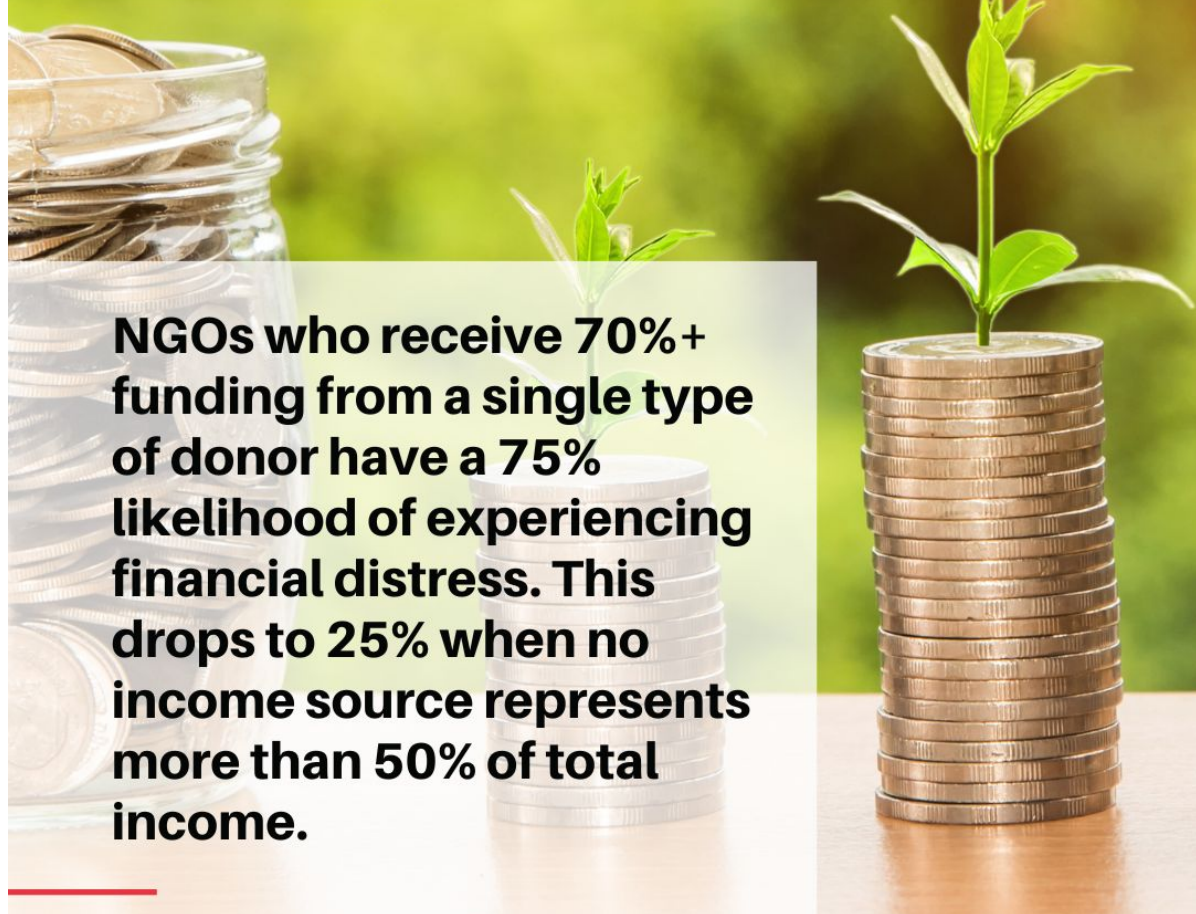
Book your course today

</mzn-training/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.**





**Thank you for listening.**

**Any Questions?**



# BRAND NEW Online 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.

This course is tailored to empower NGOs like yours with the following skills: crafting winning proposals, mastering proposal management and budgeting, negotiating to secure grants and donor contracts, engaging in real-world exercises and case studies and collaborating effectively in small groups.



## Financial Health and Resilience for Non-profit organisations

This course covers all key principles of sustaining funding for non-profit organizations. You will explore the appropriateness of various income sources for different organizational needs, and learn to strategically set targets to achieve a well-balanced income portfolio. You will discover strategies for covering administrative costs, mix income streams, effectively find unrestricted funding, and build sustained financial success by engaging stakeholders differently.

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

# In-Person 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.



## 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?



## 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!

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

# 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.

**Christian Meyer zu Natrup** | **Ellie Kiely**

[chris@mzninternational.com](mailto:chris@mzninternational.com) | [ellie@mzninternational.com](mailto:ellie@mzninternational.com)

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

Upcoming webinars: [mzninternational.com/mzn-insights/#webinars](https://mzninternational.com/mzn-insights/#webinars)

## 2024 WEBINAR SERIES

### MERGING AN NGO - EXPERIENCE AND REALITY

We have assisted non-profits with mergers and acquisitions, alliance structures, and joint ventures for over 10 years. In this webinar, Chris will reflect on which mergers worked, what they cost, and why merging may not always be the answer.

#### DATE

22 MAY 2024

#### TIME

3 - 4 PM CET

9 - 10 AM EST



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