SOP
PROCEDURE FOR FUNDRAISING



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1. PURPOSE

This standard operating procedure is to describe and standardise the procedure for raising funds to support the operations of organisations and their key stakeholders. It will set standards for all income-generating activities, grant applications, solicitations from private and public institutions, crowdfunding and other special fundraising campaigns as well as management of gifts and donations.

Additionally, it will set the standards for the facilitation of donor funding between Your organisations and their stakeholders. This is to ensure that at all levels of communication and engagement for the purposes of raising funds for Your organisations and connecting their stakeholders to funding high-quality standards are adhered to.

2. SCOPE

The SOP pertains to all personnel in an organisation and all funding received or brokered outside of the Government of Ghana subvention.

3. RESPONSIBILITIES

It is the responsibility of the Chief Operating Officer in Organisations and the Grants Officer to identify potential sources of funding as well as engage with donors both locally and internationally. It is however the responsibility of the Grants Officer/office to prepare proposals/ run fundraising campaigns and facilitate engagement with potential donors.

4. PROCEDURE FOR WORK

Step One: PRE-FUNDRAISING: The following activities should be undertaken prior to the commencement of any fundraising initiatives.

An annual fundraising plan should be developed by the grants office and approved by the management of Your organisations. The plan will communicate the following:

- The activities/purpose for the funding
- The amount earmarked to be raised for the year
- The percentage allocated for the operations of organisations and the percentage for funding research, innovations and technology transfer.
- The prospective donors
- The channels to be used for raising the funds
- Determine if a professional fundraiser should be used or in-house expertise.

Step 2: FUNDRAISING PROCESS: Activities to facilitate the fundraising process.

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To undertake the fundraising in a structured and systematic manner, the following should be done sequentially. This covers specifically, grant applications, solicitations from private and public institutions.

1. Profile potential donors and create database:

· Donor prospecting (Networks, subscriptions/digital and traditional news portals)

· identification, and

· acquisition

2. Prepare sponsorship request letters/ proposal that makes a compelling case for support.

In cases where funds are to be raised through solicited means the following should be done:

· Review eligibility requirements of the funder.

· If Organisations fits the profile then the grants office may proceed to apply.

· Conduct a thorough overview of the grantors template.

· Conduct a literature review on the focal area of the proposal and gather relevant data.

· Build a versatile team (Create a portfolio of experts to include in Organisations profile) · Plan for the writing.

In cases where funds are being raised through unsolicited means the following should be done: Prepare a proposal and tailor it along the following broad areas;

2.1 Introduction

· This should capture the purpose of the proposal and

· Appreciate the expectations "Request for Proposal" or "Expression of Interest"

· Conduct a literature review and tie proposal to local/global goals

· Plan the content of the proposal

2.2 Preparing to write your proposal

· The main body of the proposal should be structured as such:

Technical:
a. Problem statement
b. Solution
c. Objectives
d. Approach and activities
e. Expected Impact

Financial:
a Budget (Develop realistic timelines)
b. Work plan (Develop realistic timelines
c. Risk and Mitigation

d. Monitoring and evaluation
e. Sustainability
f. Conclusion

2.3. The process for writing a proposal

· Understand your content

· The language for a proposal

· Keep it real

· Review, edit and submit

3.0 Alternative Fundraising Approaches

· Annual fund

· Events- Innovation Challenges/Hackathons/Galas and fundraising dinners ·
Major gifts – Philanthropic giving by individuals/ organizations

· Crowdfunding

Step 3: POST FUNDRAISING Activities:

Stewardship: how to get repeat donors and reporting

· Follow up periodically with the funder or organisation regularly.

· Where necessary, issue a letter of appreciation.

· Ensure all documents are stored appropriately.

· Structure and Components of a report

· Aesthetics matter: presenting your report

Step 4: FUNDS MANAGEMENT

· Funding received for the operations of Organisations, the accounts office should be notified immediately and only approved budget lines.

· For funding received towards financing innovation and development of external publics refer to SOP on management and administration of grants in relation to grant life cycle processes.

6. PROCEDURE FOR REPORTING

A database of all fundraising initiatives would be maintained at the grants office.

All successful initiatives should be reported to the Board on a quarterly basis.

