

Fundraising toolkit for survivor organizations

Introduction

Purpose

Fundraising is crucial for sustaining your mission, expanding your reach, and increasing your impact. ***This guide provides practical steps and tips to help you design a successful fundraising strategy.***

Audience

This document aims to support organizations that center survivor voices and combat childhood sexual violence.

About the Brave Movement

The Brave Movement is a broad-based network of survivor-advocates and allies that serves as a powerful, transformational voice for bold, ethical public policy solutions at national and global levels. Our primary focus is on influencing institutional actors, including governments and the private sector.

We are committed to supporting survivor organizations by providing resources, expertise, and experience in governance, communications, and advocacy work. The Brave Movement encourages these organizations to strengthen their fundraising efforts to become self-sustaining.

This is a difficult but exciting moment....

We need to be honest. Governments, foundations, and key decision-makers have historically underfunded efforts to prevent and address childhood sexual violence. Survivor organizations have struggled to secure the funding they need to continue (or even start) this vital work.

....but this is changing.

Leaders around the world are recognizing the scale and scope of this issue AND the powerful role that survivor organizations hold in addressing it. More funding streams are opening up to support organizations like yours in the movement to end childhood sexual violence.

Fundraising is not easy. But stay strong, lean on others, and you can achieve your goals.

Quick fundraising tips

- **Collaborate:** Partner with other organizations, communities, and influencers who share your mission to amplify your reach and impact. Collaborative efforts can lead to shared resources, expanded networks, and increased visibility for your cause.
- **Training:** Invest in fundraising training for your staff and volunteers to enhance their skills and effectiveness. Regular workshops, webinars, and certifications can keep your team updated on the latest fundraising strategies and techniques.
- **Innovation:** Stay open to new fundraising trends and technologies to keep your strategies fresh and engaging. Embrace digital tools, social media platforms, and innovative fundraising methods to reach a wider audience.
- **Storytelling:** Use powerful storytelling to connect with potential donors on an emotional level. Highlight personal stories of survivors, the impact of your organization's work, and the urgency of your mission to inspire donations.
- **Feedback & improvement:** Continuously seek feedback from donors, beneficiaries, and stakeholders to improve your fundraising strategies. Use surveys, focus groups, and direct communication to gather insights and make adjustments.
- **Donor engagement:** Build strong relationships with your donors through regular communication and engagement. Send personalized thank-you notes, updates on how their contributions are making a difference, and invitations to events to foster loyalty and support.
- **Transparency:** Maintain transparency in your fundraising activities by clearly communicating how funds will be used. Provide detailed reports and updates on the progress and impact of funded projects to build trust with your donors.
- **Diverse funding sources:** Reduce your dependency on any single donor or funding stream. Explore grants, corporate sponsorships, individual donations, and community fundraisers to create a stable financial foundation.
- **Volunteers:** Leverage the skills and networks of volunteers to boost your fundraising efforts. Volunteers can help organize events, spread the word about your campaigns, and provide valuable support in reaching your goals.
- **Sustainability:** Build sustainable fundraising practices that ensure long-term support for your organization. Develop recurring donation programs, endowment funds, and legacy giving options to secure ongoing financial stability.

By following these guidelines, your organization can develop a robust fundraising strategy that supports your vital work and amplifies survivor voices.

Fundraising resources and guiding documents

- [Girls Not Brides: Design for success toolkit](#)
- [Donor finder: Curated list of progressive donors supporting activists, civil society organisations and small, informal civil society groups](#)
- [European Commission: Funding for nonprofits](#)
- [Stanford Social Innovation Review: Ten nonprofit funding models](#)
- [Corporate Finance Institute: Nonprofit business plan](#)
- [Forbes: Where to find funding for nonprofit organizations](#)
- [European Commission: Funding opportunities for NGOs](#)
- [European Commission: Funding to support the fight against child sexual abuse](#)

Organizations

[European Child Sexual Abuse Legislation Advocacy Group \(ECLAG\)](#)

Annex

[Capacity assessment questionnaire](#)