

# FUNDRAISING

**2<sup>nd</sup> edition**

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The NMO Organizational Development series aims to help bleeding disorder patient organizations leaders, staff, and volunteers develop the skills necessary to effectively represent the interests of people with hemophilia and other inherited bleeding disorders. The World Federation of Hemophilia does not engage in the practice of medicine and under no circumstances recommends particular treatment for specific individuals.

This resource is intended for informational and educational purposes only. The fundraising examples, ideas, and opinions presented are those of the individuals and organizations who kindly agreed to share them with the bleeding disorders community.

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### Introduction

Most patient organizations have volunteers who donate considerable time and energy to support children and adults with hemophilia and other inherited bleeding disorders in their country. Some organizations are fortunate enough to also have paid staff. While the dedication of volunteers and staff is critical to the success of a patient organization, raising money is also important.

Raising funds for any non-profit organization is hard work. It requires careful research and detailed planning, as well as creativity and good business practices. At times, fundraising is frustrating. It can also be very rewarding, leading to the expansion of programs and the attainment of desired results.

This fundraising publication is intended to help patient organizations' volunteers and staff that have little or no experience in raising funds. The purpose is to provide an easy-to-understand overview of the basic elements of fundraising.

### What drives financial contribution?

The main reason people give money is that someone asked them to give. The main reason that people do not give money is that they are not asked. Fundraising begins with the simple act of one person asking another person for money to help others. It is about establishing a relationship with someone. There are other important considerations, of course, such as appointing a trusted person to ask for a financial contribution, from either an individual, a foundation, a corporation, or a government; asking at the right time; and linking the donation to a cause that interests the donor. The basic element of fundraising, though, is asking for a donation.

The term “donation” is often used interchangeably with “gift”, “bequest”, and “contribution”. For most organizations,

a donation can mean anything from a small financial contribution to a gift of property worth hundreds of thousands of dollars. Monies received from governments and foundations are often referred to as a “grant”, “subsidy”, or “subvention”. Whatever the term used, a donation is an investment in your organization's mission.

In today's hyper-connected world, individuals are constantly exposed to a wide range of good causes that require financial support. With the rise of social media platforms, influencer-led campaigns, and mobile fundraising apps, the average person is asked to donate money or time not only through traditional channels like emails and flyers in the mail from non-profit organizations, but also via push notifications, livestreams, podcasts, and targeted digital ads. Crowdfunding platforms and peer-to-peer fundraising have become mainstream, empowering individuals to champion causes within their own networks. Whether the request for a donation comes from a religious organization looking to renovate its building, a group of children in need of books to fill their school library, an international organization performing eye surgery on the blind, or a bleeding disorders patient organization sending young children to a physiotherapy camp, potential supporters or donors are more selective and value-driven, often seeking transparency, impact data, and authentic story telling before committing their time or money.

People solicited for donations will ask themselves these questions and base their decision on the following answers:

**Trust:** Is the person who is asking me for a donation someone I know and trust? Did a friend, family member, religious leader, or work colleague recommend the organization?

**The Cause:** Do I care about what the organization does? Do I share the concerns of the organization? Will my donation change someone's life? How many people will benefit from my donation? Is the cause related to my religion, spiritual obligations, or beliefs?

**Credibility:** Is the organization recognized by a religious institution or by government? Does the organization have an office location, audited financial reports, a regular newsletter, and a solid group of supporters? Does the organization seem organized, focused, and responsible? What has the organization done in the past? Have I seen the organization featured on social media, in the newspaper, or on television? Is the organization reputable or credible?

**Passion:** Can I sense a deep commitment to the organization? Is the person who is asking me enthusiastic and knowledgeable about their work?

**Realistic goals:** Do I understand what the organization wants to achieve? Do I think they can reach their goals if I give them my money?

**Uniqueness:** Are other groups already doing what this organization wants to do?

**Recognition:** Will the organization thank me for my donation? Will they tell others about my generosity or respect my wish to remain anonymous?

As an organization looking for sources of funding, you must ask yourself how you can best meet these interests of potential supporters or donors. How can your organization gain the attention of people who may be interested in financially supporting your cause?

## Getting started

### 1 Know your organization

There are thousands of worthy non-profit organizations that need to raise funds to support their programs and services. In many ways, your organization will be competing with them for the attention of various potential supporters or donors. However, organizations in the bleeding disorders space are in a unique position: they address highly specific conditions that can stand out to donors in ways that more prevalent disease groups, like diabetes, may not. Bleeding disorder patient organizations should recognize and capitalize on this distinctiveness to attract support. By clearly, coherently, and consistently communicating who you are, what you do, and who benefits from your services, your organization will

begin the necessary positioning to attract the attention of potential supporters or donors. Writing a brief description of your organization's vision, mission, goals, programs, history, and benefit to the community, will establish a framework for eventual presentations to donors. Such a background document can also help your volunteers, staff, and members to reach consensus and communicate a consistent message to external and internal audiences.

Knowing your organization's Strengths, Weaknesses, Opportunities, and Threats (SWOT) in comparison to other organizations will help position you for fundraising success. As part of your SWOT analysis, ask yourself:

#### What is happening in your own organization?

- What are the organization's needs? Do the volunteers and staff share an understanding of the vision and needs of the organization?
- Do volunteers and staff agree on the need to raise funds?
- What do you want your fundraising to accomplish?
- Have you raised funds in the past? If so, how?
- What financial and human resources can you invest in raising funds?
- What are your financial and other limitations? For example, do you have volunteers and/or staff with experience or interest in fundraising?
- Who are the most likely donors?

#### What does the community know about your organization?

- Are you respected and trusted by your members, the medical community, government, and the pharmaceutical industry?
- Are your supporters aware of your accomplishments, needs, and goals?
- Have there been any disputes with your supporters or with other community organizations that may hinder fundraising?
- Have you spent time building awareness in the general community about hemophilia and other inherited bleeding disorders?
- Who currently supports you, financially and otherwise?

### What is happening to non-profit organizations similar to yours?

- Do they have credibility in the community? Why?
- Have there been any local scandals with other groups that will make it difficult for you to raise funds?
- How do other organizations raise their funds, and from whom? Are they having difficulty raising funds?

### What is happening in your country?

- Is the economy strong?
- Is there any political instability?
- How is information being conveyed to people? Do people spend more time streaming content or listening to digital audio? Are smartphones still the primary way people access news and media? Is print media still part of people's daily routines, or has digital news taken over?
- What fundraising techniques are being used by national non-profit organizations?

## 2 Position your organization

Based on your research and SWOT analysis, you may need to devote extra time and resources to positioning yourself for raising funds. This positioning work may take many forms. Your organization may need to attract new volunteers who have the inclination to fundraise. You may have to purchase or rent supplies and office equipment that help you keep track of donations and other financial matters. Or you may have to undergo a thorough strategic planning process to make certain that your volunteers, staff, people with hemophilia and other inherited bleeding disorders, and other interested parties clearly understand the organization's mission, goals, programs, and needs. Once these internal stakeholders share a common understanding of who you are, where you are going, and what you need to get there, your organization has taken the first big step towards fundraising.

## 3 Map your community of support

The broader the base of donors your organization has, the better position it will be in to survive changes in the economy and other external factors. Mapping your organization's potential community of supporters will allow you to pinpoint which leaders from various sectors to involve in your fundraising activities. Start by identifying the people and organizations closest to your organization because they are the most likely donors. They are also likely to help you attract more supporters.

They include:

- Current and former board members
- Volunteers
- People with hemophilia and other inherited bleeding disorders and their families
- Staff
- Treatment clinic physicians and other healthcare specialists
- Hospital administrators
- Pharmaceutical companies
- Other bleeding disorder patient organizations, including the World Federation of Hemophilia
- Ministry of Health officials
- Religious leaders
- Worshippers at your religious institution
- National businesses
- Local businesses
- International foundations and donor agencies
- Professional or business associations
- Other community organizations or foundations

## Fundraising basics

### 1 Form a fundraising team

Once you have mapped your community of support, your organization may wish to select leaders from this community to help with your fundraising activities. You will want to select people who are trusted, add credibility to your organization, and have a network of contacts that will be useful in fundraising. They must also be committed to the goals of your organization and be willing to use their personal and professional contacts to increase donations

## FRIENDRAISING COMES BEFORE FUNDRAISING

Before your organization begins asking others to donate, invest in “friendraising” to build awareness and interest in your work. Raising awareness can be as simple as calling someone to inform them of what is happening with your organization.

You can raise awareness through your organization’s website, social media, emails, flyers, annual report, and organization newsletters. You can also invite key people to an open house or a reception at your office, or to attend an education or training session. The idea is to spread the word about the success of your organization’s activities to people who are most likely to support you. If you are helping people with hemophilia or other inherited bleeding disorders to rehabilitate and start working again, tell your local businesses how you are helping families in the community. If you have helped children to receive medical treatment, tell school boards and local media.

to the organization. Usually, establishing a strong fundraising team requires nearly as much time as it does to raise funds. Because most people do not like to ask others for money, you may have to ask many people to become a fundraising team member before getting someone to agree to accept the responsibility. By clearly defining their roles and responsibilities, you will help them to better judge if they want to participate. For example, a fundraising team member could be responsible for contacting 10 local business owners in three months to ask for a donation.

Fundraising team members can be asked to help in many ways, including:

- Meeting with government officials, corporate partners, and other potential donors
- Creating personalized video messages or social media posts to share their connection to the cause
- Organizing special events
- Selling tickets to a special event or raffle
- Promoting events or campaigns through their personal networks using social media, messaging apps, or email
- Selling advertising space in your newsletter
- Sending printed direct mail
- Writing a grant proposal or personal letter
- Coordinating digital outreach campaigns, including email, text messages, and social media ads

It is highly desirable to have members of your board of directors on your organization’s fundraising team. Consider listing willingness to fundraise as a requirement of board membership. If this is not possible, at least obtain the approval of the board for your fundraising activities and establish a mechanism to report to the board on the success or failure of your

fundraising activities. Also, ensure that the fundraising team is made up of people trusted by board members.

You will also help attract members if you show a commitment to supporting their efforts, by:

- Clearly outlining their responsibilities
- Being honest and upfront with financial and other issues facing the organization
- Appointing a contact person to help them raise funds
- Providing them with materials to support their fundraising efforts (e.g., social media templates, email scripts, QR-coded donation forms)
- Using their time effectively
- Notifying them immediately when a donation they have solicited has been received
- Thanking them properly for their time and effort

## 2 Develop a fundraising plan

The fundraising team needs to play an active role in establishing revenue goals and strategies, and in developing a fundraising plan. Such involvement builds a spirit of teamwork and a commitment to the fundraising process. Too often, fundraising goals are set based on the money needed to balance the organization’s budget. Ask yourself, how do your fundraising goals tie back into your organizational goals? Once you have an answer to that question, think back to your previous fundraisers. What worked best, and what did not work to raise funds? If your organization has not raised funds in the past, review the fundraising results of organizations similar to yours, analyze your strengths and weaknesses compared to these other organizations, and project a reasonable, achievable goal.

### Basic elements of a fundraising plan

All fundraising plans include the following basic elements:

- Strategy
- Fundraising activities
- Timeline
- Accountability/responsibility
- Gross revenue: the total income (e.g., ticket sales, grants, donations, sponsorships, etc.) derived from a fundraising event or activity
- Gross expenses (including human resources): the total cost of holding a fundraising event or activity. Expenses can include, but are not limited to, purchasing office supplies, hiring graphic designers or photographers, printing and mailing, room rental, telephone charges, insurance, transportation costs, and staff wages and salaries
- Net revenue: gross revenue minus gross expenses

### Diversified fundraising

Depending on a single segment of your community for financial support can jeopardize your organization's long-term sustainability. Ideally, your organization should raise funds from several community sectors, including government, corporations, individuals, and donor agencies. Your organization's fundraising plan should include a mix of approaches that reflect current trends and technologies, such as:

- Digital campaigns: emails, social media ads, and mobile-friendly donation pages
- Board engagement: board giving and asking campaign
- Community outreach: speaking at local community hubs (e.g., places of worship and requesting donations)
- Online donations: integrated platforms with recurring giving options, QR codes, and mobile payment systems
- Donor recognition: donor acknowledgement with personalized thank you messages and impact reports
- Special events: virtual, hybrid, or in-person events
- Peer-to-peer fundraising: empowering supporters to raise funds through their own networks
- Government support: applying for grants, subsidies, licensing, and contracts
- Foundation and donor agency proposals: strategic proposal writing with a focus on measurable impact

### Fundraising budget

When you list all the different fundraising activities and steps your organization will undertake, it is important to list carefully all the costs associated with implementing each activity or step. For example, costs associated with digital advertising through social media ads, crowdfunding platform fees, printing and producing materials, or renting a hall for a special event, may be necessary. The time, money, and effort required to implement a specific fundraising activity must be evaluated against the expected financial results. For example, holding a lunch for 100 people may provide \$500 in revenue after all expenses have been paid for the invitations, decorations, food, music, and hall rental. Asking 50 companies for \$50 each may generate \$500 in revenue if 10 companies choose to donate. Which of these two fundraising strategies requires the least time and effort and is the most likely to succeed? It depends on the makeup of your fundraising team and your organization's strengths and weaknesses.

### Fundraising progress and monitoring

It is important to monitor your fundraising plan's progress and the relative success of the various strategies you have used. The members of your fundraising team and your board of directors will require regular updates. If projections show that goals may not be met, you can ask team members for suggestions on how to improve results, or change or cancel strategies. Fundraising requires time and considerable thought to be successful. The more people you ask to donate, and the more options you use to solicit donations, the more opportunities to improve your likelihood of fundraising success.

### Evaluating fundraising success

First and foremost, the success of a fundraising plan is measured by whether your organization has raised its fundraising goal amount. Other considerations to include in your evaluation are the number of:

- Contacts made with different community sectors
- New volunteers recruited
- New leaders identified
- New donors
- Renewed donors
- People attending special events
- Grants received

### 3 Identify administrative needs

#### Donor database

Having a donor database is an essential element of fundraising. It allows you to keep track of supporters and record their donation amount, as well as telephone calls, emails, letters, and other communications. By using a computer spreadsheet program, such as Excel, establishing and maintaining a computerized donor database will be easy. From this electronic database, you can merge letters and start to analyze fundraising data. Selecting the right software is dependent on your organization's needs, computer abilities, and budget. It is also crucial to ensure that your database complies with relevant data privacy laws. Ensuring compliance involves implementing transparent consent mechanisms, securing and minimizing data, offering donor rights to review or delete their information, and keeping data only as long as it is needed. These steps not only strengthen your legal standing, but also foster trust and credibility with your donors.

#### Accounting procedures and banking

Organizations that raise funds must maintain adequate accounting records. It is recommended that:

- Your organization check government regulations regarding the need to keep monthly bank statements, deposit books, month-end bank reconciliations, cheques (even those that have been cancelled or voided), journal entry forms, and accounting reports. In some countries, organizations are required to keep such documentation for several years for auditing purposes.
- At the very least, original receipts, bank deposits, and journal entries should be kept to support your organization's fundraising database records.
- Access to fundraising account records is restricted to authorized personnel. This is to ensure the privacy of the donor's financial information. Records are stored in encrypted digital systems with multi-factor authentication and access controls. Physical records, if any, are kept in locked storage. Organizations are also expected to comply with current data protection regulations and cybersecurity standards to ensure donor trust and confidentiality.

#### Website

Websites can provide easily accessible information about your organization, generate public support, and help you raise money. If your organization has a website, create a donation page to inform people about your need for their financial support and what their support will allow you to accomplish. Make sure this page is secure. In several countries, people are still wary about donating online. Their fears can be reduced in most cases by making prominent reference on the web page to the security procedures you have in place to ensure that their credit card information will remain confidential.

In addition to direct online donations, websites can be used to notify the public about your special fundraising events and the progress of your fundraising activities. You can post photographs of the people your organization has helped and photographs of the volunteers who are part of your fundraising team.

### 4 Create fundraising and marketing materials

Before creating fundraising materials, such as social media posts, digital flyers, newsletters, etc., ask the following questions:

- Who is your audience, and what platforms do they use most?
- What are you promoting?
- Do they have the time and willingness to engage with your content?
- How will you capture their attention?
- What response do you want from them?
- What response tools need to be in place (donation links, QR codes, contact forms)?
- What tone should be used to convey your message?
- How much will the materials cost to produce?
- How long will it take to produce them?

### Case for support

The case for support is one of the most essential elements of fundraising. It is a document that:

- Provides prospective donors with a permanent reference material
- Establishes the legitimacy of your organization
- Outlines the problems you are trying to solve
- Shows what your organization does to solve the problem
- Explains how donations help

A case for support can be a pamphlet or one-page sheet. It does not have to be complicated, but must provide a concise and compelling overview of why you are fundraising. This important document is highly useful when meeting with community leaders, government officials, and corporate partners. Remember to tailor your case for support to the specific profile and criteria of the funding source to which you are applying.

Be careful in wording your case for support. Do not state that you need \$1,000 to hold a workshop. Instead, state that you need \$1,000 to bring together 28 people with hemophilia to show them the latest medical treatment advancements. Do not say that you require \$3000 to hire a secretary. Instead, inform the prospective donor that you require \$3000 to make monthly contact with 14 hemophilia treatment centers nationwide to keep the patient registry updated.

### Testimonials

Testimonials are one of the strongest marketing tools. They are statements, often written, recorded or filmed, by members of your community, partners, or beneficiaries, that highlight the value and impact of your organization. When you use testimonials to add credibility to what you do, you're letting your community of support do the marketing for your organization. To gather strong testimonials, consider reaching out to Ministry of Health representatives, healthcare professionals, individuals with lived experience such as those with hemophilia or other bleeding disorders, partner organizations, and community leaders or influencers who support your mission. Use the testimonials in your fundraising strategies. You can feature them in digital campaigns and social media posts, include them in presentations at events and donor meetings, and

incorporate quotes or clips into donation pages and promotional videos. If a testimonial is long, you can use a paragraph or a sentence to illustrate the endorsement. If the person providing the testimonial is well known or influential, ask for permission to include his or her photograph in your fundraising materials to boost visibility and impact.

### “A picture is worth a thousand words”

Using photographs and audiovisual materials will help bring your cause to life and help people understand the problems you are trying to solve. Featuring a simple photo album of children at a summer camp, for example, will work wonders by showing that the camp provides an excellent opportunity to educate all family members about hemophilia and other inherited bleeding disorders, and to treat many children efficiently. If you intend to include profiles of your members in a case for support, include a photo as well. Your case for support can be made using a portable PowerPoint presentation. Not only can such presentations be developed easily, they also cost less than printed materials, can be placed on your website and social media, and can be quickly changed.

### Writing for fundraising

Sometimes you may need to raise money for operational expenses such as hiring a new receptionist. Even such a need can be positioned so that it emphasizes the people with inherited bleeding disorders you will help. For example, you can inform people that you wish to ensure that XX more people will be provided proper information and referrals to medical specialists each year, instead of stating that you wish to hire a new receptionist. When you inform people of your organization's achievements, do not start by telling them of your internal financial needs. Instead, position your project by using language that emphasizes the people you help.

- Number of people affected by hemophilia and other inherited bleeding disorders
- Number of people helped and how they were helped
- Types of people helped (children, men, women, disabled, what region)
- Number of people you could help with \$X more money
- Types of medical and psychosocial problems that you address

It is always better to prepare clear, concise fundraising materials that have a simple design. Unless you are targeting medical professionals, avoid using complex medical terminology to describe hemophilia and other inherited bleeding disorders. One of the best ways of ensuring your message is clear and that the fundraising materials are appropriate, is to test the materials with representatives of your target audience. You can also review the fundraising materials developed by other organizations in your community to see what the current trends are.

### **Making it easy for the donor**

Monthly donations are a simple fundraising option. Donors provide a cancelled cheque or provide you with their credit card information and a completed monthly donation authorization form, and send the information to your organization.

Once a donor has signed up, monthly donations are transferred from his or her credit card or bank account. For many people, donating on a monthly basis offers a flexible and impactful way to support your cause. Instead of making a one-time contribution, donors can spread their donation across 12 manageable payments, often allowing to give more over time. The steady, regular nature of monthly donations provides your organization with a predictable revenue stream and allows better financial planning and reduces the need for repeated outreach.

You can also make it simple for someone to donate by providing a clear, user-friendly donation experience. A sample form can be found in the Appendix at the back of this monograph. Instead of paper forms, most organizations now use digital donation pages accessible via QR codes, email links, or social media. These forms should include fields for the donor's name, contact information, and donation amount, along with options for one-time or recurring monthly gifts. If your organization accepts payments by credit card, bank transfer, cheque, or Paypal, clearly indicate these options. Always include your organization's full name on the form, as well as contact details. For those who prefer offline giving, you can still offer a printable form and include a reply envelope that is addressed to your organization, postage paid if your budget allows. This reduces barriers to giving.

### **Saying “thank you”**

When donors give your organization their money, they have established a relationship with you. This relationship can be short-term or long-term, much of which depends on how you thank your donors and involve them in the organization. Saying thanks is one of the most important aspects of fundraising. You can say thank you in more ways than sending a written note of appreciation. You can telephone donors, highlight their contribution in a social media post, invite them to an event, allow them to tour your summer camp or hemophilia treatment center, and put them on your mailing list. Board member involvement in thanking donors will show donors that the highest levels of the organization are aware of and appreciate their donation.

You should also thank fundraising team members. As with donors, your organization can thank team members publicly (for example, in a social media post, placing their photo in your newsletter, sending a letter to their employer, or providing a recognition certificate or plaque), or privately (for example, sending them a personal letter or inviting the fundraising team member to lunch).

## **Fundraising sources**

### **1 Government**

For bleeding disorder patient organizations in both developing and developed countries, attracting support from government remains a critical issue. Once a traditional avenue of financial support for bleeding disorder patient organizations in the developed world, government funding has now become more difficult to obtain. Worldwide, severe government cutbacks in the support of the non-profit sector are now the norm. On the other hand, many non-profit organizations from developing nations, including bleeding disorder patient organizations, have never had the luxury of receiving monetary support from government. Critical questions for bleeding disorder patient organizations in both developing and developed countries to answer include:

- Does your organization need to reposition itself (mission, mandate, activities) to maintain or attract government funding?

- What type of advocacy and networking needs to take place to position your organization with government? For example, how can our organization support government and become valuable to their mandate and interests? Are there projects that your organization and government undertake collaboratively that benefit you both?
- What other types of support can government provide to your organization?

## 2 Foundations and donor agencies

Foundations and donor agencies have a mission to support non-profit organizations working to better the community. They can either donate money towards a specific program activity or fund some of the general operating cost of a non-profit organization. More and more these days, foundations and donor agencies favour donating to programs that meet their precise interests. These philanthropic interests have usually been determined by the founder of the foundation.

Most foundations receive thousands of requests for support each year from non-profit organizations. Only a small percentage of these requests are granted. Your organization will have a greater chance of being among the lucky few receiving a grant if you spend time researching the foundation and developing a personal link to it. Many foundations and donor agencies publish their “granting” guidelines and a list of their board members. You can obtain this information by contacting them or by visiting their website.

After making certain a foundation or donor agency’s granting criteria matches the activities of your organization, you should ask your board members, staff, volunteers, physicians, and pharmaceutical company representatives if they have a business or personal connection to any of the foundation’s board members or to organizations to which the foundation has granted funds in the past. If you can find a connection to the foundation, use it when making the request.

Read the foundation’s grant “guidelines” to determine the correct procedures to request a donation or grant. Normally, the process involves sending the foundation or donor agency a “letter of inquiry” that outlines the program for which you are seeking funds and provides a background

on your organization. List your connection to the foundation upfront in the letter. For example, “Mr. Terrance Wong of XYZ Corporation recommended that (my organization) submit this application for funding support.”

It is important to remember that foundations and donor agencies are made up of people and that your letter of inquiry should refer to your organization’s credibility, passion, uniqueness, etc. (see *Why people donate*). If the foundation feels that your request for financial support matches its interests, foundation officials will ask your organization to submit a full proposal, including a detailed budget, a list of your board of directors, audited financial statements, your annual report, and possibly other supporting materials. Once your request is granted by the foundation, you will also have to report at specified times to the foundation on the progress of the project they have funded.

## 3 Corporations

Corporations have a mandate to raise money for their investors and shareholders. They do donate money back to the community, but often their donations are linked to their corporate interests. For example, if a corporation has an interest in hiring educated workers, it is likely to donate to a university or academic training center. If an organization relies on the physical environment to provide raw materials for sale, it will support environmental causes.

Pharmaceutical corporations have invested heavily in marketing their products to healthcare professionals and establishing customer loyalty with consumers. Most pharmaceutical corporations producing hemophilia and other inherited bleeding disorders treatment products donate to charities that work for the welfare of people with hemophilia and other inherited bleeding disorders. Other healthcare corporations, such as equipment manufacturers, may also be interested in the bleeding disorder cause. This is not to say that other types of corporations will not be interested in supporting your organization. However, you will need to pinpoint how your organization supports their corporate and community interests. Similar to foundations, many corporations nowadays require you to submit a detailed proposal according to their guidelines. Often these guidelines can be found on the corporation’s website.

#### 4 Religious institutions and community groups

Many religious organizations as well as other community groups also give money to worthy non-profit organizations. Don't be afraid to discuss the needs of your organization with a religious leader or head of a community organization. Even if they cannot donate, they may be able to offer you the chance to speak to members of their group and ask for their support.

The most successful fundraising organizations are religious institutions. Some of the methods they use to obtain donations are worth noting. They:

- Use a respected and trusted leader to ask for donations
- Appeal to the donor's interests and beliefs
- Ask often, sometimes each week
- Ask a lot of people to contribute, no matter what their status in the community is
- Make it easy for donors to give by taking digital or cash donations and cheques in a convenient place

#### 5 Individual donations

The individuals most likely to be interested in supporting your organization are people who are linked to your cause in some way. These people are friends, family members, work colleagues and neighbours of people with hemophilia and other inherited bleeding disorders, board members, or medical professionals caring for people with hemophilia or other inherited bleeding disorders.

However, you should not be surprised if others are interested in supporting your organization too. Once a WFH volunteer with hemophilia sat beside a businessman on a plane and explained why he had a cast on his leg. The businessman gave him his card and asked to receive more information about hemophilia and the WFH. This example illustrates that you must be ready to tell people about the bleeding disorder cause and ask them for their financial support. Memorizing a short paragraph that explains the importance of your organization, its uniqueness, and how it supports people in the community, will prepare you. In fundraising, such an introduction is called an "elevator speech". The meaning behind the term is that you should be able to present vital information about your organization to someone during a brief elevator ride.

Elevator rides are not the only opportunity you have to present information to people and get them interested in supporting your organization. Special events can be used to attract individual donors. Public awareness events can be used as a starting point in developing a long-standing relationship with people that will eventually lead to a donation. Fundraising events can also be used to develop a relationship with donors, but their primary purpose is to raise money.

Individual donors can also be solicited through personalized digital outreach. While traditional direct mail still has a place, especially for older demographics, most organizations now use email, SMS, and social media to connect with supporters. These messages always include a clear call to action, such as a link to a secure donation page on your website or a QR code that leads directly to a mobile-friendly form. Modern fundraising materials include dynamic content like short videos, impact stories and interactive graphics, replacing or complementing traditional letters, brochures, and donation cards.

The importance of a mailing list cannot be overstated. Contact information needs to be up to date with email addresses and the names of individuals spelled correctly, and the list must include people who believe in your cause.

#### 6 Peer-to-Peer

Peer-to-peer fundraising is a strategy where your supporters raise money on your behalf by reaching out to their own networks. They create personal or team fundraising pages and ask friends, family, and colleagues to donate, amplifying your reach far beyond what your organization could do alone.

Also known as social fundraising or p2p fundraising, this approach helps nonprofits:



Expand visibility through supporters' social circles



Build stronger relationships with existing donors



Attract new donors who may not have heard of your cause

Digital platforms available today make peer-to-peer fundraising faster, easier, and more impactful than ever. With the right tools, your organization can turn supporters into ambassadors and scale your fundraising efforts with minimal overhead. See the appendix for more information on peer-to-peer fundraising.

## 7 Major gifts

All people engaged in fundraising dream about meeting a wealthy person who will become enthusiastic about their organization and will donate large sums of money. These donations are often referred to as “major gifts”. It is very rare for major gifts to be donated by someone who is new to your organization. Usually, major gifts arise through a slow process of cultivating relationships with people who already support your organization in some way. For example, a person with hemophilia may have used your services in the past. He could become a contributor to your organization, providing a small donation each year. If you continue to properly acknowledge his donation, keeping him informed of and involved in your activities, you may be surprised that he is willing to donate a larger amount each year. He might also be willing to ask other family members, co-workers, and friends to donate. If your organization is new to fundraising, don't spend time on conducting research on wealthy individuals if you do not already have a relationship with them. Use the time to creatively obtain donations from the people you already know.

## 8 Diaspora fundraising

Increasingly, organizations in developing countries are looking to their national communities abroad for fundraising. Countries such as the Philippines, for example, have large expatriate populations in Europe, the United States, Canada, and the United Kingdom. Tapping these populations for donations requires research and an influential contact person in the community abroad. Ask your board, volunteers, staff, and members if they have a family member living abroad. This person could serve as an initial contact to provide you with expatriate community information.

Cultural, diaspora, and professional associations are also a good place to start building awareness in expatriate communities. Many of these groups have active websites, social media channels, and digital newsletters. You can reach out with a personalized introduction via email or

direct message, and ask if they would be willing to feature your organization in their communications or highlight your work at community events.

## Fundraising activities: Special events

Special events are fundraising activities that involve people doing something in addition to giving or raising money. There are many types of special events: walkathons, raffles, dinners, talent contests, and auctions, to name a few. Choosing an event that fits your organization requires a combination of creativity and understanding of the interests and behaviours of your target donor audiences. Usually, special events require months of planning and significant volunteer time. More often than not, they require an investment of considerable financial resources upfront before the event can take place.

### How to pick the right special event

Special events are a favourite among non-profit organizations. To choose which type of event is suitable to your organization, ask yourself:

**Volunteer and staff resources:** How much time do volunteers and staff have to organize the event? Who will be the event leader? What contacts are required to organize the event and how can volunteers and staff help in making these contacts? What talents and skills are needed to organize the event?

**Audience:** Who do we want to come to the event? Does the event match the interests of this audience? How many people will realistically attend?

**Image:** Will the event hurt or improve the organization's image with people with inherited bleeding disorders, the board, and volunteers?

**Timing:** Is there enough time to plan the event? What other events are taking place around the time of our event?

**Finances:** How much will it cost to run the event? What are the expected revenues and costs?

**Future:** Can this event be held annually? Can the profitability of the event be increased over a number of years?

**TABLE 1:** Comparative table of fundraising revenue sources and activities

Fundraising sources/activities	Strengths	Weaknesses
Special events	<ul style="list-style-type: none"> <li>• Can improve your public image as well as raise funds</li> <li>• Can be used to identify new supporters and build relationships with existing donors</li> <li>• Return on initial investment can be seen relatively quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Requires considerable upfront staff and volunteer time</li> <li>• Can require a large financial investment (food, hall rental, insurance, entertainment)</li> </ul>
Email	<ul style="list-style-type: none"> <li>• Can reach a large number of people for relatively low costs</li> <li>• Can segment the message delivered to different sectors of your community of support (people with bleeding disorders, healthcare providers, volunteers, board members) and evaluate results</li> <li>• Responses/donations are relatively quick, usually within four weeks of sending the email</li> </ul>	<ul style="list-style-type: none"> <li>• Donor confidence is still an issue. They are worried about online security, confidentiality being breached, or their personal information being passed around</li> <li>• People's inboxes are flooded with emails, making it difficult for your message to get the attention it deserves</li> </ul>
Corporations	<ul style="list-style-type: none"> <li>• Can provide large donations to support an activity over a number of years</li> <li>• Increases your credibility amongst other donors</li> <li>• Can involve their employees in your activities, thereby increasing your community of support</li> <li>• Can provide in-kind donations (computers, paper, desks, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Must concretely state your organization's relevance to their bottom-line</li> <li>• More and more corporations have instituted donation policies similar to that of foundations, meaning that you will be required to fill out many reports to satisfy their information needs</li> <li>• Lengthy approval and reporting processes</li> <li>• Strict compliance and branding requirements</li> <li>• Limited flexibility in how funds can be used</li> </ul>
Foundations	<ul style="list-style-type: none"> <li>• Can provide large donations/grants to support an activity over a period of years</li> <li>• Increases your credibility amongst other donors</li> <li>• Can assist your organization to improve your programs and activities</li> </ul>	<ul style="list-style-type: none"> <li>• Low chance of obtaining a grant if your organization does not have a direct connection to the foundation</li> <li>• Response to grant request may take three to six months</li> <li>• Progress reports and evaluations required by foundations can be time-consuming</li> <li>• Funds are given according to strict guidelines</li> </ul>
Direct sales (selling T-shirts, buttons, baked goods, etc.)	<ul style="list-style-type: none"> <li>• Can increase awareness with select publics or the general public</li> <li>• Relatively easy to produce</li> <li>• Can be attractive to corporations and business groups</li> </ul>	<ul style="list-style-type: none"> <li>• Requires careful planning of sales opportunities (conferences, family events, workshops, etc.)</li> <li>• Can require substantial volunteer and staff time to sell items</li> <li>• Return on your investment tends to be low</li> </ul>

**TABLE 2:** Fundraising sources and solicitation methods

Fundraising source	Written communication: letter, email	In-person visits	Network/referrals	Special events	Multimedia (commercials, ads, film)
Government	✓	✓	✓		
Foundations & aid organizations	✓	✓	✓		
Corporations	✓	✓	✓	✓	✓
Religious institutions & community groups	✓	✓	✓	✓	✓
Individual donors	✓	✓	✓	✓	✓
Diaspora	✓	✓	✓	✓	✓

**TABLE 3:** Fundraising sources and non-financial support

Fundraising source	Publicity	Endorsements	Volunteers	In-kind supplies (e.g., office equipment)	Tax benefits/Licensing
Government	✓	✓	✓		✓
Foundations & aid organizations					
Corporations	✓	✓	✓	✓	
Religious institutions & community groups	✓	✓	✓	✓	
Individual donors		✓	✓		
Diaspora	✓	✓	✓	✓	

### Fundraising code of ethics

Donors have the right to keep their personal and donation information confidential. In today's digital environment, protecting donor data is not only expected, but also essential. Publicizing a donor's contribution or sharing their personal information to other organizations without their explicit consent can damage trust and harm your organization's reputation. Donors can also be upset if you use their donation for activities other than those originally stated. Building a strong

relationship with donors is critical. It costs more to attract a new donor than it does to retain an existing donor. Having fundraising privacy guidelines or adopting a fundraising code of ethics will help your organization manage donations properly and ensure transparency and accountability. These guidelines also give your fundraising team confidence when approaching donors and reassure donors that their information and intentions will be respected.

## Appendix 1: Sample donation form

Your action today makes their healthy future possible tomorrow.

The World Federation of Hemophilia transforms the lives of people with bleeding disorders around the world. We need your help. Your donation will make an impact for generations to come.

Enter your donation amount

Thank you for considering a donation to the WFH. Your generosity empowers us to create lasting impact within the bleeding disorders community for generations to come.

\$ 500

\$ 100	\$ 250	\$ 500
\$ 1,000	Other amount in USD	

Annual donations of \$500 or more automatically qualify you as a WFH Global Champion.

NEXT STEP  >

Donate Now 

 Secure Donation

 Secure Donation

First Name\*  Last Name\*

Is this donation on behalf of a company?

No  Yes

Email Address\*

Make this an anonymous donation. 

Leave a comment

 This is a secure SSL encrypted payment.

Card Number    CVC

Cardholder Name\*   MM / YY


Canada

Address line 1\*

Address line 2

City\*

Quebec   Zip / Postal Code\*

I'm not a robot  reCAPTCHA  
Privacy - Terms

Here's what you're about to donate:

Donation Summary	<a href="#">Edit Donation</a> 
Payment Amount	\$500
Giving Frequency	One time
<b>Donation Total</b>	<b>\$500</b>

World Federation of Hemophilia

1184 rue Sainte-Catherine Ouest, Bureau 500; Montreal, Quebec H3B 1K1 Canada

Tel.: 514-875-7944

## Appendix 2: Case studies

### Haemophilia Association of Mauritius: Climbing for a Cause – Scaling New Heights to Support Women and Girls with Bleeding Disorders

*By Tatiana Bathfield of the Haemophilia Association of Mauritius*

#### Introduction

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In 2024, the Haemophilia Association of Mauritius (HAM) launched a groundbreaking fundraising and awareness campaign titled “Climbing for a Cause: Scaling New Heights to Support Women and Girls with Bleeding Disorders.” The initiative set out to raise MUR 880,000 to purchase a coagulometer, a vital diagnostic tool required to begin systematically identifying von Willebrand Disease (VWD) and other bleeding disorders in women and girls across Mauritius.

The campaign combined a powerful human-interest story, a dynamic multi-channel fundraising strategy, and a sustained online awareness effort. This case study outlines how HAM mobilized public support through innovative fundraising and storytelling to address one of the most overlooked areas of bleeding disorder care.

#### Background: A Diagnostic Gap in Women’s Health

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Women and girls with bleeding disorders often remain undiagnosed due to limited clinical awareness and the absence of specialized testing equipment. For Mauritius, the acquisition of a coagulometer represented a decisive step toward improving diagnostic access, enabling earlier intervention, and reducing years of unnecessary suffering. HAM’s goal was not just financial, it was transformational.

#### The Campaign Catalyst: A Two-Month Solo Trek Across the French Alps

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To rally public interest and spark conversations around a topic rarely discussed openly, HAM partnered with Edouard Lagesse, a young Mauritian student studying in Europe committed to using his athletic passion for social good. From 1 July to 31 August 2024, Edouard hiked the French Alps alone, carrying only a tent and the essentials on his back.

His route spanned a total distance of approximately 756 km and a cumulative elevation gain of 28,750 meters, demanding physical endurance and mental resilience while symbolically mirroring the unseen challenges faced by women with bleeding disorders.

#### Fundraising Strategy: Reaching a Target of MUR 880,000

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Meeting the ambitious fundraising goal required a well-structured, multi-layered approach. HAM focused on three main avenues: online crowdfunding, corporate engagement, and social media amplification.

#### 1. Crowdfunding Through Small Steps Matters

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HAM selected Small Steps Matters (SSM) as its primary crowdfunding platform due to its large existing donor base and extensive reach. The platform, however, retains 10% of the proceeds raised—a significant cost for a non-profit. Despite the deduction, HAM assessed that the visibility and donor access SSM provided would substantially increase total contributions, making the trade-off worthwhile.

The SSM page became the central hub of the campaign, allowing supporters to follow Edouard's progress, understand the medical need, and contribute directly. The platform's integrated sharing features helped broaden the fundraising reach well beyond HAM's usual network.

## 2. Mobilizing Corporate Donations

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To complement individual contributions, HAM as well as Edouard conducted targeted outreach to private companies, presenting the initiative as both a social investment and a public health contribution. Corporate donors played a crucial role in accelerating progress toward the MUR 880,000 goal, providing larger commitments and adding credibility that encouraged further giving from the public.

## 3. Social Media Engagement and Awareness

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Fundraising success was directly tied to HAM's proactive communication strategy. Through Facebook and Instagram, the Association developed a steady stream of content, including:

- updates from Edouard's journey across the Alps,
- educational posts on VWD and bleeding disorders in women,
- calls for donations and milestone announcements.

Social media served dual purposes, generating both awareness and donor conversion. The combination of personal storytelling, visual content, and health advocacy significantly boosted engagement throughout the two-month campaign.

## Outcomes and Impact

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The "Climbing for a Cause" campaign strengthened HAM's fundraising capacity and visibility in several key ways:

- Successful collection of funds toward the MUR 880,000 target, enabling HAM to initiate procurement of the coagulometer.
- Expanded donor base, thanks to the reach provided by Small Steps Matters' platform and database.
- New partnerships with corporate sponsors, increasing the sustainability of future projects.
- Widespread national awareness, with thousands of Mauritians engaging with the campaign through social media.
- Greater public understanding of bleeding disorders in women, a historically under-recognized group.

Beyond financial figures, the campaign generated invaluable momentum for diagnostic equity in Mauritius. It placed women's bleeding disorders into public dialogue, where silence had long prevailed.

## Conclusion

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"Climbing for a Cause" illustrates the power of combining high-impact storytelling with strategic fundraising. By leveraging a daring physical challenge, a trusted crowdfunding platform, and the reach of social media, HAM was able to mobilize support for a crucial investment in women's health.

The success of this initiative demonstrates that with creativity, persistence, and clear communication, even small organizations can raise substantial funds and elevate awareness on a national scale. The coagulometer represents more than medical equipment—it is a symbol of progress toward early diagnosis, improved care, and a future where women and girls with bleeding disorders in Mauritius are finally seen, heard, and supported.



## The Sports Day Campaign

### *By the United Kingdom Haemophilia Society*

In 2025 the UK Haemophilia Society (THS) launched its Sports Day campaign which brought together the bleeding disorder community to have fun, get active, and raise vital funds for the charity.

The campaign had three aims: to raise money, to reinforce the importance of exercise for good joint health, and to strengthen engagement with hemophilia centers.

### Preparation

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Planning started nine months ahead of the event date, which was scheduled for September. THS decided this should be a whole-team project, involving everyone in planning, with relevant individual tasks allocated once aims and objectives were finalized.

A fundraising goal of £40,565 was set, which is the same as the number of people in the UK with a diagnosed bleeding disorder.

### Additional funding sources

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THS secured funding from CSL Behring, Jeans 4 Genes, Roche Products Ltd, Chugai Pharma UK Ltd, and Swedish Orphan Biovitrium Ltd, which was used to produce education materials about the benefits of regular exercise for people with bleeding disorders. The funding was also used to cover the expenses of events organized by hemophilia centers for their patients.

### Campaign identity

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A fun and inclusive visual identity featuring cartoon characters was designed in-house and used for all branding. This coordinated with a series of four short videos promoting exercise that THS produced as a separate project which was aimed at parents of children with bleeding disorders. This project was supported by Roche Products Ltd, Chugai Pharma UK Ltd, and Swedish Orphan Biovitrium Ltd.

### Communication

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THS launched the event in its magazine, Community Matters, which is sent to all members. There were lots of examples of how individuals could get involved and clear signposts to registering for the event on the THS website. A dedicated webpage was set up to support the event and, as it progressed, a list of events was published.

A simple message: 'Let's get moving' was used in most communications with regular social media posts and emails to members, providing updates about events and how to get involved.

An email was sent to all hemophilia centers encouraging healthcare teams to organize an event for their patients, with our support. This was followed up with individual phone calls to centers. Team members were allocated centers and became their point of contact.

### Resources

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THS produced an educational leaflet on the importance of regular exercise in ensuring good joint and bone health. Members and centers were offered THS balloons, selfie frames, bespoke posters, and leaflets to advertise events. THS supplied publications about all aspects of bleeding disorder care to share.

## Sports Day 2025 – the results

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Sports Day produced some inspiring, inclusive events, opening up lots of new ideas for future fundraising. Examples of events organized by hemophilia centers included:

- Staff using a static bike located in a hospital reception area to cycle 40,565 miles
- A 2 km nature walk
- Hiring an athletics track with coaching in football, running, shot put, and dance
- Using a local sports field to offer belly dancing sessions, walking rugby, boxing, and traditional races
- Padel tuition and free play
- Using a hospital sports facility to offer archery, golf, and short tennis

Individual challenges included:

- Children's soft play and cake sale event
- Sponsored three peaks challenge
- Family sports day and BBQ
- Sponsored bike ride

Sports Day exceeded THS's fundraising target, raising just over £41,000 through individual donations, sponsorship, match funding, and corporate sponsorship.

More than 350 people got involved in the event either through their hemophilia center or by organizing individual or family challenges.

A total of 14 hemophilia centers organized dedicated events for their patients with support from THS.

## Sports Day 2025 – lessons learned

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THS was delighted with the engagement this campaign produced with hemophilia centers, particularly specialist physiotherapists, who saw Sports Day as an opportunity to improve patient engagement and reinforce important messages about sport and exercise. For the next campaign, THS will look to build on this relationship, encouraging centers to organize joint events to maximize impact and resources.

For future events, THS would look to encourage and support more individual challenges.

THS sees Sports Day as a campaign which will be a regular, annual event, improving and evolving over time. Sports Day has proved effective in promoting a key health message, bringing together the bleeding disorder community and raising significant funds for the charity, which are all key elements of THS's strategy.



## Appendix 3: Peer-to-Peer Fundraising

### Campaign Strategy: Peer-to-Peer Fundraising for Nonprofits\*

#### 1 SET CLEAR GOALS

- Fundraising target: define how much you want to raise.
- Participation goal: set a target for the number of fundraisers or teams.
- Timeline: choose a start and end date, ideally 4–6 weeks for momentum.

#### 2 CHOOSE THE RIGHT PLATFORM (SEE THE CHECKLIST BELOW)

- Use a peer-to-peer fundraising platform that allows: personal and team pages, easy social sharing, real-time tracking, and donor engagement.

#### 3 RECRUIT YOUR FIRST WAVE

- Start with your most engaged supporters: board members, volunteers, staff, and loyal donors.
- Provide them with a toolkit: sample messages, images, and fundraising tips.

#### 4 EMPOWER FUNDRAISERS

- Offer templates for emails, texts, and social media posts.
- Encourage storytelling: why they care about your cause and why others should too.
- Celebrate milestones (first donation, halfway to goal, etc.) to keep momentum.

#### 5 PROMOTE THE CAMPAIGN

- Use email, social media, and your website to spotlight fundraisers and share progress.
- Highlight personal stories and team achievements.
- Create urgency with countdowns and matching gift challenges.

#### 6 ENGAGE AND THANK

- Send weekly updates to fundraisers with tips and encouragement.
- Thank donors publicly (with permission) and share impact stories.
- After the campaign, host a virtual or in-person celebration.

### PEER-TO-PEER FUNDRAISING PLATFORM CHECKLIST

#### Setup & Ease of Use

- Easy to set up—no confusing software
- Fundraisers can create pages in under 60 seconds
- Option to pre-fill page content for fundraisers

#### Mobile Optimization

- Works well on phones and tablets
- Supports Apple Pay and Google Pay

#### Donation Experience

- Donation process takes less than 15 seconds
- Minimal clicks and friction

#### Clear Progress Tracking

- Donors, fundraisers, and admins can see real-time results

#### Ticketing Options

- Built-in ticket sales if your campaign includes an event

#### Customization & Branding

- Easy to add your logo, colors, and campaign style
- Can embed videos and livestreams

#### Data Collection

- Can create custom questions for donors and fundraisers
- Collects info like T-shirt sizes or volunteer interests

\* (n.d.). *Peer-to-Peer Fundraising: Everything You Need to Know*. Cause Vox. Retrieved September 1, 2025, from <https://www.causevox.com/blog/peer-to-peer-fundraising/>

## Appendix 4: Online materials

The Community ToolBox is a free, online resource for individuals and organizations working to build healthier communities and promote social change. Information is available in English, Spanish, and Arabic. KU Center for Community Health and Development. (2026). Community ToolBox. University of Kansas. <https://ctb.ku.edu/en>

Charity Village is full of information on philanthropy. It includes a section filled with articles on fundraising, ranging from volunteer recruitment and special event management to corporate sponsorship.

<https://www.charityvillage.com/>

The European Foundation Centre includes a database of European corporations and foundation funders. You can search for funders by their interests. <https://philea.eu/>

Online fundraising magazine: Subscription to this online fundraising magazine is free. Articles from every monthly edition are presented on the homepage, covering topics such as special events and direct mail.

<https://www.fundraiser.com/>

Need a template and ideas on how to write a fundraising letter, take a look at this site.

<https://snowballfundraising.com/donation-letter/>

Resource Alliance: This is an international organization based in the United Kingdom. Their website includes information on fundraising conferences and workshops for nonprofit managers in every region of the world. The website also provides free access to guides on how to write funding proposals and how to find new donors. You can also find copies of presentations given by fundraising experts. <https://www.resource-alliance.org/>

Tech Soup: If your organization is interested in online fundraising or establishing a donor database, look no further than Tech Soup to help you. This wonderful site provides basic information and worksheets to help non-profit organizations solve technical problems. <https://www.techsoup.org/>

