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Civil Society Network
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FUNDRAISING TOOLKIT

A resource for CSAs towards sustainable financing

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Why this tool

This resource aims to

- Develop CSAs' fundraising knowledge and confidence
- Share fundraising good practice between CSAs at different stages
- Equip all CSAs with the knowledge, tools and skills to improve their fundraising and to achieve long term financial sustainability.

Tailored to CSA stages

The 39 established SUN CSAs are in different stages of development. They can loosely be grouped into three tiers in relation to their fundraising experience.

- Tier 1: these are the smaller and newer CSAs that are seeking to make a start both in terms of building their alliance and in fundraising. They will require a 'nuts and bolts' guide that demonstrates the first steps and basic principles of effective fundraising, illustrated with context-relevant examples. The stories and examples of fundraising success from the Tier 2 CSAs will be helpful to those in Tier 1.
- Tier 2: these are the 'emerging' CSAs that have had some fundraising success and are seeking to develop a more strategic and process-driven approach. They will benefit from the 'nuts and bolts' guide but would also benefit from learning how to develop and implement a fundraising strategy. The stories and examples of fundraising success from the Tier 3 CSAs will be very helpful to those in Tier 2.
- Tier 3 these are the most successful CSAs that have enjoyed substantial fundraising success – for example PANITA in Tanzania, and CSAs in Zambia and Peru. The 'nuts and bolts' guide will help them to sharpen their fundraising practice but their primary need is to develop the quality of their reporting and stewardship of existing donors as well as implementing structured processes.

Sustainability Planning

Why it is Important

Before embarking on fundraising, it is important for CSAs to develop their long-term business plan.

CSAs should start building long-term sustainability into their financing plans and alliance strategies as early as possible – and look to use innovative and diverse approaches to securing long-term funding.

Initial support from international donors is often helpful. However, when looking to long-term sustainability CSAs should aim to secure national funding sources.

Domestic funding support can come from a variety of resources. Zambia's CSO SUN Alliance is a good example how to start looking for funding support.

CSO SUN Alliance secured funding from the following sources among others:

- Pooled funding facilities (if these exist in country)
- Country-level donors
- Country level UN agencies
- Membership fees from CSO members of the Alliance
- CSA contributions built into CSO members funding applications
- Offering consultancy services, once the alliance has become a reference in nutrition

CSAs need to have sufficient organisational capacity if they are to directly receive funds – so building CSA capacity in this area is also an important factor in moving towards sustainability.

[Tanzania's PANITA is a good example of an approach to developing capacity.](#)



*People will forget what you said. They will forget what you did. But **they will never forget how you made them feel.*** – Maya Angelou

*“There are two ‘i’s’ in Fundraising – they should stand for **inspiration** and **innovation**, not imitation and irritation.”* - Ken Burnett

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