

Tips for Donor Outreach and Fundraising

If underfunding was reported as one of the main issues in your country of operations, the Global Shelter Cluster recommends developing an advocacy plan specifically focused on resource mobilization. In addition to using the [advocacy plan template](#), developing a plan specifically to reach donors could be helpful. Please note that every country is different, and therefore not all the steps detailed below might be applicable in your particular context. For any questions, please contact Sarah at gfpadvocacy@sheltercluster.org.

TOPICS

- 1. Conduct context analysis related to funding at global and national levels.**
 - Consider the overall context at global level and which factors might influence the levels of funding for your country of operations.
 - Research the overall levels of funding in the country for humanitarian activities.
- 2. Define your goals: what do you want to achieve?**
 - Set realistic goals with the awareness that humanitarian financing is influenced by many factors, many of which are often outside of our control.
- 3. Research past funding trends and analyze available data from previous years.**
 - Depending on the length and nature of your specific crises, it might be necessary to look back at previous years' funding data to identify trends.
- 4. "Scope out" and research existing and potential donors to identify those that could be receptive to targeted advocacy.**
 - Nurture your relationships with current donors by planning regular engagement activities. Take time to discuss with them what the Shelter Cluster could do to support their own activities as they often have to advocate internally within their own organizations for more funds for specific countries or operations.
 - Potential new donors should be researched in depth by analyzing their strategies at global and country levels. If neither shelter nor settlements is mentioned in their strategies, the likelihood of doing conducting successful fundraising with them might take much more effort and require more time and energy.
 - Your lead agency might have a specific donor outreach/external relations team that could potentially support this part.
- 5. Define an action plan for donor outreach.**
 - Consider a mix of actions that could be conducted, considering the capacity of the team.
 - Some activities that can be useful to consider include sharing regular updates/factsheets about activities in the SNFI sector, including donors in mailing lists, planning regular briefings and meetings with donors, facilitating meetings between donors and partner agencies to discuss operations, and organizing donor visits to projects.
- 6. Monitor and evaluate your outreach activities.**
 - Establish how frequently you will monitor the action plan as doing so offers opportunities to reflect on past efforts and identify potential new prospects.
 - Evaluate the donor outreach activities on a yearly basis to assess the effectiveness of your efforts.