



Primero, crea valor

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In an increasingly competitive world, non-profit organizations (NGOs) face the constant challenge of attracting funds. However, beyond simply soliciting more donations or sponsorships, it is essential that these organizations recognize the importance of professionalizing their fundraising efforts. Well, the key to success in this section lies in generating value before approaching potential donors.

The opposite is like having a pastry shop and being constantly obsessed with whether or not customers come in through the door. Don't look out. Worry about making the best cakes and cakes, and they will come in, I assure you. In short: create courage, show it, and then ask.

Generating value not only means engaging in charitable or social activities. It means creating a quantifiable and qualifying impact that benefits the communities or causes addressed. To achieve this, NGOs can:

However, this "downward" work must be complemented by another equal or more important work, which is "upwards." In addition to value creation and its subsequent measurement, it is necessary to bring value directly to the donor in question. The donor will give money equivalent to the value generated for him by the NGO in defence of "its noble cause".

Professionalize yourself

My work and my family life are as exciting as they are exhausting, which leaves me very little time for my hobbies. One of them is playing the piano, but I only do it in the late hours of the night, when everyone sleeps. Faced with such a panorama, anyone will understand that I will never become a virtuoso of the piano. Amateur inputs, they correspond to amateur outputs. The odd thing would be the opposite. Well, the same happens with the fundraising. If we take amateur actions in this matter, why do we expect professional results?

Thus, together with a clear vision of who an NGO's 'clients' or 'objective publics' are, it is essential to adopt a more professional approach to fundraising for these significant and consistent donations.

To this I would like to add an essential element for the sustainability of the founding efforts: the retention of donors and sponsors. NGOs often assume the permanence of their donors once they begin to support them financially and devote all their efforts to finding new donors instead of caring for those they already have. Retention is fundamental and this ensures financial planning, budgetary stability and the emergence of volunteer "ambassadors" of our organization and mission.

Non-profit organizations cannot simply ask for support; they must earn it by creating value and demonstrating it to different audiences. In turn, they must professionalize their founding activity. Only in this way do they guarantee its sustainability, maximize its impact and better serve its founding purpose.