Love & Money?

How to make it work

John Andersson, Wikimedia Sverige, john.andersson@wikimedia.se
Nikki Zeuner, Wikimedia Germany, nicola.zeuner@wikimedia.de

Partnerships are advantageous for acquiring funding

Show the funder that applicant(s) are able to collaborate.

Leverage resources from multiple organizations and align mutually supporting activities.

Spread impact to more target groups.

Less competition.

Question

What are the advantages that you have found when fundraising?

Give concrete examples.

Acquiring funding is advantageous for partnerships

Provides resources for joint goals.

Forces a partnership to 'get real', formalization, involvement of leaders.

Provides a structure for joint accountability.

Carrot: buy the buy-in.

Risk minimization (money to experiment with).

Question

What are the advantages of money that *you* have found when partnering?

But…….make sure to avoid some of these common pitfalls:

- Rushing into projects without time to understand partners/vision (often hard deadlines)
  - Take time to build a consortium. E.g. don't sign a contract or letter the day before a proposal is due.
- Doing things that you do not really care for, for money.
  - Have a vision and overarching plan in place
  - Use project seed funding strategically to build organizational capacity.
- Unclear roles
  - Clarify: Backbone, lead applicant, communication, evaluation, when to work on it.

But…….more pitfalls:

- Partners dragging you into short term 'innovative' projects, not connected to programs or strategy
  - Don't give in to Shiny Object Syndrome.
  - Built on what you do. Innovation is contextual.
  - Realize that we are freaking innovative.
- Increases the complexity of reporting (also cumulative!)
  - Plan for it in advance. Agree on shared measurement framework/plan.
  - Do part of the work ongoingly (with all partners).
- Power dynamics and perception thereof changing
  - Be clear about division and organization of money.

But……make sure to avoid some of these common pitfalls:

- Lack of financial/human resources for consortium participation and coordination
  - Assure that your collaboration has the EXTRA resources it requires.
- Lack of risk management
  - Assess capacities and willingness of partners.
  - Assure quick response to failing partners.
  - Assure constant communication about resources and commitments.
  - Maintain relationships through crisis.
  - Constant communication with the funder.

Question

What is the biggest problem you have experienced?

Stuff to take home for everyone (fill out sheet)

To be shared on Meta!!!!

From your experience, what are some dos and don'ts that you would like to share?

Don'ts:

Dos:

Dos

Group 1

Clear and <u>realistic</u> goals and expectations.

Have a clear plan on what to spend money on.

Group 2

Promotion

Transparency

Status development

Media coverage

Dos

Group 3

Be clear about what the funding/money is paying for.

Group 4

Always be clear about the goals of the project.

Make sure you are able to reach your targets.

Always honor your objectives.

Group 5

Set clear and realistic goals.

Dos

Group 6

Take enough time.

Contract - with clear division of roles.

Think about the future.

Meet in person regularly.

Listen! Shared vision.

Choose partner carefully.

Clear about what paid for.

Dont's

Group 1

If there is money involved take good care not to have bad partners, or negative partners.

Don't let the partner take control but share the responsibilities.

Group 2

Deviating from agreed objective (Shiny Object Syndrome).

Not finishing the project.

Healthy dose of scepticism.

Don'ts

Group 3

Don't hire a contractor before receiving money from your partners, if you share the hiring costs.

Group 4

Don't rush into any agreement you don't understand.

Group 5

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Don'ts

Group 6

Don't rush because you're friends -rather say next time.

Don't deviate from objectives.