

Independent Fundraising Experiences

or: Where's the money, Lebowski?

the context

Movement funds are finite

Movement \$\$\$ have to be shared among a growing group of organizations

Movement funds come with strings attached.

the wider context

Free and Open Knowledge is a mission that may take us beyond immediate Wikimedia Projects.

Partnerships make us strong, and help us achieve systemic impact.

partnership orientation

what do we bring?

what does the partner bring?

what are strategies we each pursue?

what is our shared vision?

external fundraising

many scenarios:

WM Org + Funder

WM Org + WM Org + Funder

WM Org + Partner xn + Funder

**What's your
theory of change?**

Organizational Strategy

Organizational Strategy

Annual Plan

Organizational Strategy

Multiannual strategy or broad strategic framework

(.....annual plan)

Internal Steps



Internal Steps

Allocate Resources!

Identify funding needs and gaps

Agree on criteria

set up policies and procedures

External Steps



External steps -ready, set....

Conduct research

Prepare your pitch(es)

Prepare materials

External Steps....GO!

establish first contacts

attend events

make your case

write proposals

negotiate agreements

**What are your
experiences?**

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