

5. ESF Starter Kit – FUNDRAISING OVERVIEW

Experiences from ESF Germany

The ESF chapter in Germany was established in 2006 and is currently overseeing three fellowship programmes located in the DR Congo and Chechnya (all in all over 60 fellows). Funds for these fellowship programmes are raised following mainly four strands of activity: individual sponsorships; donations; local fundraising; and civil society competitions.

What follows is a concise overview of fundraising strategies in the German chapter (NB: these activities are working in the German context and probably need adaptation to the respective local contexts):

1. **INDIVIDUAL SPONSORSHIPS:** Members of ESF Germany try to attract private individuals (friends, family, or acquaintances) who then take over the sponsoring for one particular fellow. The sponsorship is paid on a monthly basis by the private individual and the money goes directly to the fellowship programme. The private sponsor agrees to support the fellow in question for a certain period of time and regularly receives information about “his”/”her” fellow (twice a year). There is thus a direct link between sponsor and sponsored and the programme has regular revenues.
2. **DONATIONS:** ESF Germany receives funds from a range of different donors: (a) private individuals who donate money at various occasions; (b) private sector companies; and (c) foundations. In an ideal case, the Chapter has a continuing cooperation with a company or a foundation. In most cases, however, ESF Germany receives donations in combination with a special event. Personal contacts (e.g. an ESF member doing an internship with a company) are also quite important for attracting potential donors from the private sector.
3. **LOCAL FUNDRAISING:** ESF Germany also raises funds by (1) organizing parties, concerts or film screenings and (2) selling self-produced cake, calendars etc. These popular social events provide a good opportunity for motivating and integrating the members of your Chapter, raising money, promoting the idea of ESF – and for having a good time together! In most local groups all over Germany similar events are taking place over the academic year.
4. **CIVIL SOCIETY COMPETITIONS:** In Germany there are quite a few competitions for non-profit organizations, funded by the German government, the private sector or foundations. ESF Germany regularly takes part in these competitions.

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