

# S U M M A R Y

# PoMOCna KAWA #16



## FUNDRAISING part.II

## PUBLIC COLLECTIONS & EVENTS

**30** ORGANIZATIONS PARTICIPATED IN THE MEETING (Siepomaga Foundation, Q Foundation, Suddenly Alone Foundation, Action Laboratory for Peace Association (Salam Lab), Spirits of Hope Foundation, New Story Foundation, Pink Box Foundation, International Center for Psychological Help Foundation, K4RYBNK Development Association, Studio M6 Foundation, Mother's House, UNITATEM Foundation, Great Heart for Children Foundation in Krosno, Mudita Association, Open Door Association, CultureLab Foundation and others)

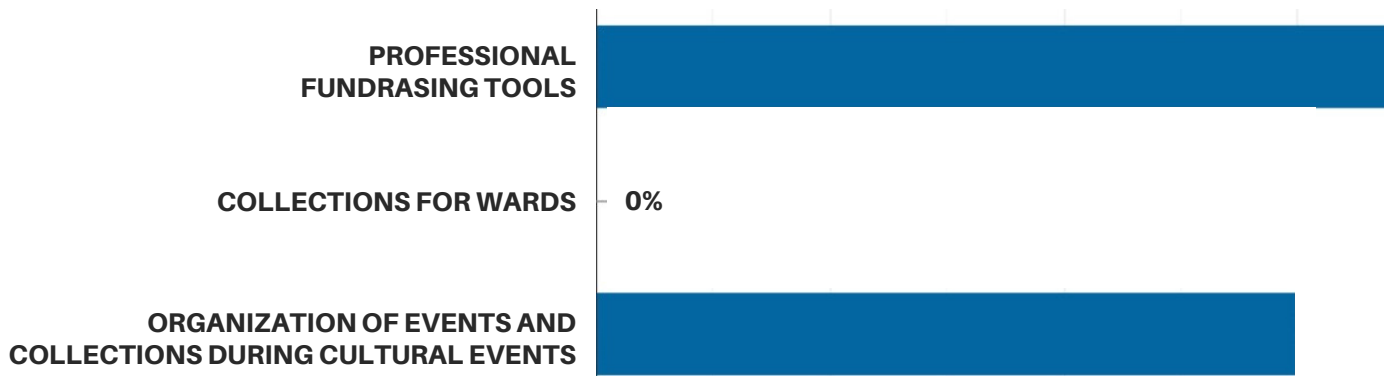
### Fundraising

During another training session on fundraising, we touched on collections and events. The speakers were two representatives of the Siepomaga Foundation and a representative of the Q Foundation.

- Siepomaga Foundation  
"Professional online fundrasing tools. Fundraising for the wards of foundations".
- Q Foundation  
"Fundraising. Organizing events and public collections during cultural events".

After each of the lectures, participants were able to ask additional questions, and they also filled out a survey and chose the most interesting topics they would like to explore at future meetings. Below are their responses. More in-depth training will be provided by selected experts in the coming months.

#### WHICH OF THE TOPICS DISCUSSED AT THE MEETING SHOULD BE DEVELOPED FURTHER IN A MORE DETAILED TRAINING?



# Professional online fundraising tools Collections for the wards of foundations

## SIEPOMAGA FOUNDATION

Karolina Sitarz and Monika Filipowicz told us how the Siepomaga online portal that conducts collections for public benefit purposes works. The speakers shattered many myths and explained complicated issues related to the use of crowdfunding. They encouraged the gathered representatives of organizations to raise funds using this method.

Siepomaga Foundation

runs Poland's first and largest online charity collection platform [Siepomaga.pl](http://Siepomaga.pl), which allows organizations to raise funds for specific initiatives and thus support those in need. Their motto is:

"We want to help, but we know that by acting together we can achieve even more".

If your organization needs funds to carry out its activities, we encourage you to cooperate and create an Organization Profile on [Siepomaga.pl](http://Siepomaga.pl). Organization Profile is nothing more than a "business card", thanks to which it is possible:

- collect funds for statutory goals
- create campaigns and individual projects
- reporting collections for the Wards.

### Setting up an Organization Profile is free

Organizations do not incur any costs for conducting collections. They can withdraw the collected funds at any time. As part of the profile, they can use a number of convenient tools to support contributions (one-time and recurring donations, charity text messages, piggy banks).

### How to register an organization in [Siepomaga.pl](http://Siepomaga.pl)?

It's easy! You should go to: [Zarejestruj swoją organizację | Siepomaga.pl](#), Fill out the form and wait for contact from Siepomaga.

### There are already two thousand collections registered on the Siepomaga portal

They are run by both large - media foundations and associations, and small - local ones. All of them are resiliently operating. There are as many ideas for a fundraising campaign as there are NGOs. They work in different sectors. Each organization runs a different project. All collections are public. You can check how much money an organization has raised, for what purpose and over what period of time.

### The [siepomaga.pl](http://siepomaga.pl) portal enjoys great public trust

Due to the fact that it works only for proven organizations. Spending of collected funds is subject to control. That is why Siepomaga attracts willing individuals and private companies to support selected projects. Anyone can become a donor and transfer any amount to the account of a selected foundation or association.

### Siepomaga has already been trusted by, among others:

WOŚP, Polish Humanitarian Action, SOS Children's Villages, Mam Marzenie Foundation, Little Brothers of the Poor Association, Noble Parcel, as well as more than 2,000 other organizations: foundations, associations, hospices, volunteer and national fire departments and sports clubs.

Contact for consultation to Siepomaga:

Karolina Sitarz - specialist in cooperation with partners

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# Fundraising. Organization of events and collections during cultural events.

## Q FOUNDATION

President of the Q Foundation Marcin Kurnik told us where to start organizing a cultural event to raise funds. He has extensive experience in planning arts and culture events.

### Simple recipe for organizing an event

- determining the purpose and theme of the event
- selecting an appropriate location
- obtaining appropriate permits and approvals
- recruiting and coordinating a team of volunteers
- developing and implementing a marketing and promotion plan
- setting the budget and attracting sponsors
- preparing and coordinating technical logistics
- carrying out the event and its evaluation

## Pro-tip: poszerz pole widzenia!

- **Wydarzenia specjalne:** Jakie wydarzenie poruszy mieszkańców Twojej okolicy?
- **Kwesta:** Skarbonka w rękach osoby proszącej o hojność, budzącej zaufanie i kojarzonej pozytywnie może zdziałać cuda. Warto się zastanowić, jakich kwestarzy możemy zaprosić, kto może być naszym reprezentantem? Jeśli to wydarzenie ze znanymi osobami, które budzą zaufanie - warto pójść w tą stronę.
- **Barter:** Nie zawsze trzeba prosić o pieniądze, czasem mamy coś, co umiemy zrobić, coś co jest nasze albo tylko nasz czas. Co można by uzyskać w zamian? Kogo o to poprosić? Z kim można podpisać umowę, w której usługi lub towary będą przedmiotem wymiany?

 FUNDACJA

### Examples of fundraising activities at cultural events

- charity events
  - ticket revenue
  - moneybox
  - auction
  - drawing, raffle
- tied marketing
  - part of the money from the sale of a given product is used for social purposes (information about it this should be included on the product)
- public collections
  - involve raising funds for a can in public places
  - public collections are registered at [www.zbiorki.gov.pl](http://www.zbiorki.gov.pl)*

The Q Foundation benefits not only from donor support, but also from volunteers. An additional important help is the possibility to use the offered equipment or services for free. Any kind of support is important. The organization of a charity event cannot be completely free, but one can strive to level the costs. The goal of the activity should be to generate as much income as possible.

Events, such as a concert or charity vernissage, provide an opportunity to attract new partners to support the organization's projects or to present their activities to potential sponsors.

It is good to promote fundraising activities through social media and the organization's website. Creating an interesting story and acting with images is very important here. Fundraisers should tell their stories with passion, inspiring their audience to take action.

## Opowiedz historię!

Prezentuj jasne, bezpośrednie propozycje, do których ludzie mogą się odnieść.

np.

*Spraw, by niewidomy odzyskał wzrok.*

Udanemu fundraisingowi towarzyszy storytelling. Fundraiserzy mają do opowiedzenia świetne historie – i powinni opowiadać je w odpowiednim tempie i z pasją, aby inspirować do działania.



## What to look for when planning a fundraiser?

- See donors as partners in a common goal. Ensure that they have a sense of shared ownership. Always distinguish them appropriately.
- Make sure donors' money is well spent and donors' trust is justified.
- Don't forget that people donating their time are just as important as those donating cash.

“

**Osobno jesteśmy kroplami,  
ale razem tworzymy ocean.**

Ryūnosuke Akutagawa

During his speech, Marcin Kurnik invited us to participate in the City NGO Festival, which is organized by the Q Foundation. The program of the event includes debates, concerts, workshops and social actions, among others. It is a great opportunity to present and promote your organization, and network. More about the festival: <https://wydarzenia.ngo.pl/411692-city-ngo-przestrzen-aktywnosci-spoecznej-przy-cieszfanow-festiwal.html>

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