

CAPACITY BUILDING PROGRAMME

CULTURAL
PROJECT
MANAGEMENT
SERIES

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ONLINE
SESSION

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FUNDRAISING AND DONOR RELATIONS

WITH
**FAIROOZ
TAMIMI**

IZOLYATSIYA
PLATFORM FOR CULTURAL INITIATIVES

**MALÝ
BERLÍN**
kulturné centrum

teh

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ZMINA:Resilience is a cooperation between IZOLYATSIYA (UA), Malý Berlín (SK) with support of Trans Europe Halles (SE).

■ ABOUT ME

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**FAIROOZ
TAMIMI**



■ OBJECTIVES

- Understand fundraising process and landscape
- Develop simple fundraising strategy
- Know the key aspects of grant application writing
- Applications writing DOs and DON'Ts
- Pitching

■ WHAT IS STRATEGIC FUNDRAISING?



IT IS FUNDRAISING THAT IS:

- **Focused:** not applying everywhere
- **Selective:** not reacting randomly
- Aligned with your mission
- Supports decision making

■ WHY STRATEGY MATTERS?



- **Without strategy:** low success, wasted time
- **With strategy:** better matches, higher success

FUNDERS LANDSCAPE



PUBLIC FUNDERS:

larger grants, require formal applications and reporting

- **European Union programmes:** European Social Fund+, Erasmus+, European Solidarity Corps, CERV Program (Citizens, Equality, Rights and Values), Creative Europe.
- **National ministries of culture, embassies**
- Regional and municipal authorities

PRIVATE FOUNDATIONS:

flexible, highly competitive

- Independent philanthropic organisations
- Often focus on specific themes (arts, social impact, education)

CORPORATE SPONSORS:

expect branding, visibility

- Companies supporting cultural projects for visibility or CSR

INDIVIDUAL DONORS:

relationship-based, requires trust and engagement

- patrons, philanthropists, or supporters
- donations can be one-off or recurring

■ WHAT MAKES A GOOD FIT?

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- The donor funds your topic
- They work in your region
- They matches your values
- They support your type of work



■ IDENTIFYING STRATEGIC FUNDING SOURCES



- Finding the Right Funders
- Align funding sources with your strategic goals
- Map funders: chose the right type of funders for your goals
- Prioritize funders with a history of supporting similar projects
- Build a shortlist based on relevance, size, and likelihood of success

FUNDRAISING PROCESS



- 1. RESEARCH** ⇒ Identify Funding Opportunities
- 2. CONNECT** ⇒ Build Donor Relationships
- 3. APPLY** ⇒ Develop Funding Proposals
- 4. MAINTAIN** ⇒ Nurture Donor Engagement

■ 1. RESEARCH: Identify Funding Opportunities

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- Beside the 'usual suspects', look for new donors
- Make the search systemic
- Make the search strategic
- Develop internal capacity for donor research in your organisation
- Keep a Donor database for your organisation.

■ 2. CONNECT: Build Donor Relationships

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— Think: **PEOPLE — PROCESS — TOOLS**

PEOPLE:

— Who is in charge of what?

PROCESS:

— How are you currently connecting to donors?

— How are you currently starting a relationship with donors?

TOOLS:

— What tools do you use? your website?

— The value of using LinkedIn?

■ 3. APPLY: Develop Funding Proposals

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- **Background/introduction:** information about the organization
- **The need** (problem identified by the applicant
- The project **goal, specific objectives** (both quantitative and qualitative), target groups, and beneficiaries)
- Expected **results** (including **quantitative and qualitative** indicators to measure them)
- Detailed **activities – implementation plan and timeline**
- Potential risks and how they will be addressed
- Budget

■ 3. APPLY: Develop Funding Proposals

MAKE IT EASY TO READ

- Short sentences
- Simple language
- Clear structure
- No jargon (especially AI)

■ 4. MAINTAIN: Nurture Donor Engagement

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DONOR RELATIONS

Strong donor relationships are built on:

- **Consistency** ⇒ Regular communication
- **Transparency** ⇒ Clear reporting
- **Engagement** ⇒ Making donors feel part of the project
- **Recognition** ⇒ Donor visibility and compliance to guidelines

4. MAINTAIN: Nurture Donor Engagement

CREDIBILITY IS KEY

- Trust is built through consistency and transparency
- Your reputation depends on how you manage donor relationships

MOST IMPORTANT PRACTICE

REGULARLY REPORT TO DONORS AS PER REQUIREMENTS

- Submit reports on time and in full
- Follow donor guidelines carefully
- Ensure financial and narrative accuracy

WHY IT MATTERS

- Builds long-term trust
- Increases chances of renewal funding
- Strengthens your organisation's credibility

DONOR RELATIONS BEYOND REPORTING

ACTIVELY ENGAGING WITH YOUR DONORS BEYOND REPORTING:

- Inviting donors to premieres, exhibitions, and events
- Acknowledging them publicly on your website and programmes (follow their communication guidelines if available)
- Offering behind-the-scenes access (e.g. artist talks or rehearsals)

Example, invite donor to meet the artists they supported in your project

FUNDRAISING PLAN



FUNDRAISING PLAN

- One-stop-shop for your fundraising goals
- Focuses on your priorities
- Identifies relevant donors
- Identifies relevant calls
- Tool for monitoring calls of interest
- [Fundraising Plan](#)

■ EXERCISE: Develop a Fundraising Plan

- Work in groups
- Choose one of your group organisations
- Identify 4-5 donors and calls (open or closed)
- [Use the Template](#)
- Chose one person to report back to the group
- Present your work.

PITCHING

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PITCHING

- A compelling opening, yet clear and simple
- **Problem** (including the target group)
- **Solution:** How are you addressing the problem?
- The **added value:** Why should we be chosen?
- The ask: **What do you need?** How much?

CRAFTING AN EFFECTIVE MESSAGE

COMMUNICATE WITH IMPACT:

- Start with a clear, simple message
- Combine facts with emotion
- Highlight urgency and relevance
- Tailor your message to the donor (without losing your soul)
- Keep it concise and memorable

Goldern Rule: Is it clear in 30 seconds?

■ EXERCISE: Pitching

- In groups, chose one of the projects
- Prepare a pitch as a group
- Select one person to pitch your project
- Present in one minute

■ KEY TAKEAWAYS

- BE STRATEGIC
- FOCUS ON RIGHT DONORS
- BE CLEAR
- USE STORYTELLING

■ LET'S KEEP IN TOUCH

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FAIROOZ TAMIMI

- LinkedIn: @fairooztamimi
- f.tamimi@act4hope.org

THANK YOU!

